

# Muzeeb Shaik

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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**

Empirical Marketing Strategy, Business-to-Business Markets, Causal Inference

## **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.

“Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis,” with Amit G. Singal, Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Akbar K. Waljee & Jasmin Tiro.

## **Research & Teaching Experience**

### *Texas A&M University*

Instructor, Marketing Analytics (MKTG431)  
Fall 2020

### *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 and Spring 2016.

## **Professional Experience**

Johnson Controls India Pvt. Ltd. - Asst. Manager, ESG Sales.(March 2013-July 2014)  
BlueStar Limited, India - Sr. 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 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

## **References**

Shrihari Sridhar (Co-Chair)

Joe Foster' 56 Chair in Business Leadership

Professor of Marketing

Mays Business School

Texas A&M University

Email: ssridhar@mays.tamu.edu

Vikas Mittal (Co-Chair)

J.Hugh Liedtke Professor of Marketing

Jones Graduate School of Business

Rice University

Email: vikas.mittal@rice.edu