

MEHER ALAM PH.D. CANDIDATE

EDUCATION	The University of Texas at Austin <i>Ph.D. in Marketing (Strategy)</i> • Advisor: Prof. Vijay Mahajan The University of Texas at Austin <i>M.S. in Marketing</i> Purdue University <i>M.S. in Consumer Science</i> Lahore University of Management Sciences (LUMS) <i>B.Sc. in Accounting & Finance</i>	Austin, TX 2022 - 2028 (Expected) Austin, TX 2022 - 2024 West Lafayette, IN 2016 - 2018 Lahore, Pakistan 2011 - 2015
RESEARCH INTERESTS	• New Product Introductions, Regulation, Healthcare	
WORKING PAPERS	1. <i>Regulatory Product Launches and Rival Firm Valuations: Evidence from the GLP-1 Drug Market.</i> Alam, Meher, and Saim Kashmiri. – Invited for first round of revision at <i>Journal of the Academy of Marketing Science</i>.	
WORK IN PROGRESS	1. <i>Menopause, Workplace Experiences, and Organizational Outcomes.</i> Alam, Meher, Somdatta Basak and Insiya Hussain – Data analysis & manuscript under preparation. 2. <i>Menopausal Women and the Marketplace.</i> Alam, Meher and Vijay Mahajan – Data analysis phase. 3. <i>Patient engagement in Pediatric Neurology.</i> Alam, Meher – Field experiment set-up with local Austin Hospital.	
AWARDS AND RECOGNITIONS	• Distinguished Graduate Fellowship • Summer Fellowship, the Graduate School • Fellow, Marketing Strategy Consortium • McCombs Summer Scholarship • Continuing Graduate School Fellowship • Bonham Eugene and Dora Memorial Fellowship • UT Austin College Recruitment Fellowship • Fulbright Scholarship, awarded by the U.S. Department of State • \$26,400 Tuition Award, Purdue University • Outstanding Team Player Award, VentureDive • Dean's Honor List, LUMS	2026-2027 2026 2026 2025 2024 2023-2026 2022 2016-2018 2016-2018 2015-2016 2013-2015

CONFERENCE PRESENTATIONS	Marketing Science Portugal	June 2026
	Marketing Strategy Consortium Atlanta, GA	May 2026
	Marketing Strategy Meets Wall Street San Antonio, TX	March 2026
	Annual McCombs Conference Austin, TX	November 2025
TEACHING EXPERIENCE	Instructor – The University of Texas at Austin	
	- Principles of Marketing (Spring 2025) – class size: 52 students; rating: 4.23/5 (n = 49/52) - Nominated for the Fred Moore Assistant Instructor Award by the Marketing department	
	Teaching Assistant – The University of Texas at Austin	
	Navigating Opportunities in Emerging Markets in the Global South; Marketing Analysis; Creativity and Leadership; Principles of Marketing; Marketing Policies	
	Adjunct Faculty – Suleman Dawood School of Business, LUMS (AACSB-accredited)	
WORK EXPERIENCE	- Statistics and Probability; Principles of Marketing – class size: 100 - Introduced R programming and trained students in statistical analysis and regression modeling - Employed varied online pedagogy – breakout rooms, polls, video annotations, collaborative documents, and formative/summative assessment	
	Lecturer – School of Business, Beaconhouse National University (BNU) Feb 2020 - July 2022	
	- Business Statistics; Consumer Behavior; Marketing Research; Introduction to Business – class size: up to 60 - Led the Fulbright/university placement program and liaised with external institutions to raise scholarship awareness	
	Nielsen Lahore, Pakistan	Oct 2018 - Nov 2019
	- Senior Research Executive, Qualitative Research - Managed key technology clients including OLX, Jazz, Huawei China, and Samsung Pakistan - Conducted the first Usability Labs at Nielsen Pakistan to test OLX's revamped iOS/Android application, enabling a timely nationwide launch	
RELEVANT COURSEWORK	Quantitative Methods (UT Austin): Advanced Statistical Analysis, Causal Inference, Econometrics II, Longitudinal Analysis, Empirical Corporate Finance, Linear Algebra, Natural Language Processing, Marketing Models I Graduate Coursework (Purdue): Data-Driven Marketing, Python Programming, Marketing Research, Applied Business Analytics, Applied Regression Analysis, Econometrics & Statistical Methods	
PROFESSIONAL SERVICE	University Service: UT AACSB Accreditation Review – McCombs Ph.D. Student Representative (2026) Fulbright Reviewer: Member, interview panel for Fulbright applicants from Pakistan (2021); Application reviewer, Fulbright Program for applicants from Pakistan (2019)	

CONFERENCE ATTENDANCE	Winter AMA Phoenix, AZ	February 2025
	Winter AMA Tampa, FL	February 2024
	Winter AMA Nashville, TN	February 2023
WORKSHOPS	Causal Inference Workshop, Northwestern University Chicago, IL	August 2023
	Advanced Meta-Analysis Workshops Remote	May - June 2023
	Online Pedagogical Skills Training Course, LUMS Pakistan	August 2020
TECHNICAL SKILLS	Statistical Packages: SAS (Base, Miner), STATA	
	Computational Packages: R, Python	
PERSONAL INTERESTS & SKILLS	Personal Interests: Hot Yoga, Reformer Pilates, Cooking	
	Skills: Painting	