

Stacey L. Brook

Lecturer | Department of Economics | College of Business
University of Central Florida
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EDUCATION

Ph.D. Colorado State University, Economics, 1995
M.A. University of Nebraska-Lincoln, Economics, 1991
B.B.A. Eastern New Mexico University, Economics & Business Administration
(Honors), 1989

COURSES TAUGHT AT THE UNIVERSITY OF CENTRAL FLORIDA

Lecturer, Department of Economics, University of Central Florida, Fall 2022 – present.

- Economics of Sports
- Quantitative Business Tools II

COURSES TAUGHT AT DEPAUL UNIVERSITY

Clinical Professor, Department of Economics, Driehaus College of Business, DePaul University, Autumn 2017 – Spring 2022.

- Exploring Economics & Statistics through Sports [face-to-face; on-line asynchronous & online via Zoom]
- Business Analytics [on-line asynchronous & online via Zoom]
- Principles of Microeconomics [face-to-face; on-line asynchronous & online via Zoom]
- Market Structure and the Regulation of Business [face-to-face]
- Economics for Decision-Making [MBA Program face-to-face]

COURSES TAUGHT AT THE UNIVERSITY OF IOWA

Lecturer, Department of Economics, Henry B. Tippie College of Business, University of Iowa, Fall 2008 – Spring 2017.

- Principles of Microeconomics [two large sections; approx. 370 students each]
- Managerial Economics [MBA Program]
- Sports Economics
- Industry Analysis
- Industrial Organization

- Microeconomic Theory
- Law & Economics
- Health Economics
- Global Economics and Business
- Money & Banking [CIMBA (study abroad) program]
- Environmental & Natural Resource Economics
- Natural Resource Economics
- First Year Seminar [The Economics of Outer Space, A Fan's Guide to Sports Analysis, College Football Economics (Honors)]

COURSES TAUGHT AT THE UNIVERSITY OF SIOUX FALLS

Associate Professor of Economics (tenured), Vucurevich School of Business, University of Sioux Falls, Fall 2003 – Spring 2008.

- Sports Economics
- Industrial Organization
- Theory of Market Analysis [MBA Competency Course]
- Managerial Economics [MBA Program]
- Managerial Economics [MBA Program in Health Care Management]
- The Economics of Religion
- Managerial Economics
- Intermediate Microeconomic Theory
- Principles of Microeconomics
- International Finance & Trade
- Environmental Economics

Assistant Professor of Economics, Vucurevich School of Business, University of Sioux Falls, 1997-2003.

- Economic Research Methods [Economics of Sports]
- Industrial Organization
- Managerial Economics [MBA Program]
- Environmental Economics
- International Finance & Trade
- Intermediate Microeconomic Theory
- Intermediate Macroeconomic Theory
- Principles of Microeconomics
- Principles of Macroeconomics
- Managerial Economics

- Money & Banking
- Microeconomic Analysis and Statistical Methods [MBA Competency Course]
- Financial Planning and Control [MBA Program]
- Economic Environment of Management [Degree Completion Program]
- Game Theory [team-taught with Jason Douma, Assistant Professor of Mathematics]

COURSES TAUGHT: CLARKSON UNIVERSITY, COLORADO STATE UNIVERSITY & UNIVERSITY OF NEBRASKA-LINCOLN

Visiting Assistant Professor of Economics, Department of Economics, Clarkson University, 1996-1997.

- Intermediate Microeconomic Theory
- Managerial Economics
- Environmental Economics
- Principles of Macroeconomics
- Principles of Microeconomics & Engineering Economics

Temporary Lecturer, Department of Economics, Colorado State University, 1996.

Temporary Instructor, Department of Economics, Colorado State University, 1993 - 1995.

- Industrial Organization
- Economics of Regulation
- Principles of Microeconomics
- Principles of Macroeconomics

Graduate Teaching Assistant, Department of Economics, University of Nebraska-Lincoln, 1990 - 1992.

- Principles of Microeconomics
- Principles of Macroeconomics

PEER REVIEWED JOURNAL PUBLICATIONS (22)

Sports Economics (20)

Stacey L. Brook. 2022. "What is the Impact of Post-Season Bowl Participation on a Football Program's On-Field Success, Recruiting and Revenues?", *Journal of Sports Economics*, 23(7): 976-988. (<https://doi.org/10.1177/15270025221074692>)

Stacey L. Brook. 2022. “General Admission Alcohol Availability at American College Football Bowl Subdivision Stadiums: A Difference-in-Difference with Timing Variation Analysis of Football Program Concession Revenues and Ticket Sales”, *International Journal of Sport Finance*, 17(3): 154-164.

(<http://doi.org/10.32731/IJSF/173.082022.03>)

Stacey L. Brook. 2021. “A Comparison of NCAA FBS Head Coaches Salary Determination from New and Modified Contracts”, *Journal of Sports Economics*, 22(5): 491-513. (<https://doi.org/10.1177/1527002520988336>)

Stacey L. Brook & Xiaomin Gai. 2020. “How Do Outside Experts Evaluate Team Performance? An Empirical Analysis of Harris Poll Voting Behavior”, *Managerial & Decision Economics*, 41(8): 1590-1601. (<https://doi.org/10.1002/mde.3205>)

Stacey L. Brook. 2019. “The National Football League Payroll Cost Function and Labor Market Institutional Changes”, *Managerial and Decision Economics*, 40(8): 1016 – 1022. (<https://onlinelibrary.wiley.com/doi/abs/10.1002/mde.3087>)

Stacey L. Brook. 2019. “Estimating the Determinants of NCAA Athletic Department Intellectual Property (Trademark) Rights”, *Journal of Sports Economics*, 20(3): 399 – 410. (<http://journals.sagepub.com/doi/full/10.1177/1527002518784000>)
Media coverage: [Portland Business Journal](#)

Stacey L. Brook. 2019. “An Estimation of NCAA Football Bowl Subdivision Demand as a Two Part Tariff”, *Managerial and Decision Economics*, 40(1): 79 – 83. (<https://onlinelibrary.wiley.com/doi/abs/10.1002/mde.2981>)

Stacey L. Brook. 2018. “An NCAA Football Bowl Subdivision Production Function”, *Journal of Emerging Sport Studies*, 1(1): Article 3, 1 – 27. (<https://digitalcommons.library.tru.ca/cgi/viewcontent.cgi?article=1001&context=jess>)

Stacey L. Brook. 2016. “The Impact of Team Performance and Fan Interest on NCAA Football Revenues”, *Managerial Finance*, 42(9): 902 – 912 (<https://www.emeraldinsight.com/doi/abs/10.1108/MF-03-2016-0071>)

David Berri, **Stacey L. Brook** & Aju Fenn. 2011. “Colleges to Pros: Predicting the NBA Amateur Player Draft”, *Journal of Productivity Analysis*, 35(1): 25 – 35.

(<https://link.springer.com/article/10.1007/s11123-010-0187-x>)

Stacey L. Brook & Sarah Foster. 2010. “Does Gender Affect Compensation Among NCAA Basketball Coaches”, *International Journal of Sports Finance*, 5(2): 96 – 106.

David Berri & **Stacey L. Brook**. 2010. “On the Evaluation of the “Most Important” Position in Professional Sports”, *Journal of Sports Economics*, 11(2): 157 – 171.

(<https://doi.org/10.1177/1527002510363097>)

Stacey L. Brook & Aju Fenn. 2008. “Market Power in the National Football League”, *International Journal of Sports Finance*, 3(4): 239 – 244.

David J. Berri, **Stacey L. Brook** & Martin Schmidt. 2007. “Does One Simply Need to Score to Score?”, *International Journal of Sports Finance*, 2(4): 190 - 205.

Stacey L. Brook. 2006. “Evaluating Inelastic Ticket Pricing Models”, *International Journal of Sports Finance*, 1(3): 140 – 150.

David Berri, **Stacey L. Brook**, Aju Fenn, Bernd Frick & Roberto Vicente-Mayoral. 2005. The Short Supply of Tall People: Competitive Imbalance in the National Basketball Association”, *Journal of Economic Issues*, 39(4): 1029 – 1041.

(<https://doi.org/10.1080/00213624.2005.11506865>)

Stacey L. Brook. 2005. “What Do Sports Teams Produce?”, *Journal of Economic Issues*, 39(3): 792 – 797. (<https://doi.org/10.1080/00213624.2005.11506846>)

Aju Fenn, Peter von Allmen, **Stacey L. Brook** & Tom Priessing. 2005. “The Influence of Structural Changes and International Players on Competitive Balance in the NHL”, *Atlantic Economic Journal*, 33(2): 215 – 224. (<https://doi.org/10.1007/s11293-005-3763-0>)

David Berri, Martin Schmidt & **Stacey L. Brook**. 2004. “Stars at the Gate: The Impact of Star Power on NBA Gate Revenues”, *Journal of Sports Economics*, 5(1): 33 – 50.

(<https://doi.org/10.1177/1527002503254051>)

Industrial Organization (1)

Stacey L. Brook. 2005. “Is the Dorfman-Steiner Advertising Rule Always Optimal?”, *The American Economist*, 49(2): 75 – 77.
(<https://doi.org/10.1177%2F056943450504900209>)

Religious Economics (1)

Stacey L. Brook. 2005. “A New Testament Perspective of Wage Determination Using the Principle of Spiritual Rewards”, *Journal of Biblical Integration in Business*, 11: 6 – 12.

COMMENT & REPLY (3)

Stacey L. Brook. 2010. “Comment: The Payoff to Leadership in Teams”, *Journal of Sports Economics*, 11(3): 358 – 360.

David Berri, Martin Schmidt & **Stacey L. Brook.** 2006. “Review of Wages of Wins: A Reply”, *Journal of Quantitative Analysis of Sport*, 2(4).

Stacey L. Brook. 2005. “Response to Rejoinder” by David Skinner’s on “A New Testament Perspective of Wage Determination Using the Principle of Spiritual Rewards”, *Journal of Biblical Integration in Business*, 11: 18 – 22.

BOOK

David Berri, Martin Schmidt & **Stacey L. Brook.** 2006. *The Wages of Wins: Taking Measure of the Many Myths in Modern Sport*, Stanford University Press. (2007 paperback edition).

Prominent Reviews:

- Gladwell, Malcolm. 2006. “[Game Theory: when it comes to athletic prowess, don't believe your eyes](#)”, May 29th, *New Yorker*, 86-87.
- Nocera, Joe. 2006. “Sportonomics Beguiles 3 Economists”, June 24th, *New York Times*.
- Friedman, Dick. 2006. “[Adam Smith: Meet Joe Smith](#)”, June 30th, SI.com.
- Bradbury, John Charles. 2006. “[Book Review](#)”, *International Journal of Sport Finance*, 1(3): 189 – 191.

- Sanderson, Allen. 2007. “[Book Review](#)”, Choice, American Library Association.
- Industrial Relations Section #305. 2007. “[Noteworthy Books in Industrial Relations and Labor Economics, 2006](#)”.

BOOK CHAPTER PUBLICATION

Stacey L. Brook. 2022. “Measuring Productivity in Major League Baseball”, in *Teaching Sports Economics and Teaching Economics through Sports*, Edward Elgar Publishing, (eds.) Aju Fenn & Victor Matheson.

David Berri & **Stacey L. Brook.** 1999. “Trading Players in the National Basketball Association: For Better or Worse” in *Sports Economics: Current Research*, Praeger Publishers, Hadley, Gustafuson, and Fizel (ed.): 135 – 151.

PROCEEDING PUBLICATION

Stacey L. Brook. 2003. “Teaching Industrial Organization with Microsoft Excel” in the *Papers and Proceedings of the Fourteenth Annual Teaching Economics Conference*: 10 – 18.

PAPER(S) SUBMITTED/REVISIONS REQUESTED/RE-SUBMITTED (2)

Nola Agha, David Berri, **Stacey Brook**, & Courtney Paulson. Exploitation in College Sports: No longer just a ‘Man’s Game’, revisions requested *Journal of Sports Economics*, December 20, 2022.

Stacey L. Brook. Did increases in college athletic scholarships affect fan value?, submitted to *Economic Inquiry*, August 2, 2023.

WORKING PAPER(S) (3)

Stacey L. Brook & Michael Hellen. Are Men’s and Women’s College Basketball Players “Pigouvian” Exploited?

Stacey L. Brook. Labor Contract Duration: An Empirical Estimation of Contract Extensions, Employee Firings and Employee Quits.

Stacey L. Brook. An Analysis of Athletic Financial Aid Sex Discrimination at San Diego State University.

OTHER WRITINGS

John Jerald Heyne, Aju J. Fenn, and **Stacey L. Brook.** “NHL Team Production” (October 2006). U of Colorado Law Legal Studies Research Paper No. 2006-07: <http://ssrn.com/abstract=942856>.

Stacey L. Brook. “Teaching Pure & Mixed Bundling using a Spreadsheet” (March 17, 2004). <http://ssrn.com/abstract=522142>.

MyEconLab Microeconomics materials for the following Addison Wesley Longman texts: *Principles of Microeconomics* by Roger Miller, *Principles of Microeconomics* by Bade/Parkin, and *Intermediate Microeconomics* by Jeffrey Perloff (May & June 2003).

Stacey L. Brook. 1995. Dissertation - *The Competition Policy of Harmonizing International Horizontal Mergers*, Advisor: George Rhodes.

CONFERENCE & SEMINAR PRESENTATIONS (43)

JOURNAL REFEREE/REVIEWER

The American Economist (2005); *Journal of Sports Economics* (2006, 2009, 2010, 2011, 2012, 2015, 2017, 2018, 2021, 2022); *International Journal of Sports Finance* (2007, 2008, 2009, 2011, 2020, 2022); *Journal of Quantitative Analysis in Sports* (2007); *Eastern Economic Journal* (2010); *Journal of Economics - MVEA* (2010); *Journal of Sports Management* (2014), *Applied Economics incorporating Applied Financial Economics* (2015), *Contemporary Economic Policy* (2017); *Managerial & Decision Economics* (2019; 2020; 2021); *Atlantic Economic Journal* (2019); *Tourism Economics* (2019); *Journal of Economic Insight* (2020); *Journal of Economic Behavior and Organization* (2021); *Applied Economic Letters* (2022).

CONFERENCE SERVICE

Illinois Economic Association: Past President, 2022; President, 2020 & 2021; President-Elect, 2019.

ADMINISTRATIVE SERVICE EXPERIENCE

DEPAUL UNIVERSITY:

Director of Undergraduate Studies (interim), Department of Economics, Driehaus College of Business, Winter 2020 – Spring 2020.

THE UNIVERSITY OF IOWA:

Director of Undergraduate Studies, Department of Economics, Henry B. Tippie College of Business, Fall 2010 – Spring 2017.

THE UNIVERSITY OF SIOUX FALLS:

Director of MBA Program, Vucurevich School of Business, Fall 2001 – Summer 2005.

COMMITTEE SERVICE EXPERIENCE

UNIVERSITY OF CENTRAL FLORIDA:

Undergraduate Program Committee (department), Fall 2022-present.

Undergraduate Program Committee (college), Fall 2023-present.

DEPAUL UNIVERSITY:

Student Engagement and Career Readiness, Driehaus College of Business, Autumn 2019 – Spring 2020.

THE UNIVERSITY OF IOWA:

Undergraduate Program Committee, Tippie College of Business, Fall 2009 – Spring 2017.

Assurance of Learning Committee, Tippie College of Business, Fall 2011 – Spring 2017.

Sub-committee on Academic Support & Academic/Cultural Issues for the International Student Committee, Spring 2011.

University Honor's Committee, Fall 2013 – Spring 2016.

On-line Student Evaluation Committee, Summer 2013 – Fall 2013.

THE UNIVERSITY OF SIOUX FALLS:

Assessment Committee, member, Fall 1997 – Spring 1999.

Faculty Development Committee, member, Fall 1998 – Spring 2000.

North Central Accreditation Steering Committee, member, Fall 2000 – Spring 2002.

North Central Accreditation sub- committee: Human, Financial, and Property Resources, co-chair, Fall 2000 – Spring 2002.

Graduate Policies Committee, co-chair, Fall 2001 – Spring 2005.

Student Affairs Committee, Fall 2005 – Spring 2007; chair Fall 2006 – Spring 2007.

Academic Policies Committee, Fall 2007 – Spring 2008.