

Stacey L. Brook

Senior Instructor
Department of Economics
Driehaus College of Business
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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.

CURRENT EXPERIENCE & COURSES TAUGHT AT DEPAUL UNIVERSITY

- Principles of Microeconomics
- Managerial Economics (MBA Program)

PEER REVIEWED JOURNAL PUBLICATIONS (13)

Sports Economics (11)

Stacey Brook. 2016. "The Impact of Team Performance and Fan Interest on NCAA Football Revenues", *Managerial Finance*, 42(9): 902 – 912

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

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

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

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

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

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

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

Aju Fenn, Peter von Allmen, **Stacey 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 Brook.** 2004. "Stars at the Gate: The Impact of Star Power on NBA Gate Revenues", *Journal of Sports Economics*, 5(1): 33 – 50.

Industrial Organization (1)

Stacey Brook. 2005. "Is the Dorfman-Steiner Advertising Rule Always Optimal?", *The American Economist*, 49(2): 75 – 77.

Religious Economics (1)

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

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

Stacey 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 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 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 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 (3)

Stacey Brook. “Estimating the Determinants of NCAA Athletic Department Intellectual Property (Trademark) Rights”, submitted to the *Journal of Sports Economics*, April 18, 2017.

Stacey Brook. “College Football Spectator Demand”, submitted to the *International Journal of Sport Finance*, June 13, 2017.

Stacey Brook. “An NCAA Football Bowl Subdivision Production Function”, submitted to the *Journal of Intercollegiate Sport*, June 28, 2017.

OTHER WRITINGS

Stacey Brook & Xiaomin Gai. 2017. “What does it cost to attend an NCAA basketball game?”

The New Republic’s 2007 NCAA basketball blog: <http://www.tnr.com/blog/basketball>.

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

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

JOURNAL REFEREE/REVIEWER

The American Economist (2005); *Journal of Sports Economics* (2006, 2009, 2010, 2011, 2012, 2015, 2017); *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).

PROFESSIONAL AFFILIATIONS

Western Economics Association, Member (1998 – present).

Illinois Economic Association, Member (2009 – present).

North American Association of Sports Economists, Member (2007 – 2016).

North American Association of Sports Economists, Secretary (2007 – 2010).

CONFERENCE & SEMINAR PRESENTATIONS (34)

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", (with David J. Berri), October 17, 2009. Chicago, Illinois.

Western Economic Association. "Money puck: 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.

¹ Presented by Sarah Foster.

² Presented by David J. Berri.

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.

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.

³ Presented by Aju Fenn.

⁴ Presented by David J. Berri.

DISCUSSANT (22)

Eastern Economic Association. "Should Players Trust Their Agents: Portfolio Effects and Agency Behavior in MLB", by Peter von Allmen, Stephen Walters & Anthony Krautman, February 25, 2017. New York, New York.

Western Economic Association. "Exploring Inter-League Parity in North America: the NBA Anomaly", by Duane Rockerbie, June 30, 2013. Seattle, Washington.

Western Economic Association. "Returns to Handedness", by Dennis Coates, Neil Longley & Daniel Mason, June 30, 2012. San Francisco, California.

Illinois Economic Association. "Gate Sharing in the National Basketball Association and National Hockey League: The Rules that Never Were", by David Surdam and Ken Brown, October 16, 2010. Chicago, Illinois.

Western Economic Association. "Mandated Wage Scales and Productivity: Is the NBA Rookie Salary Scale Relatively Efficient?", by Akira Motomura, July 2, 2010. Portland, Oregon.

Illinois Economic Association. "Franchise Tags in the NFL", by Dennis Coates, John Solow, Anthony Krautmann and Kevin Quinn, October 17, 2009. Chicago, Illinois.

Western Economic Association. "The Payoff to Leadership in Teams: An Empirical Analysis with Data from the National Hockey League", by Christian Deutscher, June 30, 2009. Vancouver, British Columbia.

Western Economic Association. "Catching a Draft: On the Process of Selecting Quarterbacks in the National Football League Amateur Draft", by David Berri and Robert Simmons, June 30, 2009. Vancouver, British Columbia.

Western Economic Association. "Cost Reductions and the Scheduling of Back-to-back Games in the NBA", by Yvan Kelly, July 2, 2008. Honolulu, Hawaii.

Western Economic Association. "The Russians are Coming: Innovation, Discrimination, and the Integration of Russian Players into the NHL", by E. Frank Stephenson, July 2, 2008. Honolulu, Hawaii.

Western Economic Association. "Childhood Obesity, Race, and Participation in Sports", by Michael Leeds & Jason Winfree, July 1, 2007. Seattle, Washington.

Western Economic Association. "Do Good Olympics Make Good Neighbors?", by Michael Leeds, July 1, 2006. San Diego, California.

Western Economic Association. "College, Shooting Efficiency and Coaching Effectiveness in the NBA and ACC", by Yvan Kelly, July 2, 2004. Vancouver, British Columbia.

Western Economic Association. "A Tale of Two Gate Revenue Sharing Plans", by David Surdham, July 2, 2004. Vancouver, British Columbia.

Western Economic Association. "Talent Choice in Pro Sports Leagues: A Rottenberg-Coase Examination", by Rod Fort, July 14, 2003. Denver, Colorado.

Western Economic Association. "The Mythical Correlation between Ticket Prices and Team Payroll: Evidence from the 'Big Four'", by Patrick Rishe, July 1, 2002. Seattle, Washington.

Western Economic Association. "Inter-league Games in Major League Baseball: Style or Substance?", by John Fizel, July 6, 2001. San Francisco, California.

Western Economic Association. "The Golf Course Bottleneck", by Stephen Shamanske, July 6, 2001. San Francisco, California.

Western Economic Association. "Equilibrium Explanations of Bargaining and Arbitration in Major League Baseball", by David Faurot, June 30, 2000. Vancouver, British Columbia.

Western Economic Association. "The Value of Public Goods Generated by a Major League Sports Team", by Peter Groothuis, Bruce Johnson, and John Whitehead, July 1, 2000. Vancouver, British Columbia.

Western Economic Association. "Is the NFL a Legal Joint Venture?", by Daniel Rascher, July 10, 1999. San Diego, California.

Western Economic Association. "Player Reservation Systems and Team Performance: The Case of the NFL", by George Daly, July 11, 1997. Seattle, Washington.

CONFERENCE CHAIR (5)

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.

PREVIOUS EXPERIENCE & COURSES TAUGHT AT THE UNIVERSITY OF IOWA

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

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

- Principles of Microeconomics (two large sections; approx. 370 students each)
- Sports Economics
- Industry Analysis
- Industrial Organization
- Managerial Economics (MBA-PM Program)
- Microeconomic Theory
- Law & Economics
- Health Economics
- Global Economics and Business
- Money & Banking (CIMBA 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))

COMMITTEE SERVICE AT THE UNIVERSITY OF IOWA

- Undergraduate Program Committee, Henry B. Tippie College of Business, Fall 2009 - present.
- Assurance of Learning Committee, Henry B. Tippie College of Business, Fall 2011 – present.
- 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.

PREVIOUS EXPERIENCE & 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.

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|--|------------------------------|
| • 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)

ADMINISTRATIVE EXPERIENCE AT THE UNIVERSITY OF SIOUX FALLS

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

COMMITTEE SERVICE AT 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.

PREVIOUS EXPERIENCE & COURSES TAUGHT: CLARKSON UNIVERSITY & COLORADO STATE UNIVERSITY

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