Steven Salaga, Ph.D.

Associate Professor & 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 & 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

National Association of Basketball Coaches (NABC) Research Grant Program
Executive-Firm Geographic Match, Performance, and Executive Tenure: Evidence from NCAA Men's Basketball (with Tyler Skinner)
Contract Amount: $1,000 2025

General Administration of Sport of China & Beijing Sport University
Advancing Coaching Effectiveness: Application for the 'Elite Coach Training' Program
James Zhang (PI); (Co-I'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)
Contract Amount: $63,000 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)
Contract Amount: $125,000 2015 & 2016

United Kingdom Boxing Academy – Educational Programming Analysis
(with Matthew Walker and Stephen Hills)
Contract Amount: £25,000 ($32,860) 2016 & 2017

Fulham Football Club – My Future Goal Employment Program
(Consultant on Project to Matthew Walker and Stephen Hills)
Contract Amount: $14,600 2015

Palace Sports & Entertainment (Detroit Pistons) – Consumer Demand Analysis
(with Jason A. Winfree and Brian M. Mills)
Contract Amount: $10,000 2010

Peer-Reviewed Publications [# Denotes Project with Student/Former Student]

37. Borghesi, R., Salaga, S., & Mondello, M. (2026). Sportsbook Promotions and the Growth of Parlay Wagering. ***Journal of Gambling Studies***.

36. #Kang, B., Salaga, S., & Kwak, D. (2026). How do Consumers Respond to the Race of Organizational Leaders? Evidence from National and Local-Market Television Viewership. ***Journal of Business Research***, *215*, 116348.

35. Borghesi, R., Salaga, S., Williams, J., & Mondello, M. (2026). Contract Choice, Parlay Adoption, and Sportsbook Margins. ***Finance Research Letters****, 105,* 110218.

34. Salaga, S., Mills. B., & Brown, K. (2026). The Relevance of Wagering Market Outcome Uncertainty: Decided Wagers and Television Viewership Loss. ***Journal of Sports Economics***, *27*(2), 214-232.

33. #Skinner, T., Salaga, S., & Collins, C. (2025). State Abortion Bans and Talent Acquisition: Evidence from Women's College Basketball. ***Applied Economics Letters***.

32. #Kang, B., & Salaga, S. (2025). Assessing Customer Discrimination in National Television Viewership: Evidence from NCAA Basketball. ***American Behavioral Scientist.***

31. Salaga, S., & Juravich, M. (2025). Do Minority Lead Executives Experience Inferior Labor Market Outcomes? Evidence from NCAA Men's Basketball. ***Journal of Sport Management***, *39*(6), 449-463.

30. #Kang, B., Salaga, S., & Mondello, M. (2025). Reassessing Customer Discrimination in National Basketball Association Local Market Television Viewership. ***Applied Economics****, 57*(27), 3726-3739.

29. #Skinner, T., & Salaga, S. (2024). Gender Differences in Lead Executive Compensation: Evidence from Intercollegiate Athletics. ***Sport Management Review***, *27*(3), 387-408.

28. #Skinner, T., Salaga, S., & Juravich, M. (2024). Upper Echelons in College Sport: The Impact of Athletic Directors on Organizational Performance and Revenues. ***Managerial Finance***, *50*(4), 811-833.

27. #Salaga, S. & Howley III, W. (2024). The Impact of Weather on Betting Outcomes and Market Behavior in the NCAA Football Totals Market. ***Applied Economics Letters***, *31*(8), 779-782.

26. Salaga, S., Mondello, M., & Tainsky, S. (2022). Determinants of Consumption for Regional Sports Network Programming: An Examination of Inheritance Effects, Lead-In, Lead-Out, and Game Viewership. ***Sport Management Review****, 25*(3), 501-521.

25. #Kim, A., Kim, M., Salaga, S., & Zhang, J.J. (2022). 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****, 15*(1), 10-22.

24. #Kang, B., & Salaga, S. (2022). The Impact of Information Release and Assimilation on Line Accuracy and Line Movement: Evidence from the NCAA Basketball Betting Market. ***International Journal of Sport Finance****, 17,* 29-40.

23. Salaga, S., & Juravich, M. (2020). National Football League Head Coach Race, Performance, Retention, and Dismissal. ***Sport Management Review****, 23*, 978-991.

22. 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.

21. 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.

20. Salaga, S., Tainsky, S., & Mondello, M. (2020). Betting Market Outcomes and NBA Television Viewership. ***Journal of Sport Management****, 34*, 161-172.

19. #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.

18. Mills, B.M., & Salaga, S. (2018). A Natural Experiment for Efficient Markets: Information Quality and Influential Agents. ***Journal of Financial Markets****, 40*, 23-39.

17. #Salaga, S., & Brown, K.M. (2018). Momentum and Betting Market Perceptions of Momentum in College Football. ***Applied Economics Letters****, 25*(19), 1283-1388.

16. #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.

15. 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.

14. Salaga, S., & Fort, R.D. (2017). Structural Change in Competitive Balance in Big Time College Football. ***Review of Industrial Organization****, 50*(1), 27-41.

13. 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.

12. 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.

11. 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.

10. Salaga, S., & Tainsky, S. (2015). Betting Lines and College Football Television Ratings. ***Economics Letters***, *132*, 112-116.

9. 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.

8. 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.

7. 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.

6. 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.

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 Chapters

Mills, B.M., Juravich, M., & Salaga, S. (2024). Cross-Ownership and Asymmetric Substitutes in Professional Basketball. In S. Szymanski (Ed.), *Principles and Paradoxes of Sports Economics: Contributions in Honor of Rodney Fort* (pp. 119-128).

Cunningham, G.B., Walker, M., Dixon, M.A., Salaga, S., & Barry, A.E. (2024). Nica Nadadores: A case study of swimming as the vehicle for education and positive life chances in Managua, Nicaragua. In S. Šafaříková & Rojas, C. (Ed.), *Sport for Development and Peace in Iberoamerica.* (pp. 56-78).

Editor-Reviewed Publications

Agha, N., Salaga, S., Tainsky, S., & Kerwin, S. (2025). Innovative Quantitative Approaches in Sport Management. ***Journal of Sport Management***, *39*, 309-310.

Tainsky, S., Kerwin, S., & Salaga, S. (2025). Directions in Fandom and Spectatorship. ***Journal of Sport Management***, *39*(3), 145-146.

Salaga, S., Brison, N., Cooper, J., Rascher, D., & Schwarz, A. (2023). Special Issue Introduction: Name, Image, and Likeness and the National Collegiate Athletic Association. ***Journal of Sport Management****, 37*(5), 305-306.

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.

Conference Presentations [*Denotes Presenter]

75. *Khan, D., & Salaga, S. (November 2026). *When Experience Hurts: Prior Coaching Visibility and Head Coach Dismissal in the NBA.* Paper presented at the annual Sport Entertainment and Venues Tomorrow (SEVT) Conference. Columbia, SC.

74. *Khan, D., Salaga, S., & Slonaker, M. (June, 2026). *Does an Expert Leader Head Coach Effect Exist in NCAA Men's Basketball?* Paper presented at the annual Sports Economics and Management Conference at the University of Maryland Baltimore County. Baltimore, MD.

73. *Skinner, T., & Salaga, S. (February, 2026). *Executive-Firm Education Match, Performance, and Tenure: Evidence from NCAA Men's Basketball.* Paper presented at the annual meeting of the Applied Sport Management Association Conference. Philadelphia, PA.

72. *Mills, B.M., Salaga, S., & Brown, K. (May, 2025). *The Impact of Wagering Market Outcome Uncertainty: Decided Wagers and Television Viewership.* Paper presented at the annual meeting of the North American Society for Sport Management. San Diego, CA.

71. *Skinner, T., & Salaga, S. (May, 2025). *Does In-Group Leadership Impact Organizational Performance and Consumer Demand? Evidence from Historically Black Colleges and Universities.* Paper presented at the annual meeting of the North American Society for Sport Management. San Diego, CA.

70. *Skinner, T., & Salaga, S. (April, 2025). *Does In-Group Leadership Impact Organizational Performance and Consumer Demand? Evidence from Historically Black Colleges and Universities.* Paper presented at the annual Sports Economics Conference at the University of Maryland Baltimore County, Baltimore, MD.

69. *Salaga, S. & Kang, B. (April, 2025). *How do Consumers Respond to the Race of Organizational Leaders? Evidence from National and Local-Market Television Viewership*. Paper presented at the annual Sports Economics Conference at the University of Maryland Baltimore County, Baltimore, MD.

68. *Salaga, S., & Kang, B. (October, 2024). *Does the Race of Organizational Leadership Impact Consumption? Evidence from National and Local-Market Television* Viewership. Paper presented at the annual meeting of the Carolina Region Empirical Economics Day. Charlotte, NC.

67. *Juravich, M., & Salaga, S. (August, 2024). *Do Labor Market Outcomes Differ for Lead Minority Executives? Evidence from NCAA Men's Basketball.* Paper presented at the annual meeting of the Sport, Business and Society Conference. NEOMA Business School, Reims, France.

66. *Salaga, S., Juravich, M., & Skinner, T. (August, 2024). *Strategic Leader Combinations: Expert Leadership, Executive Alignment, and Organizational Performance*. Paper presented at the annual meeting of the European Sports Economics Association. Erasmus School of Economics, Rotterdam, Netherlands.

65. *Kang, B., & Salaga, S. (June, 2024). *Race of Team Leadership and Consumption: Evidence from NBA Basketball Television Viewership.* Paper presented at the annual meeting of the North American Society for Sport Management. Minneapolis, MN.

64. *Skinner, T., & Salaga, S. (April, 2024). *Executive-Firm Match, Performance, and Executive Tenure: Evidence from NCAA Men's Basketball.* Paper presented at University of Maryland Baltimore County Sports Economics Conference. Baltimore, MD.

63. *Skinner, T., & Salaga, S. (March, 2024). *Executive-Firm Geographic Match, Performance, and Executive Tenure: Evidence from NCAA Men's Basketball.* Paper presented at the annual meeting of the Eastern Economic Association. Boston, MA.

62. *Kang, B., Salaga, S., & Mondello, M. (March, 2024). *Reassessing Customer Discrimination in Local Market Television Viewership*. Paper presented at the annual meeting of the Eastern Economic Association. Boston, MA.

61. *Salaga, S., Kang, B., & Mondello, M. (October, 2023). *Reassessing Customer Discrimination in NBA Local Market Television Viewership*. Paper presented at the annual meeting of the Missouri Valley Economic Association. Kansas City, MO.

60. *Kang, B., & Salaga, S. (June, 2023). *Is Athlete Race a Significant Driver of Consumption? Evidence from Professional Basketball Television Viewership*. Paper presented at the annual meeting of the North American Society for Sport Management. Montreal, ON.

59. *Skinner, T., & Salaga, S. (June, 2023). *Executive Homophily and Firm Performance: Evidence from NCAA Men's Basketball.* Paper presented at the annual meeting of the North American Society for Sport Management. Montreal, ON.

58. *Skinner, T., Salaga, S., & Juravich, M. (May, 2023). *Strategic Leader Combinations: Expert Leadership, Executive Alignment, and Organizational Performance.* Paper presented at the annual meeting of the Eastern Association of Management. Philadelphia, PA.

57. *Skinner, T., & Salaga, S. (October, 2022). *Gender Differences in Executive Compensation: Evidence from Intercollegiate Athletics*. Paper presented at the annual meeting of the Missouri Valley Economic Association. St. Louis, MO.

56. *Juravich, M., Mills, B., & Salaga, S. (June, 2022). *Escalation of Commitment in Executive Decision Making in Professional Sport*. Paper presented at the annual meeting of the North American Society for Sport Management. Atlanta, GA.

55. *Skinner, T., & Salaga, S. (June, 2022). *Estimating Compensation Differences by Gender Among NCAA Division I Athletic Directors*. Paper presented at the annual meeting of the North American Society for Sport Management. Atlanta, GA.

54. *Kang, B., & Salaga, S. (June, 2022). *Does the Race of Team Leadership Impact Consumption? Evidence from NCAA Basketball Television Viewership?* Paper presented at the annual meeting of the North American Society for Sport Management. Atlanta, GA.

53. *Skinner, T., & Salaga, S. (May, 2022). *The History of Buy Games in College Football.* Paper presented at the annual meeting of the North American Society for Sport History. Chicago, IL.

52. *Salaga, S., & Kang, B. (April, 2022). *The Impact of Information Release on Line Accuracy and Line Movement: Evidence from the NCAA Basketball Betting Market*. Paper presented at the annual meeting of The Association of Private Enterprise Education. Las Vegas, NV.

51. *Skinner, T., & Salaga, S. (February, 2022). *Upper Echelons in College Sport: The Impact of Athletic Directors on NCAA Men's Basketball Performance*. Paper presented at the annual meeting of the Applied Sport Management Conference. Indianapolis, IN.

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., *Winfree, 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., *Winfree, 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]

*Skinner, T., Salaga, S., & Collins, C. (October, 2025). *State Abortion Bans and Talent Acquisition: Evidence from NCAA Women's College Basketball.* University of South Carolina Department of Sport and Entertainment Management. Columbia, SC.

*Salaga, S., & Kang, B. (February, 2025). *How do Consumers Respond to the Race of Organizational Leaders? Evidence from National and Local Market Television Viewership.* University of South Carolina Department of Sport and Entertainment Management. Columbia, SC.

*Salaga, S. (May, 2022). *Examining Labor Market Outcomes for Established Minority Managers.* Erasmus University School of Economics Center for Applied Sports Economics. Rotterdam, Netherlands.

*Salaga, S., & Kang, B. (February, 2022). *The Impact of Information Release on Line Accuracy and Line Movement: Evidence from the NCAA Basketball Betting Market.* Bournemouth University Business School. Poole, UK.

*Salaga, S. (February, 2020). *Decided Wagers and Television Viewership Loss*. University of Texas at Austin, Austin, TX.

*Salaga, S. (March, 2019). *Betting Lines and College Football Television Ratings*. United States Air Force Academy, Colorado Springs, CO.

*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., *Winfree, 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 & Mentorship Awards

Donald O. Schneider Mentoring Award, University of Georgia Mary Frances Early College of Education
February 2026

Faculty Excellence in Research Award, University of Georgia Department of Kinesiology
November 2025

Research Fellow, North American Society for Sport Management
May 2020

Best Student Empirical Paper (Tyler Skinner: Advisee) – 2023 Eastern Academy of Management Conference
April 2023

Graduate Student Research Award (Tyler Skinner: Advisee) – 2022 Applied Sport Management Association (ASMA)
February 2022

Student Research Award (Byungju Kang: Advisee) – 2019 Sport Entertainment & Venues (SEVT) Conference
November 2019

Editorship

Journal of Sport Management (Associate Editor)	2021-present

Editorial Review Boards

Sport Management Review	2018-present
Journal of Sport Management	2020-present
European Sport Management Quarterly	2020-present
Sport Marketing Quarterly	2019-present
Journal of Global Sport Management	2017-2023
Journal of Issues in Intercollegiate Athletics	2016-2022
International Journal of Sport Marketing and Sponsorship	2019-2021
Journal of Applied Sport Management	2016-2021

Invited Manuscript Reviewer

Journal of Economic Behavior & Organization
Economic Inquiry
Empirical Economics
Journal of Behavioral and Experimental Economics
Journal of Behavioral and Experimental Finance
Review of Industrial 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
Applied Economics
Applied Economics Letters
Managerial and Decision Economics
Journal of Economic Studies
International Gambling Studies
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
Leisure/Loisir
North American Society for Sport Management Conference
European Sports Economics Association (Young Researcher Award)

Special Issue Guest Co-Editor

Journal of Sport Management – Special Issue: Name, Image, and Likeness and the NCAA 2021-2023

Conference Session Chair

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

Tenure & Promotion Letters Written

Syracuse University
Florida State University
University of Louisville

Quoted in Media

WUSA 9 CBS (Washington, D.C.) September 2026
WGN 9 News (Chicago) April 2026
National Today April 2026
The U.S. Sun April 2026
Metro April 2026
WJBF.com (Augusta, GA) April 2026
O Busílis (Portugal) April 2026
MSN April 2025
The Sporting News April 2025
Daily Mail April 2025
NewsBreak April 2025
TotalProSports April 2025
Daily Express (US & UK) April 2025
Journal Metropolitano April 2025
Gol de Plata April 2025
Essentially Sports March 2025
Motorcycle Sports March 2025
Crain's Cleveland Business September 2024

Daily Mail	April 2024
The Sporting News	April 2024
Arnolt Center for Investigative Journalism / Investigate TV	November 2023
Daily Mail	April 2023
The Mirror	April 2023
The Sporting News	April 2023
Fox Sports	April 2023
Sportscasting.com	April 2023
Irish Mirror	April 2023
The Sports Grail	April 2023
Record (Portugal)	April 2023
Sport (Spain)	April 2023
The Sporting News	April 2022
Extra Points	January 2022
Sportico	January 2022
The Assembly	October 2021
Atlanta Business Chronicle	May 2021
Athens CEO	September 2020
BestLife	August 2020
Flagpole (Athens, GA)	August 2020
Georgia Recorder	August 2020
Atlanta Business Chronicle	March 2020
Atlanta Business Chronicle	January 2020
Atlanta Business Chronicle	December 2019
Yogonet Gaming News	December 2019
Fox Business	April 2019
OnlineGambling.com	July 2018
Legal Sports Report	July 2018
Houston Chronicle	July 2017
Toronto Star	December 2016
HawaiiNewsNow.com	September 2016
TusconNewsNow.com	September 2016
KFVS12.com	September 2016
Newswise.com	August 2016
Modern Times Magazine	August 2016
Toronto Star	July 2016
Toronto Star	April 2016
VICE Sports	March 2016
TickAssure.com	February 2016
Post-Bulletin (Rochester, MN)	January 2016
St. Paul Pioneer Press	December 2015
The Forum of Fargo-Moorhead	December 2015
ESPN.com	May 2015
Chicago Sun-Times	May 2015
WalletHub.com	May 2015
Pregame.com	May 2015
OSGA.com	May 2015
The Crimson (Melbourne, FL)	April 2014
The Guardian (London, England)	December 2013
Taipei Times (Taipei City, Taiwan)	December 2013
Toronto Star	November 2012
Toronto Star	September 2012

Live Media Appearances

Sport Management Review Insights Podcast	March 2021

BYU Radio–Top of Mind with Julie Rose (Sirius XM 143/Dish Network 980/iTunes Radio) Sept 2016
ESPN Radio Las Vegas June 2015
ESPN Behind the Bets Podcast May 2015
BBC Live Radio December 2013

Research Mentioned in Media
SCCG Management October 2026
GamblingInsider.com October 2026
The Madrid Ledger August 2026
SportsBoom June 2026
The Washington Post September 2025
Extra Points August 2025
Los Angeles Times January 2022
The Conversation January 2022
Media Ethics Magazine December 2020
The Sports Post August 2018
104.5 The Zone (Nashville, TN) November 2016
Lansing State Journal October 2015
InsideTheBets.com July 2015
Breitbart.com June 2015
ESPN Radio (Colin Cowherd / The Herd) May 2015
Palm Beach Post May 2015
Covers.com May 2015
SportsMemo.com May 2015
AwfulAnnouncing.com May 2015
CalvinAyre.com May 2015
WalletHub.com June 2014
SpaceCoastDaily.com January 2014
University of Illinois News Bureau May 2013
Revolution Analytics Blog August 2011

Expert Consulting
Served as a consultant and expert witness in the areas of sports business, management, and economics for legal matters in collegiate and professional sport.

Expert Opinion/Evaluation Reports & Letters
Over 80 expert opinion/evaluation letters written specific to economics, labor, and management on behalf of entities including universities, law firms, professional sports organizations, national governing bodies, and private sport, entertainment, and recreation firms.

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

Chair, Sport Management Academic Support Specialist Search Committee	2025
Chair, Sport Management Assistant Professor Search Committee	2024
Chair, Sport Management Assistant Professor Search Committee	2022
Member, Sport Management Academic Support Specialist Search Committee	2022
Chair, Sport Management Instructor Search Committee	2021
UGA Young Dawgs Research Mentor	2019, 2020 & 2022
Chair, Sport Management Assistant Professor Search Committee	2018
Faculty Mentor, Department of Kinesiology	2018-present
Member, College of Education Scholarship Committee	2018-2020
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

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
Dylan Khan, Ph.D. (UGA) Sport Management (Chair) 2025-present
Michael Slonaker, Ph.D. (UGA) Sport Management (Chair) 2019-2024
Tyler Skinner, Ph.D. (UGA) Sport Management (Chair) 2020-2024
Byungju Kang, Ph.D., (UGA) Sport Management (Chair) 2016-2023
Andrew Kim, M.S. & Ph.D. (UGA) Sport Management (Committee) 2018-2023
Sehwan Kim, Ph.D. (UGA) Sport Management (Committee) 2019-2023
Kristina Hoff, M.S. & Ph.D., (UGA) Sport Management (Committee) 2017-2022
Katja Sonkeng, Ph.D., (UGA) Sport Management (Committee) 2018-2022
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

Affiliated Faculty Research Member, Tourism and Sport Management Laboratory
University of Illinois 2011-2014

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 (athleticdirectoru.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