

# Muzeeb Shaik

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## Employment

### KELLEY SCHOOL OF BUSINESS, INDIANA UNIVERSITY

Assistant Professor of Marketing	July 2024 - Present
Visiting Assistant Professor of Marketing	August 2022 - June 2024

## Education

<b>Ph.D., Business Administration (Marketing)</b>	2018 - 2022
Mays Business School, Texas A&M University	
<b>M.S., Industrial Engineering</b>	2014 - 2016
Texas Tech University	
<b>B.Tech., Mechanical Engineering</b>	2005 - 2009
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; Optimization

## Peer-Reviewed Publications

- (1) Muzeeb Shaik, John P. Costello, Mike Palazzolo, Adithya Pattabhiramaiah, and Shrihari Sridhar (2025), “How Fatal School Shootings Impact a Community’s Consumption,” *Journal of Marketing Research*, 62(6), 959-980. [Link](#)  
Best paper Honorable Mention, *AMA Marketing and Public Policy Conference*, 2025.  
Featured on *Journal of Marketing Research*’s “How I Wrote This” podcast series, 2025.  
Selected coverage: [Psypost](#), [K-12 School shootings database Podcast](#), [Dallas Morning News](#), [Georgia Tech Research News](#), [Notre Dame News](#), [Mays Business News](#), [UC Davis Research Blog](#).
- (2) 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. [Link](#)
- (3) 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. [Link](#)

- (4) 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. [Link](#)

## Other Publications

- (1) “How School Shootings Are Felt in Local Economies,” with John P. Costello, Michael Palazzolo, Adithya Pattabhiramaiah and Shrihari Sridhar, 2025, *Harvard Business Review*. [Link](#)
- (2) “School Shootings Leave Lasting Scars on Local Economies, Research Shows,” with Adithya Pattabhiramaiah, John P. Costello, Michael Palazzolo, and Shrihari Sridhar, 2025, *The Conversation*. [Link](#)

## Working Papers / Work in Progress

- (1) “Opportunity Management for B2B Service Organizations: A Theory Informed Decision Support Framework,” with Shrihari Sridhar, Chelliah Sriskandarajah and Vikas Mittal, conditionally accepted at *Production and Operations Management*. [Link](#)
- (2) “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, reject and resubmit at *Journal of Consumer Research*.

## Awards, Honors & Grants

AMA Marketing Strategy Doctoral Consortium Faculty Fellow	2025
Best paper Honorable Mention, <i>AMA Marketing and Public Policy Conference</i>	2025
\$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	2022
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	2021
Quantitative Marketing and Structural Econometrics Workshop Fellow	2019
Department of Marketing Fellowship, Mays Business School	2018 – 2022
Ph.D. Enhancement Fellowship, Mays Business School	2018 – 2022
Industrial Engineering Scholarship, Texas Tech University	2014 – 2016

## Conference Presentations

*How Fatal School Shootings Impact a Community’s Consumption*

AMA Marketing and Public Policy Conference 2025; Marketing Strategy Consortium 2025; Winter AMA 2025; INFORMS Marketing Science Conference, June 2024; INFORMS Marketing Science Conference, June 2023; AoM 2023; ACR 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

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

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

## **Teaching Experience**

### INDIANA UNIVERSITY - BLOOMINGTON

Marketing Strategy (Undergraduate) – Spring 2025

Marketing Research (Undergraduate) – Spring 2023; Spring 2024

Introduction to Marketing (Undergraduate) – Fall 2022; Spring 2024

### TEXAS A&M UNIVERSITY

#### *Instructor*

Marketing Analytics (Undergraduate) - 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

### TEXAS TECH UNIVERSITY

#### *Teaching Assistant*

Engineering Economic Analysis (Undergraduate) - Spring 2015, Fall 2015 and Spring 2016

## **Professional Experience**

Research Associate June 2016 – July 2018

*Indian School of Business*

Asst. Manager, ESG Sales March 2013 – July 2014

*Johnson Controls India Pvt. Ltd.*

Sr. Engineer, Project Sales Sept. 2009 – Feb. 2013

*Blue Star Limited, India*

## **Service**

### PROFESSION

Vice Chair for Engagement – American Marketing Association (AMA) Tech SIG, May 2024 - Present

Summer American Marketing Association Conference 2025 (Chicago, IL)

Track Co-Chair – Data-Driven Social Impact in Mature and Emerging Markets  
Panel Chair – Expert Workshop on Interdisciplinary Research: Marketing meets Medicine, Public Health, and Law

#### REVIEWING

*Ad-hoc Journal Reviewer:* Journal of Marketing Research (JMR); Journal of Marketing (JM); Production and Operations Management (POM), International Journal of Research in Marketing (IJRM); Journal of Business Research (JBR); Journal of Business-to-Business Marketing; Journal of Marketing Management

*Conference Reviewer:* 2025 Summer AMA; ACR 2025; AP-ACR 2024; 2023 Winter AMA; 2022 National Conference in Sales Management

#### INDIANA UNIVERSITY

Course Coordinator, Marketing Strategy (M450)

#### 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