

Muzeeb Shaik

Hodge Hall, Suite 2100, 1309 E. 10th St. Bloomington, IN 47405
+1-(551) 263-5752 ||shaikmu@iu.edu
muzeeb-shaik.github.io
(June 2023)

Academic Employment

August 2022 – Present Visiting Assistant Professor of Marketing
Kelley School of Business
Indiana University - Bloomington

Education

2018 - 2022 Ph.D., Business Administration (Marketing)
Mays Business School, Texas A&M University

2014 - 2016 M.S., Industrial Engineering
Texas Tech University

2005 - 2009 B.Tech., Mechanical Engineering
J.N.T.U. College of Engineering, Hyderabad, India

Research Interests

Substantive: Quantitative Marketing Strategy, Social Impact of Marketing,
Business-to-Business Marketing, Sales Management, Healthcare, Education

Methodological: Applied Econometrics, Causal Modelling, Applied Machine Learning

Peer-reviewed Publications

- Mittal, Vikas, Kyuhong Han, Carly M. Frennea, Markus Blut, Muzeeb Shaik, Narendra Bosukonda, and Shrihari Sridhar (2023), “Customer Satisfaction, Loyalty Behaviors, and Firm-Financial Performance: What 40 Years of Research Tells Us,” *Marketing Letters*, 34 (2), 171–187.
- Singal, Amit G., Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Muzeeb Shaik, Akbar K. Waljee and Jasmin Tiro (2022), “Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis,” *Clinical Gastroenterology and Hepatology*, 20 (8), 1795–1802.
- Shaik, Muzeeb, Narendra Bosukonda, Vikas Mittal, and Shrihari Sridhar (2022), “Price Sensitivity and Customer Perceived Switching Costs in Business-to-Business Markets: Joint Effect on Customer Repurchase Intentions,” *Journal of Service Management Research*, 6(1), 64-79.

Working Papers / Work in Progress

- “How do Communities Respond to the Trauma of Fatal School Shootings? An Economic Perspective,” with Mike Palazzolo, Adithya Pattabhiramaiah , and Shrihari Sridhar, *working paper*.

- “Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application,” with Shrihari Sridhar, and Vikas Mittal, *preparing for submission*.
- “Designing New Studies Using Meta-Analysis for Estimate Precision: The Case of Customer Satisfaction and Customer Retention,” with Kyuhong Han, Vikas Mittal, and Shrihari Sridhar, *preparing for submission*.
- “The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application,” with Yixing Chen, Taehoon Im, Narendra Bosukonda, Sonam Singh, Markus Blut, Vikas Mittal, Shrihari Sridhar, and Amit G. Singal, *Reject and resubmit at Journal of Marketing Research*.
- “The Economic Impact of Minority Ownership Labels on Online Platforms,” with Sai Chand Chintala, *work in progress*.

Awards, Honors & Grants

2022	\$5,000 MSI Research Grant with Sai Chand Chintala
2022	Dean’s Award for Outstanding Teaching, Texas A&M University
2022	AMA – Sheth Foundation Doctoral Consortium Fellow
2022	Marketing Strategy Consortium Fellow
2022	Presenter, University of Houston – Annual Doctoral Symposium
2021	Academy of Marketing Science Doctoral Consortium Fellow
2021	Dean’s Award for Outstanding Research, Texas A&M University
2021	ISBM PhD Camp on Research in B2B Markets Fellow
2019	Quantitative Marketing and Structural Econometrics Workshop Fellow
2018 – 2022	Department of Marketing Fellowship, Mays Business School
2018 – 2022	Ph.D. Enhancement Fellowship, Mays Business School
2014 – 2016	Industrial Engineering Scholarship, Texas Tech University

Conference Presentations

The Association of Patient Satisfaction and Quality of Care: Theory, Evidence, and Application

- Neeley Analytics Conference, TCU, March 2022; Winter AMA 2023

Business-to-Business Sales Opportunity Management: A Framework, Evidence And Application

- Ph.D. Symposium, University of Houston, April 2022; INFORMS Marketing Science Conference, June 2022; Winter AMA 2023

Impact of School Shootings on Community Consumption and Home Values

- INFORMS Marketing Science Conference, June 2023; AoM 2023 (scheduled); ACR 2023 (scheduled)

Research & Teaching Experience

Indiana University - Bloomington

- *Instructor*
Introduction to Marketing – Fall 2022
Marketing Research – Spring 2023 (3 sections)

Texas A&M University

- *Instructor*
Marketing Analytics - Fall 2020 (2 sections)
– Dean's Award for Outstanding Teaching
- *Guest Lecturer*
Marketing Management (MBA Core), Shrihari Sridhar, Fall 2021
- *Teaching Assistant*
Marketing Management (MBA Core), Shrihari Sridhar, Fall 2019

Indian School of Business

- *Research Associate*
Strategy Department (June, 2016 – June, 2018)

Texas Tech University

- *Teaching Assistant*
Engineering Economic Analysis (Undergraduate)
Spring 2015, Fall 2015 and Spring 2016.

Professional Experience

March 2013 – July 2014	Asst. Manager, ESG Sales Johnson Controls India Pvt. Ltd.
Sept. 2009 – Feb. 2013	Sr. Engineer, Project Sales Blue Star Limited, India

Service

Reviewing

Ad-hoc reviewer for Journal of Marketing (JM) and International Journal of Research in Marketing (IJRM)

Reviewer for 2022 National Conference in Sales Management and 2023 Winter AMA

Texas A&M University

Humana Healthcare Analytics Case Competition: Judge (2018,2019,2021)

Texas Tech University

Graduate Student Senator, Student Government Association, 2015 – 2016

Student Member, University Disciplinary Committee, 2015 – 2016

Programming Skills

STATA, R, Python, JMP and SPSS

Doctoral Coursework

Marketing

Applied Econometrics for Marketing	Alina Sorecu
Seminar in Buyer Behavior	Suresh Ramanathan
Seminar in Marketing Models	Venkatesh Shankar
Marketing Strategy Research	Shrihari Sridhar
Theory Construction & Knowledge Development (audit)	Manjit Yadav

Economics & Econometrics

Microeconomics I: Classical Demand Theory, Production Theory and General Equilibrium	Rodrigo Velez
Microeconomics II: Game Theory and Mechanism Design	Silvana Krasteva
Econometrics I: Econometric Theory	Yonghong AN
Econometrics II: Causal and Quasi-Experimental Methods	Jason Lindo
Industrial Organization I	Stephen Puller, Fernando Luco & Benjamin Klopach

Statistics & Machine Learning

Statistical Aspects of Machine Learning I	Raymond Wong
Statistics in Research III	Dreya Akleman
Machine Learning	Samira Mirbagher Ajorpaz

Workshops

Quantitative Marketing and Structural Econometrics (2019)	Northwestern University
---	-------------------------

References

Shrihari Sridhar (Dissertation Chair)
Joe Foster '56 Chair in Business Leadership
Professor of Marketing
Mays Business School
Texas A&M University
Email: ssridhar@mays.tamu.edu

Adithya Pattabhiramaiah
Sharon A. and David B. Pearce Professor
Associate Professor of Marketing
Scheller College of Business
Georgia Tech
Email: adithya.pattabhi@scheller.gatech.edu

Alina Socrescu
Professor of Marketing
Paula and Steve Letbetter '70 Chair in Business
Mays Business School
Texas A&M University
Email: asorescu@mays.tamu.edu