

## Steven Salaga, Ph.D.

Associate Professor & Graduate Program Coordinator  
Sport Management & Policy | Department of Kinesiology  
University of Georgia  
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Athens, GA 30602  
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### **Education**

Ph.D., University of Michigan, Ann Arbor, MI  
Sport Management 2012

M.Ed., University of Georgia, Athens, GA  
Sport Management 2004

B.S., East Carolina University, Greenville, NC  
Exercise and Sport Science (magna cum laude) 2002

### **Academic Appointments**

Associate Professor & Graduate Program Coordinator, Sport Management and Policy 2021-present  
Assistant Professor, Sport Management and Policy 2017-2021  
University of Georgia, Department of Kinesiology

Assistant Professor, Sport Management  
Texas A&M University, Department of Health & Kinesiology 2014-2017

Assistant Professor of Sport Management  
Florida Institute of Technology, Nathan M. Bisk College of Business 2012-2014

Graduate Student Instructor & Graduate Student Research Assistant  
University of Michigan, School of Kinesiology 2008-2012

Program Director, Sport & Exercise Science Programs 2006-2008  
Program Coordinator, Sport & Exercise Science Programs 2005-2006  
Academic Advisor & Adjunct Faculty, Sport & Exercise Science Programs 2005  
Barry University, St. Petersburg Campus

Graduate Teaching Assistant  
University of Georgia, Department of Kinesiology 2003

### **Funded Projects**

General Administration of Sport of China & Beijing Sport University  
Advancing Coaching Effectiveness: Application for the 'Elite Coach Training' Program  
James Zhang (PI); (Co-PI's): Bryan A. McCullick, Christopher D. Mojock, Yizhou Qian, Euisoo Kim, Lauren M. Johnson, Patrick J. O'Connor, Thomas A. Baker III, Steven Salaga, Phillip D. Tomporowski, Paul Schempp, Rob Lynall, Brandon Mastromartino, Wen-hao Chou & Andrew Kim  
*Contract Amount: \$143,208* 2018-2019

Texas A&M University College of Education and Human Development  
Sport-For-Development in the Developing World  
Matt Walker (PI), Marlene Dixon (Co-PI), George Cunningham (Co-PI), Steven Salaga (Co-PI) & Adam Barry (Co-PI)  
*Contract Amount: \$30,000* 2016-2018

Professional Golf Association (PGA) of America Golf Management University Analysis (Part 2) Steven Salaga (PI) & Matthew Walker (Co-PI) <i>Contract Amount: \$63,000</i>	2016
Professional Golf Association (PGA) of America Golf Management University Analysis (Part 1) Matthew Walker (PI), Steven Salaga (Co-PI), George Cunningham (Co-PI), Paul Batista (Co-I) & Paul Keiper (Co-I) <i>Contract Amount: \$125,000</i>	2015 & 2016
United Kingdom Boxing Academy – Educational Programming Analysis (with Matthew Walker and Stephen Hills) <i>Contract Amount: £25,000 (\$32,860)</i>	2016 & 2017
Fulham Football Club – My Future Goal Employment Program (Consultant on Project to Matthew Walker and Stephen Hills) <i>Contract Amount: \$14,600</i>	2015
Palace Sports & Entertainment (Detroit Pistons) – Consumer Demand Analysis (with Jason A. Winfree and Brian M. Mills) <i>Contract Amount: \$10,000</i>	2010

**Publications** [# Denotes Project with Student]

27. Salaga, S., Mondello, M., & Tainsky, S. (Forthcoming). Determinants of Consumption for Regional Sports Network Programming: An Examination of Inheritance Effects, Lead-In, Lead-Out, and Game Viewership. *Sport Management Review*.
26. #Kang, B., & Salaga, S. (Forthcoming). The Impact of Information Release and Assimilation on Line Efficiency and Line Movement: Evidence from the NCAA Basketball Betting Market. *International Journal of Sport Finance*.
25. #Kim, A., Kim, M., Salaga, S., & Zhang, J.J. (Forthcoming). Impact of Social Media on Intention to Purchase Pay-Per-View and Event Attendance: The Case of the Ultimate Fighting Championship. *International Journal of Sport Communication*.
24. Salaga, S., & Juravich, M. (2020). National Football League Head Coach Race, Performance, Retention, and Dismissal. *Sport Management Review*, 23, 978-991.
23. Salaga, S., Mills, B.M., & Tainsky, S. (2020). Employer-Assigned Workload and Human Capital Deterioration: Evidence from the National Football League. *Journal of Sports Economics*, 21(6), 628-659.
22. Peeters, T., Salaga, S., & Juravich, M. (2020). Matching and Winning? The Impact of Upper and Middle Level Managers on Firm Performance in Major League Baseball. *Management Science*, 66(6), 2735-2751.
21. Salaga, S., Tainsky, S., & Mondello, M. (2020). Betting Market Outcomes and NBA Television Viewership. *Journal of Sport Management*, 34, 161-172.
20. #Kang, B., Salaga, S., Tainsky, S., & Juravich, M. (2018). NCAA College Basketball Television Viewership: Does Consumer Preference for Outcome Uncertainty Change Throughout the Season? *International Journal of Sport Finance*, 13(4), 373-392.
19. Mills, B.M., & Salaga, S. (2018). A Natural Experiment for Efficient Markets: Information Quality and Influential Agents. *Journal of Financial Markets*, 40, 23-39.

18. #Salaga, S., & Brown, K.M. (2018). Momentum and Betting Market Perceptions of Momentum in College Football. *Applied Economics Letters*, 25(19), 1283-1388.
17. #Brown, K.M., & Salaga, S. (2018). College Football Television Viewership: Product Quality and Consumer Preference Relative to Market Expectations. *Sport Management Review*, 21, 377-390.
16. Juravich, M., Salaga, S., & Babiak, K. (2017). Upper Echelons in Professional Sport: The Impact of NBA General Managers on Team Performance. *Journal of Sport Management*, 31, 466-479.
15. Salaga, S., & Fort, R.D. (2017). Structural Change in Competitive Balance in Big Time College Football. *Review of Industrial Organization*, 50(1), 27-41.
14. Walker, M.B., Salaga, S., & Mercado, H. (2016). Determinants of Managerial Engagement in Environmental Responsibility in the Public Assembly Facility Sector. *Management Decision*, 54(8), 2084-2102.
13. Mills, B.M., Salaga, S., & Tainsky, S. (2016). NBA Primary Market Ticket Consumers: Ex Ante Expectations and Consumer Market Origination. *Journal of Sport Management*, 30, 538-552.
12. Tainsky, S., Xu, J., Mills, B.M., & Salaga, S. (2016). How Success and Uncertainty Compel Interest in Related Goods: Playoff Probability and Out-of-Market Television Viewership in the National Football League. *Review of Industrial Organization*, 48, 29-43.
11. Salaga, S., & Tainsky, S. (2015). Betting Lines and College Football Television Ratings. *Economics Letters*, 132, 112-116.
10. Mills, B.M., & Salaga, S. (2015). Historical Time Series Perspectives on Competitive Balance in NCAA Division I Basketball. *Journal of Sports Economics*, 16(6), 614-646.
9. Salaga, S., & Tainsky, S. (2015). The Effects of Outcome Uncertainty, Scoring and Pre-Game Expectations on Nielsen Ratings for Bowl Championship Series Games. *Journal of Sports Economics*, 16(5), 439-459.
8. Salaga, S., & Winfree, J.A. (2015). Determinants of Secondary Market Sales Prices for National Football League Personal Seat Licenses and Season Ticket Rights. *Journal of Sports Economics*, 16(3), 227-253.
7. Salaga, S. (2015). Competitive Balance in American College Football: The GI Bill, Grant-In-Aid and the College Football Association. *Essays in Economic & Business History*, XXXIII, 116-143.
6. Barry, A.E., Howell, S., & Salaga, S. (2015). Tapping into Alcohol Sales at College Football Stadiums: The Need for Research Examining the Policy's Impact on Drinking Behaviors and Associated Incidents. *Journal of Alcohol and Drug Education*, 59(2), 7-11.
5. Salaga, S., Ostfield, A., & Winfree, J.A. (2014). Revenue Sharing with Heterogeneous Investments in Sports Leagues: Share Media, Not Stadiums. *Review of Industrial Organization*, 45, 1-19.
4. Tainsky, S., Xu, J., Salaga, S., & Mills, B.M. (2014). Spillover Benefits to Local Enthusiasm: Increases in League-Wide Interest as a Consequence of Local Sports Team Competitiveness. *Journal of Economics and Business*, 74, 1-10.
3. Tainsky, S., Salaga, S., & Santos, C. (2013). Determinants of Pay-Per-View Broadcast Viewership in Sports: The Case of the Ultimate Fighting Championship. *Journal of Sport Management*, 27, 43-58.
2. Tainsky, S., Salaga, S., & Santos, C. (2012). Estimating Attendance for the Ultimate Fighting Championship: A Demand Theory Approach. *International Journal of Sport Management and Marketing*, 11(3/4), 206-224.

1. Mills, B.M., & Salaga, S. (2011). Using Tree Ensembles to Analyze National Baseball Hall of Fame Voting Patterns: An Application to Discrimination in BBWAA Voting. *Journal of Quantitative Analysis in Sports*, 7(4), Article 12.

### **Book Chapter**

Cunningham, G.B., Walker, M., Dixon, M.A., Salaga, S., & Barry, A.E. (Forthcoming). Nica Nadadores: A case study of swimming as the vehicle for education and positive life chances in Managua, Nicaragua. In A. Cárdenas (Ed.), *Sport for Development and Peace in Latin America*.

### **Conference Presentations** [\*Denotes Presenter]

50. \*Skinner, T., & Salaga, S., & Juravich, M. (June, 2021). *Expert Leadership and the Impact of NBA Head Coaches on Team Performance*. Paper presented at the annual meeting of the North American Society for Sport Management. Virtual.

49. \*Tainsky, S., & Salaga, S. (June, 2021). *Credibility Loss Among the Generally-Wise Crowds and the Upsurge of Underdog Teams*. Paper presented at the annual meeting of the North American Society for Sport Management. Virtual.

48. \*Kang, B., & Salaga, S. (June, 2021). *Assessing Customer Discrimination in NCAA College Basketball Television Viewership*. Paper presented at the annual meeting of the North American Society for Sport Management. Virtual.

47. \*Skinner, T., & Salaga, S. (March, 2021). Upper Echelons and Impact of NCAA Division I-AAA Athletic Directors on Men's Basketball Performance. Paper presented at the annual meeting of the College Sports Research Institute. Columbia, SC. Virtual.

46. \*Salaga, S. (May, 2020). *Decided Wagers and Television Viewership Loss*. Paper presented at the annual meeting of the North American Society for Sport Management, San Diego, CA.

45. \*Juravich, M., & Salaga, S. (May, 2020). *Strategic Middle Management in North American Professional Sport*. Paper presented at the annual meeting of the North American Society for Sport Management, San Diego, CA.

44. \*Kang, B., & Salaga, S. (November, 2019). *The Impact of Information Release and Assimilation on Market Efficiency: Evidence from the NCAA Basketball Betting Market*. Paper presented at the annual meeting of the Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.

43. \*Salaga, S., & Juravich, M. (June, 2019). *Policy Change, Race, and Employment Tenure in the NFL*. Paper presented at the annual meeting of the North American Society for Sport Management, New Orleans, LA.

42. \*Kang, B., & Salaga, S. (June, 2019). *High-Profile Contests and Betting Market Efficiency in College Basketball*. Paper presented at the annual meeting of the North American Society for Sport Management, New Orleans, LA.

41. \*Tainsky, S., Salaga, S., & Hans, Z. (June, 2019). *Home Cage Advantage: Implicit Bias in MMA Decisions*. Paper presented at the annual meeting of the North American Society for Sport Management, New Orleans, LA.

40. \*Salaga, S., Mondello, M., & Tainsky, S. (November, 2018). *NBA Television Ratings and Betting Market Outcome Uncertainty*. Paper presented at the annual meeting of the Southern Economic Association Conference, Washington, D.C.

39. \*Mastromartino, B., Zhang J.J., Salaga S. (October, 2018). *Conceptually Assessing Membership in Sport Fan Communities*. Poster presented at the Sport Marketing Association Annual Conference, Dallas, Texas.

38. Kang, B., \*Salaga, S., Tainsky, S., & Juravich, M. (June, 2018). *NCAA College Basketball Television Viewership: Does Consumer Preference for Outcome Uncertainty Change Over Time?* Paper presented at the annual meeting of the North American Society for Sport Management, Halifax, NS.

37. Walker, M., \*Dixon, M., Cunningham, G., Salaga, S., & Barry, A. (September, 2017). *Swimming as a Gateway to a Formal Education: A Sport-for-Development Investigation*. Paper presented at the annual meeting of the European Association of Sport Management, Bern, Switzerland.
36. \*Mills, B., & Salaga, S. (June, 2017). *A Natural Experiment for the Efficient Market Hypothesis: Periodic Information Updating in MLB Betting Markets*. Paper presented at the annual meeting of the North American Society for Sport Management, Denver, CO.
35. Tainsky, S., Salaga, S., & \*Mondello, M. (June, 2017). *The Wagering Market and NBA Television Ratings*. Paper presented at the annual meeting of the North American Society for Sport Management, Denver, CO.
34. \*Kang, B., Salaga, S., \*Tainsky, S., & \*Juravich, M. (June, 2017). *Determinants of Television Viewership in NCAA College Basketball: Does Quality Predict Quantity?* Paper presented at the annual meeting of the North American Society for Sport Management, Denver, CO.
33. \*Brown, K.M., & Salaga, S. (June, 2017). *What Drives Television Viewership in College Football?* Paper presented at the annual meeting of the North American Society for Sport Management, Denver, CO.
32. Brown, K.M., & \*Salaga, S. (February, 2017). *NCAA Football Television Viewership: Do Consumers Care About Both Absolute and Relative Quality?* Paper presented at the annual meeting of the Eastern Economic Association Conference, New York, NY.
31. \*Walker, M.B., & Salaga, S. (February, 2017). *Determinants of Managerial Engagement in Environmental Responsibility in the Public Assembly Facility Sector*. Paper presented at the annual Stadium Managers Association Conference, Huntington Beach, CA.
30. \*Salaga, S. (November, 2016). *Industry Specific Talent Selection and Labor Market Outcomes: The Major League Baseball Draft*. Paper presented at the annual meeting of the Southern Economic Association Conference, Washington, D.C.
29. \*Mills, B.M., & Salaga, S. (June, 2016). *Betting Market Efficiency and MLB Umpire Performance*. Paper presented at the annual meeting of the Western Economic Association International Conference, Portland, OR.
28. \*Brown, K.M., & \*Salaga, S. (June, 2016). *Momentum Effects and the Hot Hand in College Football*. Paper presented at the annual meeting of the North American Society for Sport Management, Orlando, FL.
27. \*Juravich, M., & \*Salaga, S. (June, 2016). *Factors Impacting Management Tenure in Professional Sport*. Paper presented at the annual meeting of the North American Society for Sport Management, Orlando, FL.
26. \*Salaga, S., Tainsky, S., & Mills, B. (November, 2015). *Workload and Career Duration of NFL Running Backs*. Paper presented at the annual meeting of the Southern Economic Association Conference, New Orleans, LA.
25. \*Salaga, S., & Tainsky, S. (August, 2015). *The Wagering Market and College Football Television Ratings*. Paper presented at the European Sports Economics Association Conference, Zurich, Switzerland.
24. \*Peeters, T., Salaga, S., & Juravich, M. (August, 2015). *Matching and Winning? Upper and Middle Managers' Impact on Team Performance*. Paper presented at the European Sports Economics Association Conference, Zurich, Switzerland.
23. \*Peeters, T., Salaga, S., & Juravich, M. (June, 2015). *The Impact of Upper Level and Middle Level Management on Team Performance*. Paper presented at the joint meeting of the European Association of Labor Economists (EALE) and the Society of Labor Economists (SOLE), Montréal, QUE.
22. Peeters, T., \*Salaga, S., & Juravich, M. (June, 2015). *The Impact of Upper Level and Middle Level Management on Team Performance*. Paper presented at the annual meeting of the North American Society for Sport Management, Ottawa, ON.

21. \*Mills, B.M., \*Salaga, S., & Tainsky, S. (June, 2015). *Local Market and Out-of-Market Ticket Purchase Behavior in the NBA*. Paper presented at the annual meeting of the North American Society for Sport Management, Ottawa, ON.
20. \*Howell, S., Barry, A., & Salaga, S. (April, 2015). *Alcohol Sales and Related Incidents at College Football Stadiums: An Examination of a Power-Five University*. Poster presented at the College Sports Research Institute Conference, Columbia, SC.
19. Peeters, T., \*Salaga, S., & Juravich, M. (February, 2015). *The Impact of Upper Level and Middle Level Management on Team Performance*. Paper presented the annual meeting of the Eastern Economic Association Conference, New York, NY.
18. \*Salaga, S., & Tainsky, S. (November, 2014). *The Influence of the Wagering Market on College Football Television Ratings*. Paper presented at the annual meeting of the Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
17. \*Mills, B.M., Salaga, S., & Tainsky, S. (November, 2014). *Primary Market Ticket Purchase Behavior and Characteristics of Demand for Repeat Buyers in the NBA*. Paper presented at the annual meeting of the Southern Economic Association Conference, Atlanta, GA.
16. Tainsky, S., Xu, J., Mills, B.M., & \*Salaga, S. (June, 2014). *Postseason Probability and Out-of-Market Television Demand in the NFL*. Paper presented at the annual meeting of the Western Economic Association International Conference, Denver, CO.
15. \*Mills, B.M., & Salaga, S. (June, 2014). *Competitive Balance in NCAA Basketball: Clustering of Schools and Structural Change across Conferences*. Paper presented at the annual meeting of the Western Economic Association International Conference, Denver, CO.
14. Xu, J., \*Tainsky, S., Mills, B.M., & Salaga, S. (May, 2014). *Local Team Playoff Prospects and Out-of-Market Television Viewership in the National Football League*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Pittsburgh, PA.
13. \*Mills, B.M., Salaga, S., & Juravich, M. (May, 2014). *Time Series Analysis of NCAA Basketball Competitive Balance: Institutional Changes, Integration, and the NBA's Policy Impacts*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Pittsburgh, PA.
12. \*Salaga, S., Mills, B.M., Xu, J., & Tainsky, S. (November, 2013). *Collateral Consequences of Team-Level Competitiveness Expressed through Television Ratings*. Paper presented at the annual meeting of the Southern Economic Association Conference, Tampa, FL.
11. \*Salaga, S., & Fort, R.D. (July, 2013). *Structural Change and Competitive Balance in College Football*. Paper presented at the annual meeting of the Western Economic Association International Conference, Seattle, WA.
10. \*Mills, B.M., & Salaga, S. (May, 2013). *Implementing Data Mining Methods in Sport Management: Random Forests and Hockey Hall of Fame Voting*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Austin, TX.
9. Salaga, S., \*Winfrey, J., & Ostfield, A. (September, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Paper presented at the annual meeting of the European Conference in Sports Economics, London, England.
8. Salaga, S., \*Winfrey, J., & Ostfield, A. (July, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Paper presented at the annual meeting of the Western Economic Association International Conference, San Francisco, CA.
7. \*Salaga, S., & Tainsky, S. (July, 2012). *Uncertainty of Outcome and Scoring Effects on Nielsen Ratings for NCAA Bowl Championship Series Games*. Paper presented at the annual meeting of the Western Economic Association International Conference, San Francisco, CA.

6. \*Salaga, S. (May, 2012). *The MLB Draft: Training and Employment Outcomes*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Seattle, WA.
5. \*Salaga, S., Winfree, J., & Ostfield, A. (May, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Seattle, WA.
4. \*Salaga, S., & \*Mills, B.M. (August, 2011). *Implementing Random Forests for Hockey Hall of Fame Induction Prediction: Applications to Language-Based Discrimination*. Poster presented at the annual meeting of the Joint Statistical Meetings, Miami Beach, FL.
3. \*Salaga, S., & Fort, R.D. (June, 2011). *NCAA Football and the Invariance Proposition*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, London, ON.
2. \*Tainsky, S., \*Salaga, S., & Santos, C. (June, 2011). *Demand for Individual Sports: Estimating Pay-Per-View Buyrates for the Ultimate Fighting Championship*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, London, ON.
1. \*Salaga, S., & Winfree, J. (June, 2010). *Secondary Market Demand for National Football League Personal Seat Licenses and Season Ticket Rights*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Tampa, FL.

**Invited Presentations** [\*Denotes Presenter]

- \*Salaga, S. (February, 2020). *Decided Wagers and Television Viewership Loss*. University of Texas at Austin, Austin, TX.
- \*Salaga, S., Tainsky, S., & Mondello, M. (November, 2018). *NBA Television Ratings and Betting Market Outcome Uncertainty*. University of Michigan, Ann Arbor, MI.
- \*Salaga, S., & \*Juravich, M. (November, 2018). *Race and Managerial Employment Tenure in Professional Sport*. University of Michigan, Ann Arbor, MI.
- \*Tainsky, S., & Salaga, S. (November, 2018). *Home Cage Advantage: In-Group – Out-Group Bias in MMA Decisions*. University of Michigan, Ann Arbor, MI.
- \*Mills, B.M., & Salaga, S. (March, 2018). *Behavioral Finance, Data Science, and Sports: MLB Totals Market Efficiency*. University of Florida Data Science & Informatics Symposium, Gainesville, FL.
- \*Mills, B.M., & Salaga, S. (November, 2017). *A Natural Experiment for Efficient Markets: Behavioral Measurements and Influential Agents*. Bowdoin College, Brunswick, ME.
- \*Mills, B.M., & Salaga, S. (October, 2017). *A Natural Experiment for Efficient Markets: Behavioral Measurements and Influential Agents*. University of Michigan, Ann Arbor, MI.
- \*Salaga, S., Mills, B.M., & Tainsky, S. (October, 2017). *Employment Contract Structure, Principal-Agent Issues and Labor Market Outcomes: Evidence from the National Football League*. University of Michigan, Ann Arbor, MI.
- \*Peeters, T., Salaga, S., & Juravich, M. (November, 2014). *The Impact of Upper Level and Middle Level Management on Team Performance*. Erasmus University School of Economics, Rotterdam, Netherlands.
- \*Peeters, T., Salaga, S., & Juravich, M. (November, 2014). *The Impact of Upper Level and Middle Level Management on Team Performance*. Tilburg University School of Economics and Management, Tilburg, Netherlands.
- Salaga, S., \*Winfree, J., & Ostfield, A. (September, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Department of Economics and Business, University of Leuven, Leuven, Belgium.

Salaga, S., \*Winfrey, J., & Ostfield, A. (September, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Department of Applied Economics, University of Antwerp, Antwerp, Belgium.

### **Invited Community Presentation**

Salaga, S. (August, 2019). Using Data and Math to Inform Decision Making. North Oconee High School. Bogart, GA.

### **Non-Refereed Academic Presentations**

Salaga, S., & Fort, R.D. (August, 2013). *Structural Change in Competitive Balance in Big Time College Football*. Florida Institute of Technology College of Business, Melbourne, FL.

Salaga, S., & Tainsky, S. (September, 2012). *Uncertainty of Outcome and Scoring Effects on Nielsen Ratings for NCAA Bowl Championship Series Games*. Florida Institute of Technology College of Business, Melbourne, FL.

Salaga, S. (September, 2011). *The MLB Draft: Training and Employment Outcomes*. University of Michigan Sport Management Graduate Student Research Symposium for Industry Leaders, Ann Arbor, MI.

Salaga, S. (May, 2002). *Lower Extremity Muscle Force Steadiness is Reduced in Old Versus Young Adults*. East Carolina University Annual Biomechanics Student Symposium, Greenville, NC.

### **Research Awards**

Research Fellow, North American Society for Sport Management  
May 2020

SEVT Conference Student Research Award (Byungju Kang; Advisee)  
November 2019

### **Editorial Review Boards**

<i>Sport Management Review</i>	2018-present
<i>Journal of Sport Management</i>	2020-present
<i>European Sport Management Quarterly</i>	2020-present
<i>Sport Marketing Quarterly</i>	2019-present
<i>Journal of Global Sport Management</i>	2017-present
<i>Journal of Applied Sport Management</i>	2016-present
<i>Journal of Issues in Intercollegiate Athletics</i>	2016-present
<i>International Journal of Sport Marketing and Sponsorship</i>	2019-2021

### **Invited Manuscript Reviewer**

*Economic Inquiry*  
*Review of Industrial Organization*  
*Journal of Economic Behavior & Organization*  
*Journal of Sports Economics*  
*Journal of Sport Management*  
*Sport Management Review*  
*International Journal of Sport Finance*  
*European Sport Management Quarterly*  
*IMA Journal of Management Mathematics*  
*Leisure Sciences*  
*Journal of Sports Analytics*  
*International Journal of Financial Studies*  
*The Service Industries Journal*  
*International Journal of Sport Management & Marketing*  
*Journal of Sport & Tourism*  
*Journal of Quantitative Analysis in Sports*  
*International Journal of Sports Marketing and Sponsorship*  
*Journal of Issues in Intercollegiate Athletics*



*Journal of Global Sport Management*  
*Journal of Applied Sport Management*  
*Journal of Amateur Sport*  
*North American Society for Sport Management Conference*  
*European Sports Economics Association (Young Researcher Award)*

**Conference Session Chair**

Western Economic Association International Conference, Denver CO 2014  
 Session: Economics of the National Football League

**Quoted in Media**

<i>Atlanta Business Chronicle</i>	May 2021
<i>Athens CEO</i>	September 2020
<i>BestLife</i>	August 2020
<i>Flagpole (Athens, GA)</i>	August 2020
<i>Georgia Recorder</i>	August 2020
<i>Atlanta Business Chronicle</i>	March 2020
<i>Atlanta Business Chronicle</i>	January 2020
<i>Atlanta Business Chronicle</i>	December 2019
<i>Yogonet Gaming News</i>	December 2019
<i>Fox Business</i>	April 2019
<i>OnlineGambling.com</i>	July 2018
<i>Legal Sports Report</i>	July 2018
<i>Houston Chronicle</i>	July 2017
<i>Toronto Star</i>	December 2016
<i>HawaiiNewsNow.com</i>	September 2016
<i>TucsonNewsNow.com</i>	September 2016
<i>KFVS12.com</i>	September 2016
<i>Newswise.com</i>	August 2016
<i>Modern Times Magazine</i>	August 2016
<i>Toronto Star</i>	July 2016
<i>Toronto Star</i>	April 2016
<i>VICE Sports</i>	March 2016
<i>TickAssure.com</i>	February 2016
<i>Post-Bulletin (Rochester, MN)</i>	January 2016
<i>St. Paul Pioneer Press</i>	December 2015
<i>The Forum of Fargo-Moorhead</i>	December 2015
<i>ESPN.com</i>	May 2015
<i>Chicago Sun-Times</i>	May 2015
<i>WalletHub.com</i>	May 2015
<i>Pregame.com</i>	May 2015
<i>OSGA.com</i>	May 2015
<i>The Crimson (Melbourne, FL)</i>	April 2014
<i>The Guardian (London, England)</i>	December 2013
<i>Taipei Times (Taipei City, Taiwan)</i>	December 2013
<i>Toronto Star</i>	November 2012
<i>Toronto Star</i>	September 2012

**Media Appearances**

<i>Sport Management Review Insights Podcast</i>	March 2021
<i>BYU Radio—Top of Mind with Julie Rose (Sirius XM 143/Dish Network 980/iTunes Radio)</i>	Sept 2016
<i>ESPN Radio Las Vegas</i>	June 2015
<i>ESPN Behind the Bets Podcast</i>	May 2015
<i>BBC Live Radio</i>	December 2013

## **Research Mentioned in Media**

<i>Media Ethics Magazine</i>	December 2020
<i>The Sports Post</i>	August 2018
<i>104.5 The Zone</i> (Nashville, TN)	November 2016
<i>Lansing State Journal</i>	October 2015
<i>InsideTheBets.com</i>	July 2015
<i>Breitbart.com</i>	June 2015
<i>ESPN Radio</i> (Colin Cowherd / <i>The Herd</i> )	May 2015
<i>Palm Beach Post</i>	May 2015
<i>Covers.com</i>	May 2015
<i>SportsMemo.com</i>	May 2015
<i>AngfulAnnouncing.com</i>	May 2015
<i>CalvinAyre.com</i>	May 2015
<i>WalletHub.com</i>	June 2014
<i>SpaceCoastDaily.com</i>	January 2014
<i>University of Illinois News Bureau</i>	May 2013
<i>Revolution Analytics Blog</i>	August 2011

## **Expert Opinion Letters Written**

Nogueira Morton P.L.	July 2020
York Road Recreation, Inc.	November 2019
American Rugby Pro Training Center, LLC	October 2019
United States Tennis Association	September 2019
USA Rugby	August 2019
10+ Additional Letters Written	

## **Teaching Experience**

### University of Georgia

KINS 8500 – Sport Management Ph.D. Seminar (Sports Economics)  
KINS 7560/5560 – Economic and Policy Analysis in Sport  
KINS 7560E/5560E – Economic and Policy Analysis in Sport (online)  
KINS 6520/4520 – Sport Finance  
KINS 6520E/4520E – Sport Finance (online)  
KINS 4810E – Sport Marketing (online)  
KINS 3430E – Intro to Sport Management (online)

### Texas A&M University

SPMT 681 – Sport Management Ph.D. Seminar (Quantitative Methods)  
SPMT 630 – Economic Issues in Sport (online)  
SPMT 689 – Special Topics: Sports Economics (online)  
SPMT 611 – Revenue Generation in Sport  
SPMT 611 – Revenue Generation in Sport (online)  
SPMT 422 – Financing Sport Operations

### Florida Institute of Technology

BUS 3304 – Sports Economics  
BUS 4304 – Sports Finance  
BUS 3509 – Introduction to Sport Management  
BUS 3611 – Entertainment and Sports Marketing  
BUS 4284 – Accounting Practicum  
BUS 4786 – Major Field (Business) Practicum

### University of Michigan

SM 341 – Sport Finance

### Barry University

SES 444 – Financial Applications to Sport  
SES 440 – Sport Marketing, Promotions and Fundraising  
SES 480 – Contemporary Issues and Ethics in Sport  
SES 250 – Sport and Recreation Management  
SES 320&L – Kinesiology and Lab  
SES 463 – Applied Physiology of Resistance Training  
SES 486 – Sport Management Practicum  
SES 499 – Sport Management Internship  
SES 499 – Exercise Science Internship

### University of Georgia (as graduate student)

PEDB 1230 – Beginning Racquetball  
PEDB 1400 – Introduction to Weight Training  
PEDB 1410 – Advanced Weight Training

### **Internal University Grants and Awards**

Rackham Merit Fellowship, University of Michigan, Rackham Graduate School	2008-2012
Graduate Student Research Grant, University of Michigan (\$1800)	2011
Stan Kemp Scholarship, University of Michigan (\$1500)	2010
Rackham Travel Grant, University of Michigan (\$2850)	2010-2012
Kinesiology Travel Award, University of Michigan (\$1260)	2010-2012
Institute for Social Research Summer Training Award, University of Michigan (\$2300)	2009
Shapiro/Malik/Forrest Award, University of Michigan (\$2500)	2009-2011
Outstanding Graduating Senior, Exercise and Sport Science, East Carolina University	2002

### **Service**

#### University of Georgia

UGA Young Dawgs Research Mentor	2019 & 2020
Chair, Sport Management Assistant Professor Search Committee	2018
Faculty Mentor, Department of Kinesiology	2018-present
Member, College of Education Scholarship Committee	2018-present
Student Veterans Resource Center Transition Coach	2018-present
Member, Sport Management Instructor Search Committee	2018
Member, Student Enrollment and Data Manager Search Committee	2018
Member, Academic Appeals Committee, Department of Kinesiology	2017-present
Member, Mike Castronis Scholarship Award Committee, Department of Kinesiology	2018-present

#### Texas A&M University

Member, Tenure-Track Faculty Search Committee, Division of Sport Management	2015-2016
Member, Tenure-Track Faculty Search Committee, Division of Sport Management	2014-2015
Member, Tenure-Track A-1 Committee, Division of Sport Management	2015 & 2016
Member, Ph.D. Committee, Division of Sport Management	2014-present

#### Florida Institute of Technology

Chair, Economics Faculty Search Committee, College of Business	2013-2014
Chair, Faculty Professional Development Committee, College of Business	2013-2014
Chair, Academic Dishonesty Committee, College of Business	2013-2014
Chair, Classroom Technology Committee, College of Business	2013-2014
Chair, Task Force for Faculty Research Support, College of Business	2014
Member, Student Scholarship Committee, College of Business	2012-2013
Member, University Equity Committee	2012

#### University of Michigan

Member, Graduate Student Advisory Committee, School of Kinesiology	2010-2011
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## Barry University

Faculty Advisor, Phi Kappa Epsilon Academic Honors Fraternity	2007-2008
Member, Off-Campus Coordination and Advisory Council	2005-2008
Member, Enrollment Management Committee	2005-2006

## Graduate Student Research Supervision

Byungju Kang, Ph.D., (UGA) Sport Management (Chair)	2016-present
Michael Slonaker, Ph.D. (UGA) Sport Management (Chair)	2019-present
Tyler Skinner, Ph.D. (UGA) Sport Management (Chair)	2020-present
Kristina Hoff, M.S. & Ph.D., (UGA) Sport Management (Committee)	2017-present
Katja Sonkeng, Ph.D., (UGA) Sport Management (Committee)	2018-present
Andrew Kim, M.S. & Ph.D. (UGA) Sport Management (Committee)	2018-present
Sehwan Kim, Ph.D. (UGA) Sport Management (Committee)	2019-present
Michele Versfeld, Ph.D. (UGA) Sport Management (Committee)	2019-2021
Tyreal Yizhou Qian, Ph.D., (UGA) Sport Management (Committee)	2017-2019
Brandon Mastromartino, Ph.D., (UGA) Sport Management (Committee)	2017-2019
Ted Hayduk, Ph.D., (TAMU) Sport Management (Committee)	2015-2018
Zachary Damon, Ph.D., (TAMU) Sport Management (Committee)	2014-2017
Lane Wakefield, Ph.D., (TAMU) Sport Management (Committee)	2015-2016
Chelsea LeNoble, M.S., (FIT) Industrial and Organizational Psychology (Committee)	2013-2014

## Research Affiliations

Affiliated Faculty Research Member, Center for Sport Management, Education and Research Texas A&M University	2014-2017
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Affiliated Faculty Research Member, Tourism and Sport Management Laboratory University of Illinois	2011-2014
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## Professional Memberships

North American Society for Sport Management (NASSM)  
North American Association of Sports Economists (NAASE)  
European Sports Economics Association (ESEA)  
American Statistical Association (ASA)  
Western Economic Association International (WEAI)  
Southern Economic Association (SEA)  
Eastern Economic Association (EEA)

## Other Non-Academic Writing Published in Popular Media

Athletic Director University (athleticdirector.com)	2017
PhiladelphiaFlyers.com	2004
Philadelphia Flyer Magazine	2004

## Industry Work Experience

Account Executive, Corporate Sports Marketing Group, Clearwater, FL	2004-2005
Media & Public Relations Intern, Philadelphia Flyers Hockey Club, Philadelphia, PA	2004
Operations & Hospitality Assistant, Atlanta Braves Baseball Club, Atlanta, GA	2003
Research Assistant, Biomechanics Laboratory, East Carolina University, Greenville, NC	2001-2002