

Stacey L. Brook

[Lecturer](#) | Department of Economics
Driehaus College of Business | DePaul University
1 E. Jackson Blvd. | Chicago, Illinois 60604
sbrook@depaul.edu
ORCID: 0000-0001-9876-5201

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 DEPAUL UNIVERSITY

Lecturer, Driehaus College of Business, DePaul University, Autumn 2017 – present.

- Principles of Microeconomics
- Exploring Economics & Statistics through Sports
- Market Structure and the Regulation of Business
- Economics for Decision-Making [MBA Program]

COURSES TAUGHT AT THE UNIVERSITY OF IOWA

Lecturer, 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 (17)

Sports Economics (15)

Stacey L. Brook. Forthcoming. “The National Football League Payroll Cost Function and Labor Market Institutional Changes”, *Managerial and Decision Economics*. (<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.

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.

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.

Stacey L. Brook. 2005. “What Do Sports Teams Produce?”, *Journal of Economic Issues*, 39(3): 792 – 797.

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.

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.

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

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)

Stacey L. Brook. “How Do Outside Experts Evaluate Team Performance? An Empirical Analysis of Harris Poll Voting Behavior”, *Journal of Amateur Sport*, revisions requested February 20, 2019.

Stacey L. Brook. “Does General Admission Alcohol Availability Affect College Football Attendance and Revenues?”, *International Journal of Sport Finance*, submitted August 21, 2019.

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 SERVICE

President-Elect, Illinois Economic Association, 2019.

CONFERENCE & SEMINAR PRESENTATIONS (38)

Eastern Economic Association. “Does General Admission Alcohol Availability Effect College Football Attendance and Revenues?”, presented March 2, 2019. New York, New York.

Illinois Economic Association. “Does General Admission Alcohol Availability Effect College Football Attendance and Revenues?”, October 13, 2018. Chicago, Illinois.

Western Economic Association. “An Estimation of NCAA Football Bowl Subdivision Demand as a Two Part Tariff”, June 27, 2018. Vancouver, British Columbia.

Illinois Economic Association. “The Demand for College Football”, October 13, 2017. Chicago, Illinois.

Eastern Economic Association. “Valuing Intangible Asset Demand: NCAA Athletic Department Trademark Rights”, February 25, 2017. New York, New York.

Illinois Economic Association. “Why are NCAA Athletic Apparel Contract Values Different?”, October 15, 2016. Chicago, Illinois.

Missouri Valley Economic Association. “Estimating the Impact of Winning and Attendance on NCAA Football Revenues”, October 24, 2015. Kansas City, Missouri.

Illinois Economic Association. “NCAA Football Coaches Salary”, October 17, 2015. Chicago, Illinois.

Western Economic Association. “NCAA Football Coaches Salary”, June 30, 2015. Honolulu, Hawai’i.

Eastern Economic Association. “NCAA Football Program Revenues”, February 28, 2015. New York, New York.

Illinois Economic Association. “Revenues of FBS Football Programs”, October 18, 2014. Chicago, Illinois.

Illinois Economic Association. “A Model of NCAA Football Harris Poll Voting”, October 20, 2012. Chicago, Illinois.

Illinois Economic Association. “The NFL Payroll Cost Function and Collective Bargaining”, October 29, 2011. Chicago, Illinois.

Western Economic Association. “Who is the Best NCAA Football Team?: A Production Model for the NCAA Football Bowl Subdivision”, presented July 1, 2011. San Diego, California.

North Central Section of the Mathematical Association of America. “Who is the Best NCAA Football Team?: A Production Model for the NCAA Football Bowl Subdivision”, October 23, 2010. Sioux Falls, South Dakota.

Illinois Economic Association. “Who is the Best NCAA Football Team?: A Production Model for the NCAA Football Bowl Subdivision”, October 16, 2010. Chicago, Illinois.

Western Economic Association. “Invitation to the Big Dance: NCAA Men’s Basketball Tournament Selection”, (with David J. Berri), July 2, 2010. Portland, Oregon.

Illinois Economic Association. “Invitation to the Big Dance: NCAA Men’s Basketball Tournament Selection”, October 17, 2009. Chicago, Illinois.

Western Economic Association. “Moneypuck: On the Evaluation of Goalies in the National Hockey League”, (with David J. Berri), June 30, 2009. Vancouver, British Columbia.

Western Economic Association. “Gender Compensation Differences among NCAA Basketball Coaches”, (with Sarah Foster), June 30, 2008. Honolulu, Hawaii.

Intersections: An Interdisciplinary Conference on Gender and Sexuality. “Gender Compensation Differences among NCAA Basketball Coaches”, (with Sarah Foster¹), April 5, 2008. Sioux Falls, South Dakota.

Western Economic Association. “Market Power in the National Football League”, (with Aju Fenn), July 2, 2007. Seattle, Washington.

Western Economic Association. “Catching a Draft: The Predictability of Player Performance in the NBA”, (with David J. Berri² & Aju Fenn), June 30, 2006. San Diego, California.

Southern Economic Association. “From the Colleges to the Pros: Predicting the NBA Amateur Player Draft”, (with David J. Berri & Aju Fenn³), November 18, 2005. Washington, D. C.

Western Economic Association. “Inelastic Ticket Pricing in the National Football League”, July 5, 2005. San Francisco, California.

Western Economic Association. “Does One Simply Need to Score to Score?”, (with David J. Berri⁴ & Martin Schmidt), July 2, 2004. Vancouver, British Columbia.

Western Economic Association. “An Empirical Test of the Effect of Imported Players on Competitive Balance in the NHL” (with Peter von Allmen), July 12, 2003. Denver, Colorado.

Robert Morris University, McGraw-Hill/Irwin Teaching Economics Conference. “Teaching Industrial Organization with Microsoft Excel”, February 15, 2003. Moon Township, Pennsylvania.

¹ Presented by Sarah Foster.

² Presented by David J. Berri.

³ Presented by Aju Fenn.

⁴ Presented by David J. Berri.

Western Economic Association. “What Attracts the Fans?: Team Wins and/or the Star Attraction in the National Basketball Association” (with David J. Berri & Martin Schmidt), July 1, 2002. Seattle, Washington.

Western Economic Association. “Measuring Team Productivity in the National Hockey League”, July 7, 2001. San Francisco, California.

Western Economic Association. “Salary Discrimination in the NBA?”, July 9, 1999. San Diego, California.

Faculty Colloquium Series, University of Sioux Falls. “Trading Players in the National Basketball Association: For Better or Worse”, November 30, 1998. Sioux Falls, South Dakota.

Western Economic Association. “Which Came First, the Chicken or the Egg: Attendance and Team Performance in Major League Baseball”, July 1, 1998. Lake Tahoe, Nevada.

Faculty Colloquium Series, University of Sioux Falls. “The Competition Policy of Harmonizing International Horizontal Mergers”, October 22, 1997. Sioux Falls, South Dakota.

Western Economic Association. “National Basketball Association Trades: A Case of Adverse Selection” (with David J. Berri), July 12, 1997. Seattle, Washington.

Midwest Economics Association. “National Basketball Association Trades: A Case of Adverse Selection” (with David J. Berri), March 22, 1997. Kansas City, Missouri.

University of Colorado-Boulder. “Salary Ceilings and Exploitation: The Case of Professional Basketball” (with David J. Berri), April 5, 1996. Boulder, Colorado.

Midwest Economics Association. “Salary Cap Effects of the National Basketball Association”, March 21, 1996. Chicago, Illinois.

CONFERENCE SESSION CHAIR (6)

Western Economic Association. Session #132, Consumer Demand in Sports, June 27, 2018. Vancouver, British Columbia.

Western Economic Association. Session #46, Sports Economics: Football, June 30, 2009. Vancouver, British Columbia.

Western Economic Association. Session #201, The Economics of Basketball, July 2, 2008. Honolulu, Hawaii.

Intersections: An Interdisciplinary Conference on Gender and Sexuality. Session G, Gender Inequalities in the Classroom and Career, April 5, 2008. Sioux Falls, South Dakota.

Western Economic Association. Session #108, Baseball Economics, July 6, 2005. San Francisco, California.

Western Economic Association. Session #50, Baseball Economics, July 8, 1999. San Diego, California.

JOURNAL REFEREE/REVIEWER

The American Economist (2005); *Journal of Sports Economics* (2006, 2009, 2010, 2011, 2012, 2015, 2017, 2018); *International Journal of Sports Finance* (2007, 2008, 2009, 2011); *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); *Atlantic Economic Journal* (2019); *Tourism Economics* (2019).

SERVICE EXPERIENCE AT THE UNIVERSITY OF IOWA: ADMINISTRATIVE

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

SERVICE EXPERIENCE AT THE UNIVERSITY OF IOWA: COMMITTEE

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.

SERVICE EXPERIENCE AT THE UNIVERSITY OF SIOUX FALLS: ADMINISTRATIVE

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

SERVICE EXPERIENCE AT THE UNIVERSITY OF SIOUX FALLS: COMMITTEE

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.