

**BRIAN M. MILLS, PH.D.**

Florida Gym 308 • P.O. Box 118208, Gainesville, FL 32611 • (352) 294-1664 • bmmillsy@hhp.ufl.edu

Webpage: <http://www.brianmmills.com>**EDUCATION**

<b>PH.D. IN SPORT MANAGEMENT</b>	<b>2012</b>
University of Michigan	Ann Arbor, MI
<b>M.A. IN APPLIED ECONOMICS</b>	<b>2012</b>
University of Michigan	Ann Arbor, MI
<b>M.A. IN STATISTICS</b>	<b>2011</b>
University of Michigan	Ann Arbor, MI
<b>M.A. IN SPORT MANAGEMENT</b>	<b>2008</b>
University of Michigan	Ann Arbor, MI
<b>B.A. IN PSYCHOLOGY</b>	<b>2006</b>
St. Mary's College of Maryland	St. Mary's City, MD

**ACADEMIC APPOINTMENTS**

<b>UNIVERSITY OF FLORIDA</b>	<b>2012-Present</b>
<b>Assistant Professor</b>	Gainesville, FL
Department of Tourism, Recreation & Sport Management College of Health & Human Performance	
<b>Associate Research Faculty</b>	<b>2015-Present</b>
Eric Friedheim Tourism Institute	Gainesville, FL
<b>Member Faculty</b>	<b>2017-Present</b>
Center for Behavioral Economic Health Research	Gainesville, FL
<b>UNIVERSITY OF MICHIGAN</b>	<b>2008-2012</b>
Graduate Research Assistant/Instructor	Ann Arbor, MI
Department of Sport Management School of Kinesiology	

**PEER REVIEWED PUBLICATIONS**

25. **Mills, B.M.** & Winfree, J.A. Effects of unionization in collegiate athletics. (In Press). *Review of Industrial Organization*.
24. **Mills, B.M.**, Tainsky, S., Green, C. & Leopkey, R. (In Press). The ultimatum game in the college football rivalry context. *Journal of Sport Management*.
23. Mondello, M., **Mills, B.M.**, & Tainsky, S. (In Press). Shared markets in the NFL and viewership substitution. *Journal of Sport Management*.
22. Juravich, M. & **Mills, B.M.** (2017). Exogenous shocks and institutional change: The case of the NBA and NCAA basketball. *Journal of Sport Management*, 31, 452-465.

21. **Mills, B.M.** & Fort, R.D. (2017). Team-level time series analysis in MLB, the NBA, and the NHL: Attendance and outcome uncertainty. *Journal of Sports Economics*.
20. **Mills, B.M.** (2017). Technological innovations in monitoring and evaluation: Evidence of performance impacts among Major League Baseball umpires. *Labour Economics*, 46, 189-199.
19. Sung, H., **Mills, B.M.**, & Tainsky, S. (2017). From schadenfreude to mitfreude? Estimating viewership loss and rivalrous relationships in otherwise neutral markets. *Sport Management Review*, 20, 159-169.
18. **Mills, B.M.** (2017). Policy changes in Major League Baseball: Improved agent behavior and ancillary productivity outcomes. *Economic Inquiry*, 55, 1104-1118.
17. **Mills, B.M.**, Salaga, S.H., & Tainsky, S. (2016). NBA primary ticket market consumers: Ex ante expectations and consumer market origination. *Journal of Sport Management*, 30, 538-552.
16. Sorokina, E., Semrad, K., & **Mills, B.M.** (2016). Practical sales forecasting: Potential solutions for independently owned hotels. *Tourism Analysis*, 21, 631-644.
15. **Mills, B.M.** & Winfree, J.A. (2016). The current state of fan substitution research in professional sports. *The Antitrust Bulletin*, 6, 423-433.
14. **Mills, B.M.**, Mondello, M., & Tainsky, S. (2016). Competition in shared markets and Major League Baseball broadcast viewership. *Applied Economics*, 48, 3020-3032.
13. Tainsky, S., Xu, J., **Mills, B.M.**, & Salaga, S. (2016). Active local teams and television viewership of the NFL in the regular season. *Review of Industrial Organization*, 48, 29-43.
12. **Mills, B.M.** & Salaga, S.H. (2015). Competitive balance of NCAA basketball: Policy impacts and structural change. *Journal of Sports Economics*, 16, 614-646.
11. Tainsky, S., **Mills, B.M.** & Winfree, J.A. (2015). A further examination of potential discrimination among MLB umpires. *Journal of Sports Economics*, 16, 353-374.
10. **Mills, B.M.**, Winfree, J.A., Rosentraub, M.S., & Sorokina, E. (2015). Fan substitution between North American professional sports leagues and across international borders. *Applied Economics Letters*, 22, 563-566.
9. **Mills, B.M.** & Rosentraub, M.S. (2014). The National Hockey League and cross-border fandom: Travel costs, relocation, and international boundaries. *Journal of Sports Economics*, 15, 497-518.
8. **Mills, B.M.** (2014). Social pressure at the plate: Inequality aversion, status, and mere exposure. *Managerial & Decision Economics*, 35, 387-403.
7. **Mills, B.M.**, Kwak, D.H., Lee, J.S. & Lee, W.Y. (2014). Competitive environments in fantasy sports: Effects of entry fees and rewards on opposition quality and league sorting. *International Gambling Studies*, 14, 161-180.
6. Tainsky, S., Xu, J., Salaga, S.H., & **Mills, B.M.** (2014). Spillover benefits to local enthusiasm: Increases in league-wide interest as a consequence of local sports team competitiveness. *Journal of Economics & Business*, 74, 1-10.
5. **Mills, B.M.**, Rosentraub, M.S., Winfree, J.A., & Cantor, M. (2014). Fiscal outcomes and tax impacts in Arlington, Texas. *Public Money & Management*, 34, 145-152.
4. **Mills, B.M.** & Fort, R.D. (2014). League-level attendance and outcome uncertainty in the NBA, NFL and NHL. *Economic Inquiry*, 52, 205-218.
3. **Mills, B.M.** & Rosentraub, M.S. (2013). Hosting mega-events: A guide to the evaluation of development effects in integrated metropolitan regions. *Tourism Management*, 34, 238-246.
2. Babiak, K., **Mills, B.M.**, Tainsky, S. & Juravich, M. (2012). An investigation into professional athlete philanthropy: Is charity part of the game? *Journal of Sport Management*, 26, 159-176.

1. **Mills, B.M.** & Salaga, S.H. (2011). Using tree ensembles to analyze national baseball hall of fame voting patterns: An application to discrimination in BBWAA voting. *Journal of Quantitative Analysis in Sports*, 7(4).

### UNDER REVIEW/REVISION

- Sung, H. & **Mills, B.M.** Estimation of game-level attendance in Major League Soccer: Outcome uncertainty and absolute quality considerations. *In 2<sup>nd</sup> Review at Sport Management Review.*
- Wendling, E. & **Mills, B.M.** Mitigation of relative age effects through targeted policy intervention: A natural experiment from U.S. tennis. *Revise & Resubmit at Social Science Quarterly.*
- Salaga, S., **Mills, B.M.**, & Tainsky, S. Principal-agent issues, employment contract structure, and labor market outcomes: Evidence from the National Football League. *In 1<sup>st</sup> Review at Economic Inquiry.*
- Lopez, M.J. & **Mills, B.M.** Opportunistic shirking behavior during unpaid overtime. *In 1<sup>st</sup> Review at Economics Letters.*

### WORKS IN PROGRESS

- Mills, B.M.** & Salaga, S. A natural experiment for the efficient market hypothesis: Periodic information updates in MLB betting markets. *Targeted for Journal of Economic Behavior and Organization.*
- Mills, B.M.** & Juravich, M. Cross-ownership in pro sports: Consumer spillover or substitution effects? *Targeted for Applied Economics Letters.*
- Mills, B.M.** Performance measurement precision and heterogeneous externalities in coincident labor markets. *Targeted for the Journal of Law & Economics.*
- Peeters, T., **Mills, B.M.**, Sung, H., & Pennings, E. Modern missionaries: Manager migration and technology transfers in football. *Targeted for Journal of International Business Studies.*
- Mills, B.M.**, Rosentraub, M.S., & Jakar, G. Tourist tax elasticity in Florida: Spatial effects of county level tax rate variation on visitor decisions. *Targeted for Tourism Management.*
- Sung, H. & **Mills, B.M.** Cross-price elasticity and substitution in multiple product portfolios. *Data analysis stage. Targeted for RAND Journal of Economics.*
- Wells, J. & **Mills, B.M.** Leadership and human capital choice in the face of evolving institutional restraints. *Targeted for Leadership Quarterly.*
- Goldstone, R. & **Mills, B.M.** Using big sports data to establish bias and learning in perceptual judgment. *Targeted for Psychological Science.*
- Juravich, M.J. & **Mills, B.M.** Determinants of escalation of commitment in managerial settings in a data-rich sports context. *Targeted for Academy of Management Journal.*
- Tainsky, S., Fairley, S., Tyler, D., & **Mills, B.M.** Using Australian football to model rivalrous group interaction in the ultimatum game. *Targeted for Sport Management Review.*
- Mills, B.M.** Exogenous policy shocks and peer learning opportunities: Tacit knowledge transfer and the NBA's one-and-done rule. *Targeted for Journal of Labor Economics.*

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## BOOKS

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1. Rosentraub, M., Winfree, J., & **Mills, B.M.** (In Progress). *Sports Finance and Management: Real Estate, Entertainment, and the Remaking of the Business, 2<sup>nd</sup> Edition.* CRC Press: Boca Raton, FL. (2<sup>nd</sup> Edition Revisions Under Construction).

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## BOOK CHAPTERS & OTHER PUBLICATIONS

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2. **Mills, B.M.** (2017). Umpire analytics. In *The SABR Book of Umpires and Umpiring*. L. Gerlach & B. Nowlin (Eds.). Phoenix, AZ: SABR.
  1. Sievert, C. & **Mills, B.M.** (2017). Using publicly available baseball data to measure and evaluate pitching performance. In the *Handbook of Statistical Methods for Design and Analysis in Sports*. J. Albert, M. Glickman, T. Swartz, & R. Koning (Eds.). Boca Raton, FL: Chapman & Hall/CRC Press.
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## REFEREED CONFERENCE PRESENTATIONS (\*\*Denotes presenting author)

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52. Tainsky, S.\*\* & **Mills, B.M.** Competition between Minor and Major League Baseball. *Under consideration for the 2018 North American Society for Sport Management Conference*.
  51. Sung, H.\*\* & **Mills, B.M.** Major League Soccer broadcast viewership: Local fan interests and market variation. *Under consideration for the 2018 North American Society for Sport Management Conference*.
  50. Peeters, T., **Mills, B.M.\*\***, Sung, H., & Pennings, E. Modern missionaries: Manager migration and technology transfers in international football. *Southern Economic Association (Tampa, FL)*.
  49. Peeters, T.\*\*, **Mills, B.M.**, Sung, H., & Pennings, E. Modern missionaries: Manager migration and technology transfers in international football. *European Conference on Sports Economics (Paderborn, Germany)*.
  48. **Mills, B.M.\*\*** (2017). Policy enforcement through measurement precision: Effects in the baseball players' labor market. *Joint Statistical Meetings. (Baltimore, MD)*.
  47. **Mills, B.M.\*\***, Rosentraub, M., & Jakar, G. (2017). Tourist taxes and spring training facilities: Spatial characteristics of tax revenue elasticity. *Western Economic Association (San Diego, CA)*.
  46. **Mills, B.M.\*\*** (2017). Performance measurement precision and heterogeneous externalities in coincident labor markets: The case of MLB umpires. *Western Economic Association (San Diego, CA)*.
  45. **Mills, B.M.\*\*** & Salaga, S. (2017). A natural experiment for the efficient market hypothesis: Periodic information updating in MLB betting markets *North American Society for Sport Management (Denver, CO)*.
  44. **Mills, B.M.\*\***, Rosentraub, M.S., & Jakar, G. (2017). Tourist tax revenue elasticity in Florida: Spatial effects of county level tax rate variation. *North American Society for Sport Management (Denver, CO)*.
  43. Sung, H.\*\* & **Mills, B.M.** (2017). Cross-elasticity of demand of entertainment products: Budgetary constraints and substitution for leisure time and discretionary income. *North American Society for Sport Management (Denver, CO)*.
  42. Wendling, E.\*\* & **Mills, B.M.** (2017). A natural experiment of targeted policy in U.S. tennis: Alleviation of relative age effects? *North American Society for Sport Management (Denver, CO)*.
  41. **Mills, B.M.\*\*** (2016). Cross-ownership in the NBA and WNBA: Complementary relationships in ticket purchasing. *Southern Economic Association (Washington, DC)*.
  40. Wendling, E.\*\* & **Mills, B.M.** (2016). Effects of the USTA's "month-of-birth" age eligibility rule: Youth level policy impacts on professional tennis. *Southern Economic Association (Washington, DC)*.
  39. Salaga, S.\*\*, **Mills, B.M.**, & Tainsky, S (2016). Moral hazard in non-guaranteed employment contracts: Do heavy workloads reduce productivity and career duration in NFL running backs? *Southern Economic Association (Washington, DC)*.
  38. **Mills, B.M.\*\*** & Salaga, S. (2016). Betting market efficiency and MLB umpire performance changes.
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*Western Economic Association (Portland, OR).*

37. **Mills, B.M.\*\***, Tainsky, S., Green, C., & Leopkey, B. (2016). Ultimatum game asymmetries and team allegiance in college football. *Western Economic Association (Portland, OR).*
36. **Mills, B.M.\*\***, Tainsky, S., Green, C., & Leopkey, B. (2016). From rivalry to reciprocity: Ultimatum game outcomes among college football rivals. *North American Society for Sport Management (Orlando, FL).*
35. Juravich, M.\*\* & **Mills, B.M.** (2016). Exogenous policy shocks and institutional change: NBA policy and NCAA externalities. *North American Society for Sport Management (Orlando, FL).*
34. Sung, H.\*\* & **Mills, B.M.** (2016). International comparisons and fan demand for professional soccer. *Presented at the North American Society for Sport Management (Orlando, FL).*
33. Prasad Acharya, B., Pennington-Gray, L.\*\*, **Mills, B.M.**, & Dunn, G. (2016). Presenting a conceptual model of a destination resilience model: The case of the Gorkha earthquake in Nepal. *Annual Meeting of Association of American Geographers (San Francisco, CA).*
32. **Mills, B.M.\*\***, Mondello, M., & Tainsky, S. (2015). Shared markets and television viewership in the NFL. *Southern Economic Association (New Orleans, LA).*
31. Salaga, S.\*\*, Tainsky, S., & **Mills, B.M.** (2015). Workload and performance reductions? The case of NFL running backs. *Southern Economic Association (New Orleans, LA).*
30. **Mills, B.M.\*\***, Tainsky, S., & Mondello, M. (2015). Substitution and complementarity of television viewership in MLB and NFL for same-market teams. *European Association for Sport Management (Dublin, Ireland).*
29. Sung, H.\*\*, **Mills, B.M.**, & Tainsky, S. (2015). Rivalry impacts of fan television viewership in otherwise neutral markets. *European Association for Sport Management (Dublin, Ireland).*
28. **Mills, B.M.\*\***, Tainsky, S., & Mondello, M. (2015). Substitution and complementarity of television viewership in MLB and NFL for same-market teams. *European Conference on Sports Economics (Zurich, Switzerland).*
27. **Mills, B.M.\*\*** (2015). Umpire performance improvements in MLB and impacts on run scoring. *Joint Statistical Meetings. (Seattle, WA).*
26. **Mills, B.M.\*\*** (2015). Jointly owned NBA and WNBA teams: Substitutes or complements. *North American Society for Sport Management (Ottawa, Ontario).*
25. **Mills, B.M.\*\***, Salaga, S., & Tainsky, S. (2015). NBA primary ticket market purchases and market-based dynamic demand. *North American Society for Sport Management (Ottawa, Ontario).*
24. Sorokina, E.\*\*, Semrad, K., & **Mills, B.M.** Forecasting as the means to overcome unique challenges of independently owned hotels. *International Interdisciplinary Business-Economics Advancement Conference (Ft. Lauderdale, FL).*
23. **Mills, B.M.\*\***, Tainsky, S., & Salaga, S. (2014). Differential dynamic demand characteristics among within- and out-of-market primary ticket customers. *Southern Economic Association (Atlanta, GA).*
22. **Mills, B.M.\*\*** (2014). Collective bargaining and sports officiating: Umpire unions and Major League Baseball Outcomes. *European Conference in Sports Economics (Antwerp, Belgium; September 2014).*
21. **Mills, B.M.\*\*** (2014). Performance improvements among Major League Baseball umpires. *Western Economic Association (Denver, CO).*
20. **Mills, B.M.\*\*** & Salaga, S. (2014). Competitive balance in NCAA basketball: Clustering of schools and structural change across conferences. *Western Economic Association (Denver, CO).*
19. **Mills, B.M.\*\***, Winfree, J.A., Rosentraub, M.S., & Sorokina, E. (2014). Fan substitution between North American professional sports leagues and across international borders. *Western Economic Association (Denver, CO).*

18. Tainsky, S., Xu, J., **Mills, B.M.**, & Salaga, S.\*\* (2014). Contingent interest in the league: Home team postseason probability and out-of-market television demand in the NFL. *Western Economic Association (Denver, CO)*.
17. **Mills, B.M.\*\***, Salaga, S., & Juravich, M. (2014). Competitive balance of NCAA basketball: Policy impacts and structural change. *North American Society for Sport Management (Pittsburgh, PA)*.
16. Xu, J.\*\*, Tainsky, S.\*\*, **Mills, B.M.**, & Salaga, S. (2014). Local team competitiveness in the playoff race and out-of-market viewership for regular season games. *North American Society for Sport Management (Pittsburgh, PA)*.
15. Sorokina, E.\*\*, Semrad, K., & **Mills, B.M.** (2013). Making the future more feasible for independently owned hotels: Application of time series models for hotel sales forecast as a means to gain a competitive advantage. *World Research Summit for Tourism and Hospitality (Orlando, FL)*.
14. Salaga, S.\*\*, **Mills, B.M.\*\***, Tainsky, S., & Xu, J. (2013). Collateral consequences of team-level competitiveness expressed through television ratings. *Southern Economic Association (Tampa, FL)*.
13. Kellison, T.\*\* & **Mills, B.M.** (2013). Generating public support for multipurpose facilities in minor league markets. *Sport Marketing Association (Phoenix, AZ)*.
12. **Mills, B.M.\*\*** & Rosentraub, M.S. (2013). Cross-border fandom in the National Hockey League: Compensation for incumbent NHL teams. *Western Economic Association (Seattle, WA)*.
11. **Mills, B.M.\*\*** & Fort, R.D. (2013). Franchise attendance and structural change in North American professional sports. *Western Economic Association (Seattle, WA)*
10. **Mills, B.M.\*\*** & Salaga, S. (2013). Implementing data mining in sport management: Random forests and hockey hall of fame voting. *North American Society for Sport Management (Austin, TX)*.
9. **Mills, B.M.\*\*** & Rosentraub, M.S. (2013). The National Hockey League and cross-border fandom: Travel costs, incumbent compensation, and international boundaries. *North American Society for Sport Management (Austin, TX)*.
8. **Mills, B.M.\*\***, Lee, J.S.\*\*, Kwak, D.H. & Lee, W.H. (2012). Expected opposition quality and fantasy sport participants' winning expectancy. *Sport Marketing Association (Orlando, FL)*.
7. Cantor, M.\*\*, **Mills, B.M.\*\*** & Rosentraub, M.S. (2012). Defining available wealth and its impact on demand for attendance in Major League Baseball: Local population density and stadium placement. *North American Society for Sport Management (Seattle, WA)*.
6. **Mills, B.M.** & Fort, R.D.\*\* (2011). Stationarity and attendance breakpoint analysis in the NBA, NFL and NHL. *Western Economic Association (San Diego, CA)*.
5. Tainsky, S., **Mills, B.M.** & Winfree, J.A.\*\* (2011). Umpire bias in MLB using Sportvision's Pitch F/X pitch location data. *Western Economic Association (San Diego, CA)*.
4. Salaga, S.H.\*\* & **Mills, B.M.\*\*** (2011). Predicting hockey hall of fame induction and considering the occurrence of language-based discrimination. *Joint Statistical Meetings (Miami, FL)*.
3. **Mills, B.M.\*\*** & Rosentraub, M.S. (2011). Measuring the local economic benefits of regional assets: Opportunity costs and the best use of land for regional development. *Presented at the 7<sup>th</sup> Annual International Conference on Tourism (Athens, Greece)*.
2. Rosentraub, M.S., **Mills, B.M.\*\*** Winfree, J. & Cantor, M.\*\* (2011). Public investments in sports facilities: Who really pays and the implications for progressive taxation. *North American Society for Sport Management (London, Ontario)*.
1. **Mills, B.M.\*\*** & Fort, R.D. (2011). Major League Baseball franchise attendance and the uncertainty of outcome hypothesis. *North American Society for Sport Management (London, Ontario)*.

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## INVITED PRESENTATIONS, SEMINARS, AND GUEST LECTURES

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29. **Mills, B.M.\*\*** (2017). Sports economics lessons from sports analytics. *Bowdoin College Department of Economics (Brunswick, ME)*.
28. **Mills, B.M.\*\*** (2017). A natural experiment of the efficient market hypothesis: Evidence from big data on game officials. *University of Michigan School of Kinesiology (Ann Arbor, MI)*.
27. Salaga, S.\*\*, **Mills, B.M.**, & Tainsky, S. (2017). Principal-agent issues, employment contract structure, and labor market outcomes: Evidence from the National Football League. *University of Michigan School of Kinesiology (Ann Arbor, MI)*.
26. Peeters, T.\*\*, **Mills, B.M.**, Pennings, E., & Sung, H. (2017). Modern missionaries: Manager migration and technology transfers in international football. *University of Michigan School of Kinesiology (Ann Arbor, MI)*.
25. **Mills, B.M.\*\*** (2017). Heterogeneity in effects of the strike zone expansion on individual players. *Saberseminar (Boston, MA)*.
24. Goldstone, R.\*\* & **Mills, B.M.** (2017). Bias and learning in Major League Baseball umpires' perceptual judgments. *Beyond the Lab: Using Big Data to Discover Principles of Cognition, Psychonomic Society (Madison, WI)*.
23. **Mills, B.M.\*\*** (2017). Technological innovations in monitoring and evaluation: Performance impacts among MLB umpires. *University of South Florida I/O Psychology (Tampa, FL)*.
22. Winfree, J.A.\*\* & **Mills, B.M.** (2017). Unionization and other options for NCAA athletes. *NCAA as a Cartel Conference (Gainesville, FL)*.
21. Peeters, T.\*\*, **Mills, B.M.**, & Sung, H. (2017). Modern missionaries: Manager migration and technology transfers in football. *Erasmus University Economics and Management of Professional Football Workshop, Department of Applied Economics (Rotterdam, Netherlands)*.
20. **Mills, B.M.\*\*** (2017). Using Statcast data for predictive modeling and baseball evaluation. *Burlington Data Scientists Meetup invited web talk (Burlington, VT)*.
19. **Mills, B.M.\*\*** (2016). WNBA and NBA cross-ownership: Implications for complementarities in ticket sales. *ASMR Lab Seminar (Gainesville, FL)*.
18. **Mills, B.M.\*\*** (2016). The umpires are at it again. *Saberseminar (Boston, MA)*.
17. **Mills, B.M.\*\*** (2016). Sports economics lessons and applications to public-private relationships in the sports business. *Bright Future International (China) visiting group (Gainesville, FL)*.
16. **Mills, B.M.\*\*** (2016). Moving from research idea to research agenda: How to develop your research road map as a graduate student. *North American Society for Sport Management (Orlando, FL)*.
15. **Mills, B.M.\*\*** (2015). Public financing and economic development related to sports. *University of Florida guest lecture for SPM 6106 (Gainesville, FL)*.
14. **Mills, B.M.\*\*** (2015). Competition in professional sports. *Brown Bag Lunch at the Levin College of Law, University of Florida (Gainesville, FL)*.
13. **Mills, B.M.\*\*** (2015). Training, monitoring, and incentives: Evaluating umpire performance. *University of Illinois Center for Critical Approaches to Sport, Culture, and Performance (Champaign, IL)*.
12. **Mills, B.M.\*\*** (2015). Developing skills in research methods for applied practitioners, or: Why do I need to know this stuff? *University of Illinois, Department of Recreation, Sport, and Tourism, guest lecture in Research Methods (Champaign, IL)*.
11. **Mills, B.M.\*\*** (2014). Introduction to sports economics topics. *University of Florida Economics Society*

(Gainesville, FL).

10. **Mills, B.M.\*\***, Winfree, J.A., Rosentraub, M.S. & Sorokina, E. (2014). Fan substitution across borders in North American professional sports. *University of Florida Competition Policy Workshop (Gainesville, FL)*.
9. **Mills, B.M.\*\*** (2014). An economic view on sports analytics and player evaluation. *University of Illinois, Department of Recreation, Sport and Tourism guest Skype lecture for RST 516 (Champaign, IL)*.
8. **Mills, B.M.\*\*** (2014). Public financing of sports. *University of Florida guest lecture for SPM 6106 (Gainesville, FL)*.
7. **Mills, B.M.\*\*** (2013). Publishing like a pro: Get your research in print. *University of Florida Health and Human Performance GSAC seminar (Gainesville, FL)*.
6. **Mills, B.M.\*\*** (2013). Economic impact and sport tourism. *University of Florida guest lecture for LEI 6326 (Gainesville, FL)*.
5. **Mills, B.M.\*\*** (2013). Pricing strategies in professional and college sports. *University of Florida, Department of Tourism, Recreation & Sport Management guest lecture for LEI 4570 (Gainesville, FL)*.
4. **Mills, B.M.\*\*** (2013). Sports economics research opportunities. *University of Florida, Department of Tourism, Recreation & Sport Management guest lecture for SPM 6036 (Gainesville, FL)*.
3. **Mills, B.M.\*\*** (2012). I've got my degree, now what? *University of Florida GSAC seminar (Gainesville, FL)*.
2. **Mills, B.M.\*\*** (2011). Sab-R-Metrics: Applications of the "mgcv" package for pitch f/x data. *D.C. R-Users Meet-Up: Moneyball Meets R invited lightning talk (McLean, VA)*.
1. **Mills, B.M.\*\*** (2011). Applications of spatial modeling in sports: Social pressure, physical proximity and baseball umpire bias. *University of Michigan Department of Sport Management Graduate Student Research Symposium (Ann Arbor, MI)*.

## TEACHING EXPERIENCE

### UNIVERSITY OF FLORIDA, Department of Tourism, Recreation & Sport Management

#### Graduate

- SPM 5506—Sport Finance (FA12; SP13; SP14; SP15; FA15; SP16; FA16; FA17)
- HLP 6515—Evaluation Procedures in Health & Human Performance (SP13)
- SPM 6905—Sports Economics (SP17; SP18)
- SPM 6971—Independent Research (FA13; SP14; FA15; SP16; FA16)

#### Team Taught

- SPM 5936—Sport Management Theories (Economics Section: SP16)

#### Undergraduate

- SPM 4515—Sport Finance (FA13; SP14; FA14; SP15; SP16; SP17; SP18)

#### Online

- SPM 4515—Sport Finance (SP13; SU 13; SP14; SU14; SP15; SU15; SP16; SU16; SP17; SU17; FA17)
- SPM 5506—Sport Finance (FA15; FA16; SU17; FA17)

#### Doctoral Student Committees (Years; Placement)

- *Chair or Co-Chair*
  - Hojun Sung (Chair), TRSM (SPM), University of Florida (2014 – Present)
  - Elodie Wendling (Co-Chair), TRSM (SPM), University of Florida (2015 – 2016)
- *Departmental Committee Member*



- Daehwan Kim, TRSM (SPM), University of Florida (2017 – Present)
- Estafania Basurto, TRSM (Tourism), University of Florida (2016 – Present)
- Akira Asada, TRSM (SPM), University of Florida (2016 – 2017)
- Yonghwan Chang, TRSM (SPM), University of Florida (2013 – 2015; Texas Tech)
- Taeho Kim, TRSM (SPM), University of Florida (2013 – 2014; Washington St. U.)
- Michael Odio, TRSM (SPM), University of Florida (2012 – 2013; U. Cincinnati)
- *External Committee Member*
  - Joseph Whitman (Economics), University of Florida (2016 – Present)
  - David Cox (Psychology), University of Florida (2016)
  - Kevin Hull (Journalism & Comm.), University of Florida (2014 – 2015; U. South Carolina)

#### Master's Thesis Committees

- Mark Daigneault, TRSM (SPM), University of Florida (2013)
- Ekaterina Sorokina, TRSM (RPT), University of Florida (2012 – 2013)

#### Undergraduate Thesis/Scholar Students

- Anthony Grassi (Chair), TRSM Department (SPM), University of Florida (2014 – 2016)

#### UNIVERSITY OF MICHIGAN, Department of Sport Management

##### Undergraduate

- SM313/SM249—Research Methods in Sport Management (FA10)

##### DATA CAMP

- Exploring Pitch Data with R (2016 – Present)

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## GRANTS AND CONTRACTS

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14. Ko, Y.J. (PI), Sagas, M. (Co-PI), Lee, J.S. (Co-PI), & **Mills, B.M.** (Co-PI). Global sports leadership program. *Under consideration by the Korea Sports Promotion Foundation* (**\$268,775; Funded**).
13. Fesenmaier, D.R. (PI) & **Mills, B.M.** (Co-PI). (2016). Social media analytics of visitor experiences. *Confidential entertainment destination client* (**\$21,375; Funded**).
12. Rosentraub, M. (PI) & **Mills, B.M.** (Co-PI). (2016). Economic impact of minor league baseball in St. Lucie County, Florida. *St. Lucie County Board of County Commissioners* (**\$42,500; Funded**).
11. Juravich, M. (PI) & **Mills, B.M.** (Co-PI). (2016). Exogenous shocks and institutional change in global basketball. *National Association of Basketball Coaches (NABC) Grant Program* (\$1,000; Not Funded).
10. Ko, Y.J. (PI), Sagas, M. (Co-PI), DeMichele, D. (Co-PI), **Mills, B.M.** (Co-PI), Lee, J. (Co-PI), Jang, W. (Co-PI), Chang, Y. (Co-PI), Sato, S. (Co-PI), Asada, A. (Co-PI), & Kim, D. (Co-PI). (2015). PGA Golf management university programs: Assessment and strategic directions. *PGA of America* (\$145,139.66; Not Funded).
9. **Mills, B.M.** (PI). (2015). University of Florida Predictive Index. *University of Florida Office of the Provost and University Athletic Association* (**\$4,900; Funded**).
8. **Mills, B.M.** (PI), Tainsky, S. (Co-PI), & Green, C. (Co-PI). (2015). From rivalry to reciprocity: Increasing equity and mitigating conflict between adversaries in zero-sum games. *Janet B. Parks NASSM Research Grant* (**\$2,150; Funded**).
7. **Mills, B.M.** (PI) (2015). Extending U.S. pro sports economics lessons to the European arena: A proposal for research development and collaboration. *University of Florida International Center Faculty Research Development Travel Grant* (**\$4,952, Funded**).

6. **Mills, B.M.** (PI), Tainsky, S., Green, C., & Babiak, K. (2014). From rivalry to reciprocity: Increasing equity and mitigating conflict between adversaries in zero-sum games. *Russell Sage Foundation Small Grants in Behavioral Economics* (\$5,195; Not Funded).
5. **Mills, B.M.** (PI) & Juravich, M. (2014). Exogenous shocks and institutional change: The case of the NBA and NCAA basketball. *Janet B. Parks NASSM Research Grant* (\$2,223; Not Funded).
4. Rosentraub, M. (PI), **Mills, B.M.** (Co-PI) & Fort, R. (Co-PI). (2013). Proposal to evaluate the economic impact of a new arena. *Submitted to the City of Seattle* (\$150,000; Not Funded).
3. Rosentraub, M., Dunn, J., **Mills, B.M.**, & Cantor, M. (2012). A study modeling the effects of an NHL franchise move on existing team revenues. *McMaster University, Hamilton, Ontario (Funded)*.
2. Rosentraub, M. & **Mills, B.M.** (2010). Analysis of potential impact of a new baseball stadium in a large urban area. *Confidential Client (Funded)*.
1. Winfree, J.A., **Mills, B.M.**, & Salaga, S. (2010). Marketing and demand analysis of ticket purchases. *Confidential professional sports team client (\$10,000; Funded)*.

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## FELLOWSHIPS, AWARDS, & RECOGNITIONS

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- *HHP Nominee for the UF Excellence Award for Assistant Professors*, University of Florida (2017)
- *Stan Kemp Scholarship*, University of Michigan School of Kinesiology (2011)
- *Lucille M. Swift Honor Award*, University of Michigan School of Kinesiology (2011)
- *Shapiro/Malik/Forrest Award*, University of Michigan (2008-2011)
- *Sport Management Graduate Fellowship*, U. of M. School of Kinesiology (2007-2008)
- *Maryland State Senatorial Scholarship*, St. Mary's College of Maryland (2005-2006)
- *Presidential Academic Scholarship*, St. Mary's College of Maryland (2002-2006)

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## PROFESSIONAL SERVICE

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### EDITORIAL BOARDS

- *Sport Management Review* (2016 – Present)

### INVITED MANUSCRIPT REVIEWER

*Applied Economics, Applied Economics Letters, Cogent Social Sciences, Eastern Economic Journal, Economic Inquiry, European Sport Management Quarterly, International Journal of Sport Finance, International Journal of Sport Management and Marketing, Journal of Amateur Sport, Journal of Applied Sport Management, Journal of Economic Behavior & Organization, Journal of Global Sport Management, Journal of Issues in Intercollegiate Athletics, Journal of Physical Activity & Health, Journal of Quantitative Analysis in Sports, Journal of Sport Management, Journal of Sports Economics, Journal of Sport & Tourism, Leisure Sciences, Public Choice, R Journal, Social Science Quarterly, Sport Business & Management: An International Journal, Sport Management Review, SpringerPlus, Tourism Analysis, Tourism Management*

### CONFERENCE REVIEWING

- *North American Society for Sport Management Conference (NASSM: 2013 – 2017)*
  - *Section Reviewer in Economics* (2017)
  - *Section Chair in Economics* (2016)
  - *Section Chair in Research & Statistical Methods* (2015)
  - *Section Reviewer in Sport Tourism* (2013 – 2014)

### OTHER SERVICE

- *North American Association for Sports Economists (NAASE) Board Nominations Committee* (2016-2017)

- *European Sports Economics Association Conference (ESEA) Judge, Best Young Researcher Paper Award (2016)*

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## DEPARTMENTAL, COLLEGE, & UNIVERSITY SERVICE

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### UNIVERSITY COMMITTEES (UNIVERSITY OF FLORIDA)

- Intercollegiate Athletics Committee (IAC) Admissions Guidelines Work Group (Summer 2017)

### COLLEGE COMMITTEES (HHP, UNIVERSITY OF FLORIDA)

- Stanly Lecture & Research Symposia Committee (Fall 2017 – Spring 2018)

### DEPARTMENTAL COMMITTEES (TRSM, UNIVERSITY OF FLORIDA)

- Department Chair Search Committee (TRSM; Fall 2017 – Spring 2018)
- Faculty Search Committee (SPM; Fall 2017 – Spring 2018)
- APR Research Review Committee (TRSM; Spring 2015, Spring 2017)
- Undergraduate Studies Committee (SPM; Fall 2016 – Spring 2017)
- APR Revisions Committee (TRSM; Spring 2016 – Fall 2016)
- APR Service Review Committee (TRSM; Spring 2013, Spring 2016)
- Faculty Search Committee (SPM; Fall 2012 – Spring 2013, Fall 2015 – Spring 2016)
- Undergraduate Studies Committee (SPM; Fall 2015 – Spring 2016)
- Undergraduate Petitions Committee (SPM; Fall 2014)
- APR Revisions Committee (TRSM; Fall 2014 – Spring 2015)
- MS Program Admissions Committee (SPM; Spring/Fall 2014 Admits)

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## ACADEMIC & PROFESSIONAL MEMBERSHIPS

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- North American Society for Sport Management (NASSM), 2008-Present
- North American Association of Sports Economists (NAASE), 2012-Present
- European Sports Economics Association (ESEA), 2014-Present
- European Association for Sport Management (EASM), 2015-Present
- Western Economic Association (WEA), 2013-Present
- Southern Economic Association (SEA), 2013-Present
- American Economic Association (AEA), 2015-Present
- Academy of Management (AOM), 2016-Present
- Society for American Baseball Research (SABR), 2015-Present
- American Statistical Association Section in Sports, 2011-2013

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## POPULAR MEDIA RESEARCH COVERAGE AND CONTRIBUTIONS

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*New York Times, Wall Street Journal, Washington Post, Chicago Tribune, The Atlantic, Sports Illustrated, FiveThirtyEight (538), ESPN, NBC, Yahoo! Sports, Slate, Grantland, National Public Radio (NPR), New York Post, FOX Sports, Yahoo! Finance, Business Insider, The Week, CPA Magazine, Sporting News, NY Daily News, NESN, International Business Times (IBT), The Economics Rockstar Podcast, Buffalo News, San Diego Tribune, Folio Weekly (Jacksonville), Christian Science Monitor, Deadspin, Bleacher Report, Boston.com, Lancaster Online, Covers.com, ESPN The Classroom (Marist College Radio), The Daily Beast, Albany Tribune (Oregon), Albuquerque Journal, The Alligator, Science Daily, Card Hub News, Priconomics, Baseball Prospectus, The Hardball Times, Fangraphs, Beyond the Boxscore, Revolution Analytics Blog*

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## OTHER WORK, CONTINUED EDUCATION, AND LEADERSHIP ROLES

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- **Stanford EdX** Statement of Accomplishment: XML Data, Computer Science 101
- **Data Camp Certificates:** Intro to Python for Data Science
- Statistical Computing Consultant, University of Michigan Inter-University Consortium for Political and Social Science Research (ICPSR) Summer Program (2012)
- Assistant JV/Varsity Baseball Coach, Urbana High School, Ijamsville, MD (2007)
- Resident Substitute Teacher, Urbana High School, Ijamsville, MD (2004-2007)
- Student Athlete Advisory Board Representative, St. Mary's College of Maryland (2005-2006)
- "Baseball Reading Buddies" Group, St. Mary's College of Maryland (2004-2006)
- Capital Athletic Conf. All-Academic Baseball, St. Mary's College of Maryland (2004-2006)
- Varsity Baseball, St. Mary's College of Maryland (2002-2006)

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## POPULAR WRITING, BLOGS, AND GUEST CONTRIBUTIONS

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"Are the Umpires at It Again?" (2016). A guest article at *The Hardball Times*.

"Analytics and Subjective Evaluation" (2016). A guest post at *OrgTheory.net*.

"Baseball With R" (2014-2016). Contributor to blog teaching open-source R statistical programming.

"ProGUESTus: The Rookie Effect" (2011). A guest article at *Baseball Prospectus*.

"sab-R-metrics" A series of tutorials using baseball data to learn statistical programming in R.

"Fantasy Ball Junkie" (2009-2010). Contributor to blog using economics and statistics in fantasy baseball.