

STACEY L. BROOK

Lecturer ◇ Department of Economics ◇ Barry S. Miller 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

POSITIONS HELD & COURSES TAUGHT

Lecturer <i>University of Central Florida — Barry S. Miller College of Business— Department of Economics</i>	August 2022 - Present <i>Orlando, FL</i>
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- Economics of Sports (Fall/Spring).
- Quantitative Business Tools II (Fall/Spring/Summer) [six sections; approx. 200 students each section].

Clinical Professor <i>DePaul University — Driehaus College of Business— Department of Economics</i>	September 2017 - June 2022 <i>Chicago, IL</i>
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- Exploring Economics & Statistics through Sports [face-to-face; 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]
- Business Analytics [on-line asynchronous & online via Zoom].

Lecturer <i>University of Iowa — Henry B. Tippie College of Business— Department of Economics</i>	August 2008 - May 2017 <i>Iowa City, IA</i>
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- Principles of Microeconomics [two large sections; approx. 370 students each]
- Sports Economics
- Industry Analysis
- Industrial Organization
- Microeconomic Theory
- Law & Economics
- Health Economics
- Managerial Economics [MBA Program]
- 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)]

Assistant Professor & Associate Professor (tenured)*University of Sioux Falls — Vucurevich School of Business*

August 1997 - May 2008

Sioux Falls, SD

- 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
- Intermediate Macroeconomic Theory
- Principles of Macroeconomics
- Game Theory (team taught)
- Money & Banking
- Microeconomic Analysis and Statistical Methods [MBA Competency Course]
- Financial Planning and Control [MBA Program]
- Economic Environment of Management [Degree Completion Program]

Visiting Assistant Professor*Clarkson University — Department of Economics*

August 1996 - May 1997

Potsdam, NY

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

Temporary Lecturer & Temporary Instructor*Colorado State University — Department of Economics*

August 1993 - May 1996

Fort Collins, CO

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

Graduate Teaching Assistant*University of Nebraska-Lincoln — Department of Economics*

August 1990 - May 1992

Lincoln, NE

- Principles of Microeconomics
- Principles of Macroeconomics

PEER REVIEWED JOURNAL PUBLICATIONS

28. David Berri, **Stacey L. Brook**, Courtney Paulson & Rachel Smith. Forthcoming. Training Your Competition! Why the United States Trains Olympians from Other Nations. *International Journal of Empirical Economics*. (<https://doi.org/10.1142/S2810943026500083>)
27. **Stacey L. Brook** & Xiaomin Gai. 2026. What is the impact of college men's basketball games on a local economy? *Local Economy*, 40(2): 184-194. (<https://doi.org/10.1177/02690942261431764>)

26. **Stacey L. Brook.** 2025. Long-run Impacts of Athletic Conference Membership Changes on Athletic Department Revenues, *Managerial Finance*, 51(7): 1143-1150. (<https://doi.org/10.1108/MF-06-2024-0454>)
25. **Stacey L. Brook.** 2025. Compensating College Football Players for their Name, Image, and Likeness Rights from College Football Live Broadcasts, *Managerial and Decision Economics*, 46(5): 2381-2387. (<http://dx.doi.org/10.1002/mde.4465>)
24. **Stacey L. Brook.** 2024. An Empirical Estimation of NCAA Head Football Coaches Contract Duration, *Journal of Economics and Statistics (Jahrbücher für Nationalökonomie und Statistik)*, 244(5-6): 513-531. (<https://doi.org/10.1515/jbnst-2023-0090>)
23. Nola Agha, David Berri, **Stacey L. Brook**, & Courtney Paulson. 2024. Exploitation in College Sports: No longer just a “Man’s Game”, *Journal of Sports Economics*, 25(8): 965-988. (<https://doi.org/10.1177/15270025241279530>)
22. **Stacey L. Brook** & Michael Hellen. 2024. Are Men’s and Women’s College Basketball Players “Pigouvian” Exploited?, *Managerial and Decision Economics*, 45(7): 4753-4762. (<https://doi.org/10.1002/mde.4288>)
21. **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>)
20. **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>)
19. **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>)
18. **Stacey L. Brook** & Xiaomin Gai. 2020. How Do Outside Experts Evaluate Team Performance? An Empirical Analysis of Harris Poll Voting Behavior, *Managerial and Decision Economics*, 41(8): 1590-1601. (<https://doi.org/10.1002/mde.3205>)
17. **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>)
16. **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>)
15. **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>)
14. **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>)
13. **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>)
12. 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>)
11. **Stacey L. Brook** & Sarah Foster. 2010. Does Gender Affect Compensation Among NCAA Basketball Coaches, *International Journal of Sports Finance*, 5(2): 96 – 106.
10. 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>)

9. **Stacey L. Brook** & Aju Fenn. 2008. Market Power in the National Football League, *International Journal of Sports Finance*, 3(4): 239 – 244.
8. 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.
7. **Stacey L. Brook**. 2006. Evaluating Inelastic Ticket Pricing Models, *International Journal of Sports Finance*, 1(3): 140 – 150.
6. 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>)
5. **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>)
4. 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>)
3. **Stacey L. Brook**. 2005. Is the Dorfman-Steiner Advertising Rule Always Optimal?, *The American Economist*, 49(2): 75 – 77. (<https://doi.org/10.1177/001320090500209>)
2. **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.
1. 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>)

OTHER WRITINGS

BOOK

David Berri, Martin Schmidt & **Stacey L. Brook**. 2006. *The Wages of Wins*. Sanford University Press.

Review by Malcolm Gladwell of *The Wages of Wins* in *The New Yorker*: <https://www.newyorker.com/magazine/2006/05/29/game-theory-2>

David Berri, Martin Schmidt & **Stacey L. Brook**. 2007. *The Wages of Wins - Revised*. Sanford University Press.

BOOK CHAPTER

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 Fizez (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.

MISCELLANEOUS 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>.

DISSERTATION

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

CONFERENCE SERVICE

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

JOURNAL REVIEWER

The American Economist (2005); Journal of Sports Economics (2006, 2009, 2010, 2011, 2012, 2015, 2017, 2018, 2021, 2022; 2025, 2026); International Journal of Sports Finance (2007, 2008, 2009, 2011, 2020, 2022, 2026); Journal of Quantitative Analysis in Sports (2007, 2024, 2025); 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 and Decision Economics (2019; 2020; 2021; 2024); Atlantic Economic Journal (2019; 2023; 2024); Tourism Economics (2019); Journal of Economic Insight (2020); Journal of Economic Behavior and Organization (2021); Applied Economic Letters (2022); Applied Economics (2023); Jahrbücher für Nationalökonomie und Statistik (2024); Economic Inquiry (2023, 2024).