

VITA

## Dennis P. Wilson

Department of Economics  
Western Kentucky University  
College Heights Blvd. #11059  
Bowling Green, KY 42101-1059

E-mail: dennis.wilson@wku.edu  
Phone: (270) 202-5138

### Professional Experience

WESTERN KENTUCKY UNIVERSITY, Bowling Green, KY Department of Economics – Professor	2017 - current
WESTERN KENTUCKY UNIVERSITY, Bowling Green, KY Department of Economics – Associate Professor	2009 - 2017
WESTERN KENTUCKY UNIVERSITY, Bowling Green, KY Department of Economics – Assistant Professor	2006 - 2009
UNIVERSITY OF TEXAS-ARLINGTON, Arlington, TX Department of Economics – Assistant Professor	2000 - 2006
UNIVERSITY OF MASSACHUSETTS, Amherst, MA Department of Sport Study – Assistant Professor	1998 - 2000

### Academic Research Interests

Applied Microeconomic Theory	Public Economics
Industrial Organization	Sport Economics

### Educational Background

Ph.D. in Economics, University of Kentucky, May 1999  
Dissertation: The Economic Structure of Professional Team Sports Leagues, Frank A. Scott, Chairman

M.S. in Economics, Iowa State University, December 1991

B.S. in Mathematics and Economics, Western Carolina University, Cum Laude, December 1989

### Academic Awards

**Outstanding MBA Teacher - Gordon Ford College of Business**, Western Kentucky University, 2022

**Outstanding Teacher in the Gordon Ford College of Business**, Western Kentucky University, 2016

**Outstanding Teacher in the Gordon Ford College of Business**, Western Kentucky University, 2012

**Distinguished Research Publication in the College of Business**, University of Texas-Arlington, 2005

**Outstanding Undergraduate Teacher in the College of Business**, University of Texas-Arlington, 2004

**Outstanding Teacher in the College of Recreation and Hospitality Management**, University of Massachusetts-Amherst, 2000

### Research – Published

“NFL Television Viewers: Why are Loyal Fans Watching Less?”, with C. Martin, *Journal of Behavioral Studies*, 2023

“Task-Level Match Effects and Worker Productivity: Evidence from Pitchers and Catchers”, with C. Biolsi and B. Goff, *Applied Economics*, 2022.

- “Will They Turn the Other Cheek? Decision Making and Victim’s Religious Self-Identification” with C. Depken at *International Journal of Business and Applied Social Science*, 2020.
- “The Effect of Management Changes on Winning in Professional Sports: Analysis Using a Dynamic Lag Adjustment Model,” with B. Goff and D. Zimmer at *Managerial and Decision Economics*, 2019.
- “Segregation With and Without Discrimination” with B. Goff *Sports Economics Uncut*, by B. Goff, Edward Elgar Publishing, Northampton, MA, 2018.
- “Estimating the Market Value of Collegiate Football Players from Professional Factor Shares” with B. Goff and H. Youn Kim at *Applied Economic Letters*, Volume 24, 2017.
- “Movies, Mass Consumers, and Critics: Economics and Politics of a Two-Sided Market” with B. Goff and D. Zimmer at *Contemporary Economic Policy*, March 2017.
- “Attendance Effects of FBS Transition and Membership” with B. Goff, C. Martin, and B. Spurlock at *Journal of Sports Management*, July, 2015. (1 citation)
- “Why Do Movie Studios Produce R-rated Films?” with B. Goff and D. Zimmer at *Applied Economics and Finance*, February, 2015.
- “Performance Under Pressure: Preliminary Evidence from the National Hockey League” with C.A. Depken, II and R. Sonora at *International Journal of Sport Finance*, August 2012. (2 citations)
- “When Going in Circles is Going Backward: Outcome Uncertainty in NASCAR” with J. Berkowitz and C. Depken at *Journal of Sports Economics*, June 2011. (20 citations)
- “From the Hardwood to the Gridiron to the Dorm: Influences on Attendance to Women’s Collegiate Basketball” with C.A. Depken, II and C. Williams at *International Journal of Sport Finance*, February 2011. (4 citations)
- “Reverse Order Draft” in *Encyclopedia of Sports Management and Marketing*, ed. Linda Swayne and Mark Dodds, Sage Publication, August, 2011. (peer reviewed)(7 citations)
- “Player Acquisition” in *Encyclopedia of Sports Management and Marketing*, ed. Linda Swayne and Mark Dodds, Sage Publication, August, 2011. (peer reviewed)(7 citations)
- “The Decomposition of Disturbances to National Output in China: Evidence of Sectoral and Regional Shocks” with K. Chang and Y. Ying, *Applied Economics*, June 2008. (1 citation)
- “NCAA Enforcement and Competitive Balance in College Football” with C. A. Depken, II, *Southern Economics Journal*, September 2006. (20 citations)
- “Additional Law Enforcement as a Deterrent to Criminal Behavior: Empirical Evidence from the National Hockey League,” *Journal of Socio-Economics*, May 2005. (5 citations)
- “The Efficiency of the NASCAR Reward System: Some Empirical Evidence,” with C. A. Depken, II, *Journal of Sports Economics*, November 2004. (13 citations)
- “Is Advertising a Good or a Bad? Evidence from Magazine Subscriptions” with C. A. Depken, II, *Journal of Business*, April 2004. (44 citations)
- “Labor Markets in Action: Marginal Revenue Product in Major League Baseball,” with C. A. Depken, II at *Journal of Economic and Finance Education*, Summer 2004.
- “Wherein Lies the Benefit to the Second Referee in the NHL?” with C. A. Depken, II, *Review of Industrial Organization*, February 2004. (7 citations)
- “Nationality Preferences for Labor in the International Football Market” with Y. Ying, *Applied Economics*, September 2003. (35 citations)
- “Income, Leisure, and Proficiency: An Economic Study of Football Performance” with R. Houston, *Applied Economic Letters*, November 2002. (54 citations)

“What is the Economic Impact of Hosting the Super Bowl?” with C. A. Depken, II, *Texas Labor Market Review*, January 2003. (27 citations)

“Institutional Change in the NCAA and Competitive Balance in Intercollegiate Football” with C. A. Depken, II **The Economics of the NCAA**, ed. John Fizez and Rodney Fort, Preager Publishers, Westport, CT, 2004. (6 citations)

“The Impact of Cartel Enforcement in Division I-A Football” with C. A. Depken, II **The Economics of the NCAA**, ed. John Fizez and Rodney Fort, Preager Publishers, Westport, CT, 2004. (20 citations)

“The Value of Advertising in a Magazine Bundle” with C. A. Depken, II **Advances in Applied Microeconomics**, Vol. 10, ed. Jon P. Nelson, JAI Press: Greenwich, Connecticut, 2001. (2 citations)

### **Research Currently Under Review**

“Performing in High Leverage Situations: The Case of Tennis Players Up a Break and Serving for the Set” with B. Goff and D. Zimmer

“Realignment and Profitability in Division IA College Football” with C.A. Depken, II

“The Cost of Probation in Division IA Football” with C.A. Depken, II

“Determinates of National Broadcasting Viewership and the Incentives they Provide for League Procedures”

### **Research in Progress**

“Competition in Candyland” with R. Houston

“Charitable Consequences of Public Corruption: Empirical Evidence from Charitable Giving”

“Double Moral Hazard and Multidimensional Signaling in NFL Contracts” with M. Conlin and P. Emerson

### **Professional Activities - presentation**

Academy of Economics and Finance: 2004, 2005, 2006,

2007 – “Competition in Candyland” with R. Houston

Kentucky Economic Association: 1995, 1997

Midwest Economic Association: 2005

Missouri Valley Economic Association:

2008 - “NCAA Enforcement and Competitive Balance in College Football” with C. A. Depken, II

2012 - “When Going in Circles is Going Backward: Outcome Uncertainty in NASCAR” with J. Berkowitz and C. Depken

North American Association of Sport Management: 1999, 2000

Southern Economic Association: 1997, 1999, 2001, 2002, 2004, 2007,

2010 - “Will They Turn the Other Cheek? Criminal Decision Making and Victim’s Religious Self-Identification” with C.A. Depken, II

2011 – “Do Women’s College sports pay for Football Probations” with C.A. Depken, II

2013 – “Estimating the Market Value of Collegiate Football Players from Professional Factor Shares” with B. Goff and H. Youn Kim

2014 – “Region-Based Athletic Performance: an Insight into Specialization and Comparative Advantage” with B. Goff and M. Kimeu

Western Economic Association: 1999, 2000, 2001, 2002, 2004, 2005, 2006,

2009 – “From the Hardwood to the Gridiron to the Dorm: Influences on Attendance to Women’s Collegiate Basketball” with C.A. Depken, II and C. Williams

2010 – “Performance Under Pressure: Preliminary Evidence from the National Hockey League” with C.A. Depken, II and R. Sonora

2016 – “How Competition Impacts Performance: An Empirical Analysis Using Biathlon Data” with K. Carey

### **Professional Activities – referee/reviewer**

*Applied Economic – multiple times*  
*Applied Economic Letters - multiple times*  
*Contemporary Economic Policy – multiple times*  
*Economic Inquiry*  
*Economic Letters*  
*Economics and Labour Relations Review*  
*International Journal of Economics and Business*  
*International Journal of Sports Finance - multiple times*  
*Journal of Economics*  
*Journal of Economics and Finance – multiple times*  
*Journal of Economics and Finance Education - multiple times*  
*Journal of Socio-Economics – multiple times*  
*Journal of Sports Economics – multiple times*  
*Journal of Sports Management – multiple times*  
*Journal of Sports Marketing & Sponsorship – multiple times*  
*The Review of Industrial Organization – multiple times*  
*The Southern Economic Journal – multiple times*

### **Professional Activities - consulting**

Arlington City Council - Arlington, Texas – Economic Impact of a New Cowboys Stadium

The National Hockey League’s Commissioner Gary Bettman – The effect the addition of a second referee on scoring and broadcasting viewership.

### **Professional Activities – invited presentations**

UNIVERSITIES:	College of Charleston
	Eastern Kentucky University
	Gettysburg College
	Northern Iowa University
	Rhodes College
	Springfield College
	Texas Christian University
	University of Kentucky
	University of Massachusetts
	University of North Texas
	University of Texas - Arlington
	Western Kentucky University

MANDATORY	Arlington High School
SCHOOLS:	Greenwood High School
	Lawrence Dunbar High School
	Martin High School
	Rich Pond Elementary
	South Warren High School
	South Warren Middle School
	Tate Springs Christian School

### **Professional Activities – media expert**

NEWSPAPER CITATIONS: *Bowling Green Daily News*  
*Boston Globe*  
*Christian Science Monitor*  
*Dallas Morning News*  
*Dallas Business Journal*  
*Ft. Worth Star Telegram*  
*New York Times*  
*San Jose Mercury News*  
*Sporting News*  
*Sports Marketing Weekly*  
*The Tennessean*  
*The Wall Street Journal*

TELEVISION/ RADIO APPEARANCES: NPR - national  
WBKO – Bowling Green, KY  
WKYU – Bowling Green, KY  
KXAS – Dallas/Ft. Worth, TX  
WFAA – Dallas/Ft. Worth, TX  
WWLP – Springfield, MA

### **Professional Activities – committee contributions**

#### **WESTERN KENTUCKY UNIVERSITY**

##### University

Committee to Initiate a Bachelor's Degree Program in Sports Management  
Presidential Scholars Review Committee – 5 years  
University Curriculum Committee (representative – 1 year & college alternate – 1 year)  
University Honors Board – 9 years  
Travel Abroad Review Sub-Committee – Chair – 6 years

##### Departmental

Learning Assessment Task Force  
Committee for International Initiatives  
Undergraduate Curriculum Review Committee  
Search Committee (6 times)  
Promoting & Tenure Committee  
Faculty Continuance Review – chair (12 times)

##### College

College Honors – Director – 10 years  
Curriculum Committee – 7 years  
College Honors Committee  
Math Req.-Sub Committee  
AACSB Accreditation (2 cycles)  
Center for the Study of Capitalism  
(director)

#### **UNIVERSITY OF TEXAS-ARLINGTON**

##### Departmental

Internship Coordinator – 2 years  
Search Committee – 3 years  
Scholarship Committee – 3 years  
- Co-chaired  
Graduate Committee

##### College

Internship Committee

#### **UNIVERSITY OF MASSACHUSETTS**

##### Departmental

Graduate Curriculum Committee  
Graduate Admissions Committee  
Personnel Committee  
Strategic Planning

##### College

Curriculum Committee

## **Professional Memberships**

American Economic Association  
Western Economic Association  
Southern Economic Association

Academy of Economics and Finance  
North American Association of Sports Economics  
Midwest Economic Association

## **Teaching Experience / Classes Taught**

### **WESTERN KENTUCKY UNIVERSITY**

Taught: American Industrial Structure and Performance (G)  
Applied Microeconomic Theory – MBA  
Game Theory  
International Sports Economics – Study Abroad  
Introduction to Microeconomics  
Introduction to Macroeconomics  
Intermediate Microeconomics  
Microeconomic Analysis – Graduate  
Modern European Economics – Study Abroad  
Regression and Econometrics – (G)  
Sports Economics – (G)

### **UNIVERSITY OF TEXAS-ARLINGTON**

Taught: Introduction to Microeconomics  
Introduction to Macroeconomics  
Intermediate Microeconomics  
Econometrics  
The Economics of Sports  
Research Methods in Economic  
Economic Analysis – MBA  
Managerial Economics – MBA  
Microeconomic Theory – Graduate

### **UNIVERSITY OF MASSACHUSETTS**

Taught: Sport Economics – Graduate  
Principles in Sport Business – Graduate  
Sports Business and Finance – Graduate  
Sport Economics  
Sport Business and Finance  
Professional Sport Industry

#### **Independent Study:**

Gandette, Adam, “Economic Impact of a Minor League Baseball Stadium in Worcester, MA”  
Muzzi, Luis, “The Impact of Foreign Players on the Performance of European Soccer Clubs”