Muzeeb Shaik

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(July 2020)

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

"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.

"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 and 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

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