

# Muzeeb Shaik

Mays Business School, Department of Marketing  
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## **Education**

Texas A&M University, College Station, TX, 2018 – 2023(expected).  
Ph.D., Business Administration (Marketing).

Texas Tech University, Lubbock, TX, 2014 – 2016.  
M.S., Industrial Engineering.

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

## **Research Interests**

Interfirm Relationships (B2B), Sales Force, Causal Inference and Machine Learning

## **Working Papers**

“Price Sensitivity and Customer Perceived Switching Costs in Business-to-Business Markets: Joint Effect on Customer Repurchase Intentions,” with Narendra Bosukonda, Vikas Mittal & Shrihari Sridhar.

“The Asymmetric Association of Customer Commitment and Behavioral Intentions in Business-to-Business Markets,” with Narendra Bosukonda, Vikas Mittal & Shrihari Sridhar.

## **Research & Teaching Experience**

### *Indian School of Business*

Research Associate, Strategy Department.(Feb, 2017 – June, 2018)  
Learning Consultant , Technology Entrepreneurship Program.(June, 2016 – Feb, 2017)

### *Texas Tech University*

Teaching Assistant, Engineering Economic Analysis (IE2324)  
Spring 2015 , Fall 2015 & Spring 2016.

## **Professional Experience**

Johnson Controls India Pvt. Ltd. - Asst. Manager, ESG Sales.(March 2013-July 2014)  
Blue Star Limited, India - Senior Engineer, Project Sales.(September 2009 -February 2013)

## **Awards & Honors**

Quantitative Marketing and Structural Econometrics Workshop Fellow, Northwestern University, 2019.  
Ph.D. Enhancement Fellowship, Mays Business School, Texas A&M University, 2018-present.  
Department of Industrial Engineering Scholarship, Texas Tech University,2014-2016.  
National Merit Scholarship, Government of India,2005.  
Pratibha Award, Government of Andhra Pradesh,2003.

## **Programming Skills**

STATA, R, Python, SAS

## **Service**

### *Texas A&M University*

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

Texas Tech University

Graduate Student Senator , Student Government Association, 2015-2016.  
Student Member , University Disciplinary Committee, 2015-2016.

**Doctoral Coursework**

Marketing

Applied Econometrics and Multivariate Analysis for Marketing	Alina Sorecu
Seminar in Buyer Behavior	Suresh Ramanathan
Seminar in Marketing Models	Venkatesh Shankar
Marketing Strategy Research	Shrihari Sridhar

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 Inference and Quasi-Experimental Methods	Jason Lindo

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
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**References**

Dr. Shrihari Sridhar	Dr. Vikas Mittal
Joe Foster' 56 Chair in Business Leadership	J. Hugh Liedtke Professor of Management & Marketing
Professor of Marketing	Jones Graduate School of Business
Mays Business School	Rice University
Texas A&M University	Email: vikas.mittal@rice.edu
Email: ssridhar@mays.tamu.edu	