

MEHER ALAM

Ph.D. Candidate in Marketing (Strategy), McCombs School of Business, The University of Texas at Austin
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Education	Ph.D. in Marketing The University of Texas at Austin	<i>2022–Present</i>
	M.S. in Marketing The University of Texas at Austin	<i>2022–2024</i>
	M.S. in Consumer Science Purdue University, West Lafayette, IN	<i>2016–2018</i>
	B.Sc. in Accounting & Finance Lahore University of Management Sciences (LUMS), Pakistan	<i>2011–2015</i>

Research Interests New Product Introductions, Regulation, Healthcare

Working Papers

- Regulatory Product Launches and Rival Firm Valuations: Evidence from the GLP-1 Drug Market*
Alam, Meher, and Saim Kashmiri
– Invited for first round of revision at *Journal of the Academy of Marketing Science*

Work in Progress

- Menopause, Workplace Experiences, and Organizational Outcomes*
Alam, Meher, Somdatta Basak and Insiya Hussain – Data analysis phase
- Menopausal Women and the Marketplace*
Alam, Meher and Vijay Mahajan – Data analysis phase

Awards & Recognitions

- **Distinguished Graduate Fellowship (2026–2027)**
- Summer Fellowship, the Graduate School (2026)
- **Fellow, Marketing Strategy Consortium (2026)**
- McCombs Summer Scholarship (2025)
- Continuing Graduate School Fellowship (2024)
- Bonham Eugene and Dora Memorial Fellowship (2023–2026)
- UT Austin College Recruitment Fellowship (2022)
- **Fulbright Scholarship, awarded by the U.S. Department of State (2016–2018)**
- **\$26,400 Tuition Award, Purdue University (2016–2018)**
- Outstanding Team Player Award, VentureDive (2015–2016)
- **Dean's Honor List, LUMS (2013–2015)**

Conference Presentations	Marketing Science <i>Portugal</i>	<i>June 2026</i>
	Marketing Strategy Consortium <i>Atlanta, GA</i>	<i>May 2026</i>
	Marketing Strategy Meets Wall Street <i>San Antonio, TX</i>	<i>March 2026</i>

**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 (Sept 2022–Present)

Adjunct Faculty — Suleman Dawood School of Business, LUMS (AACSB-accredited)

- Statistics and Probability; Principles of Marketing — class size: 100 (Sept 2020–June 2022)
- 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)

- Business Statistics; Consumer Behavior; Marketing Research; Introduction to Business — class size: up to 60 (Feb 2020–July 2022)
- Led the Fulbright/university placement program and liaised with external institutions to raise scholarship awareness

Work Experience

Nielsen — Lahore, Pakistan

Senior Research Executive, Qualitative Research (Oct 2018–Nov 2019)

- 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	<i>February 2025</i>
	Winter AMA, Tampa, FL	<i>February 2024</i>
	Winter AMA, Nashville, TN	<i>February 2023</i>

Workshops	Causal Inference Workshop, Northwestern University, Chicago, IL	<i>August 2023</i>
	Advanced Meta-Analysis Workshops, Remote	<i>May–June 2023</i>
	Online Pedagogical Skills Training Course, LUMS, Pakistan	<i>August 2020</i>

Technical Skills	Statistical Packages: SAS (Base, Miner), STATA
	Computational Packages: R, Python