

## BRIAN M. MILLS

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### 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 TEXAS</b>	<b>AUSTIN, TX</b>
Associate Professor, Kinesiology & Health Education	2019 –
<b>UNIVERSITY OF FLORIDA</b>	<b>GAINESVILLE, FL</b>
Assistant Professor, Tourism, Recreation & Sport Management	2012 – 2019
University Term Professor	2018 – 2019
Affiliated Faculty, Competition Policy Initiative	2017 – 2019
Member Faculty, Center for Behavioral Economic Health Research	2017 – 2019
Associate Research Faculty, Eric Friedheim Tourism Institute	2015 – 2019
<b>UNIVERSITY OF MICHIGAN</b>	<b>ANN ARBOR, MI</b>
Graduate Student Research Assistant/Instructor	2008 – 2012
Statistical Computing Consultant, ICPSR Summer Program	2012

### PEER REVIEWED PUBLICATIONS (\*denotes student co-author)

33. Peeters, T., **Mills, B.M.**, Pennings, E., & \*Sung, H. (2019). Manager migration, learning-by-hiring, and cultural distance in international soccer. *Global Strategy Journal*.
32. Tainsky, S., \*Hans, Z., Lee, K., & **Mills, B.M.** (2019). On the road with Minor League Baseball externalities. *Journal of Sport Management*.
31. **Mills, B.M.**, Rosentraub, M.S., & \*Jakar, G. (2019). Tourist tax elasticity in Florida: Spatial effects of county-level room tax rate variation. *Tourism Management Perspectives*, 31, 174-183.
30. \*Sung, H., **Mills, B.M.**, & Mondello, M. (2019). Local broadcast viewership in Major League Soccer. *Journal of Sport Management*, 33, 106-118.

29. Lopez, M.J. & **Mills, B.M.** (2019). Opportunistic shirking behavior during unpaid overtime. *Applied Economics Letters*, 26, 608-612.
28. **Mills, B.M.** & Salaga, S. (2018). A natural experiment for efficient markets: Information quality and influential agents. *Journal of Financial Markets*, 40, 23-39.
27. \*Wendling, E. & **Mills, B.M.** (2018). Mitigation of relative age effects through targeted policy intervention: A natural experiment from U.S. tennis. *Social Science Quarterly*, 99, 1496-1509.
26. **Mills, B.M.** & Winfree, J.A. (2018). Athlete pay and competitive balance in college athletics. *Review of Industrial Organization*, 52, 211-229.
25. **Mills, B.M.**, Tainsky, S., Green, C. & Leopkey, R. (2018). The ultimatum game in the college football rivalry context. *Journal of Sport Management*, 32, 11-23.
24. **Mills, B.M.** & Fort, R.D. (2018). Team-level time series analysis in MLB, the NBA, and the NHL: Attendance and outcome uncertainty. *Journal of Sports Economics*, 19, 911-933.
23. \*Sung, H. & **Mills, B.M.** (2018). Estimation of game-level attendance in Major League Soccer: Outcome uncertainty and absolute quality considerations. *Sport Management Review*, 21, 519-532.
22. Mondello, M., **Mills, B.M.**, & Tainsky, S. (2017). Shared market competition and broadcast viewership in the National Football League. *Journal of Sport Management*, 31, 562-574.
21. Juravich, M. & **Mills, B.M.** (2017). Exogenous policy shocks and logic centrality shifts: NBA policy and NCAA outcomes. *Journal of Sport Management*, 31, 452-465.
20. **Mills, B.M.** (2017). Policy changes in Major League Baseball: Improved agent behavior and ancillary productivity outcomes. *Economic Inquiry*, 55, 1104-1118.
19. **Mills, B.M.** (2017). Technological innovations in monitoring and evaluation: Evidence of performance impacts among Major League Baseball umpires. *Labour Economics*, 46, 189-199.
18. \*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.
17. **Mills, B.M.**, Salaga, S., & Tainsky, S. (2016). NBA primary ticket market consumers: Ex ante expectations and consumer market origination. *Journal of Sport Management*, 30, 538-552.
16. **Mills, B.M.** & Winfree, J.A. (2016). Market power, exclusive rights, and substitution effects in sports. *The Antitrust Bulletin*, 6, 423-433.
15. **Mills, B.M.**, Mondello, M., & Tainsky, S. (2016). Competition in shared markets and Major League Baseball broadcast viewership. *Applied Economics*, 48, 3020-3032.
14. Tainsky, S., \*Xu, J., **Mills, B.M.**, & Salaga, S. (2016). How success and uncertainty compel interest in related goods: Playoff probability and out-of-market television viewership in the National Football League. *Review of Industrial Organization*, 48, 29-43.
13. \*Sorokina, E., Semrad, K., & **Mills, B.M.** (2016). Practical sales forecasting: Potential solutions for independently owned hotels. *Tourism Analysis*, 21, 631-644.
12. **Mills, B.M.** & Salaga, S. (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., & **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. (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**

- Mills, B.M.** & Juravich, M. Cross-ownership in professional sport: Consumption choices and competition in the WNBA and NBA. *In 1<sup>st</sup> Review*.
- Salaga, S., **Mills, B.M.**, & Tainsky, S. Principal-agent issues, employment contract structure, and labor market outcomes: Evidence from the National Football League. *Revise & Resubmit at Journal of Sports Economics*.
- Kellison, T. & **Mills, B.M.** Voter intentions and political implications of legislated stadium subsidies. *In 1<sup>st</sup> Review*.
- Stone, D., **Mills, B.M.**, & \*Finegan, D. Pulling starters. *In 1<sup>st</sup> Review*. SSRN Working Paper #3441872: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3441872](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3441872).

#### **WORKS IN PROGRESS**

- Mills, B.M.** Performance measurement precision and heterogeneous externalities in coincident labor markets.
- Goldstone, R., **Mills, B.M.**, & \*Flannagan, K. The psychophysics of home plate umpire calls in baseball.
- Mills, B.M.** Economic peculiarities that position sport management.
- Mills, B.M.** & Fort, R. Visiting teams, externalities, and home fan response to absolute quality.
- Mills, B.M.** Peer learning and performance convergence in baseball.
- \*Sung, H., **Mills, B.M.**, & Lee, Y.H. Competitive balance in Major League Soccer.
- Rosentraub, M. & **Mills, B.M.** Hospitality taxes and hotel stays in Las Vegas.
- Mills, B.M.** Publication impact and disciplinary breadth in sport management.
- Wells, J., **Mills, B.M.**, & Croom, R. Leadership human capital choice in the face of evolving institutional constraints: Experience, education, and cultural heterogeneity.
- Juravich, M. & **Mills, B.M.** Escalation of commitment in the managerial sports setting.
- Mills, B.M.** Exogenous policy shocks and peer learning opportunities in basketball.

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## BOOKS

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1. Rosentraub, M., Winfree, J., **Mills, B.M.**, & Zondlak, M. (2018). *Sports Finance and Management: Real Estate, Entertainment, and the Remaking of the Business, 2<sup>nd</sup> Edition*. CRC Press: Boca Raton, FL.
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## BOOK CHAPTERS

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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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57. Peeters, T., Pennings, E.\*\*, **Mills, B.M.**, & Sung, H. (2019). Manager migration, learning-by-hiring, and cultural distance in international soccer. *Wharton Conference on Migration, Organizations, and Management (Philadelphia, PA)*.
  56. Sung, H.\*, Lee, Y.H., & **Mills, B.M.** (2019). Tracking competitive balance in Major League Soccer using a bias-corrected estimator. *North American Society for Sport Management (New Orleans, LA)*.
  55. **Mills, B.M.\*\*** & Fort, R. (2019). Visiting team quality and fan heterogeneity in MLB. *North American Society for Sport Management (New Orleans, LA)*.
  54. Pennings, E.\*\*, Peeters, T., **Mills, B.M.**, & Sung, H. (2018). Modern missionaries: Manager migration and technology transfers in international football. *Academy of International Business (Minneapolis, MN)*.
  53. **Mills, B.M.\*\*** & Lopez, M. (2018). Opportunistic shirking and MLB umpires. *North American Society for Sport Management (Halifax, Nova Scotia)*.
  52. Tainsky, S.\*\*, **Mills, B.M.**, Lee, K., & Hans, Z. (2018). On the road with Minor League Baseball externalities. *North American Society for Sport Management (Halifax, Nova Scotia)*.
  51. Sung, H.\*\* & **Mills, B.M.** (2018). Major League Soccer broadcast viewership: Local fan interests and market variation. *North American Society for Sport Management (Halifax, Nova Scotia)*.
  50. Peeters, T., **Mills, B.M.\*\***, Sung, H., & Pennings, E. (2017). 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. (2017). Modern missionaries: Manager migration and technology transfers in 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 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)*.
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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. *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 in college football. *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. *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. *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. *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. *Int. Interdisciplinary Business-Economics Advancement (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 on 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.\*\***, 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)*.
19. **Mills, B.M.\*\*** & Salaga, S. (2014). Competitive balance in NCAA basketball: Clustering of schools and structural change across conferences. *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. *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.\*\* & **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. *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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40. **Mills, B.M.\*\*** & Kellison, T. (2019). Voter intentions and political implications of legislated stadium subsidies. *University of Florida Department of Sport Management Seminar (Gainesville, FL)*.
  39. **Mills, B.M.\*\*** (2019). The role of analytics in professional sport and sport management. *UF Sport Management Club (Gainesville, FL)*.
  38. **Mills, B.M.\*\***, Rosentraub, M.S., & Jakar, G. (2019). Tourist tax elasticity in Florida: Spatial effects of county-level room tax rate variation. *EFTI Brown Bag Seminar (Gainesville, FL)*.
  37. **Mills, B.M.\*\*** (2018). Tourist tax elasticity in Florida: Spatial effects of county-level room tax rate variation. *University of Michigan School of Kinesiology (Ann Arbor, MI)*.
  36. **Mills, B.M.\*\*** (2018). Approaching sports analytics: Skills, tools, and expertise. *University of Florida Statistics Club (Gainesville, FL)*.
  35. **Mills, B.M.\*\*** (2018). The sports industry in the United States. *Korea Sports Promotion Foundation Invited Seminar (Gainesville, FL)*.
  34. **Mills, B.M.\*\*** & Salaga, S. (2018) Using umpire information to gain advantages in the MLB totals market. *Saberseminar (Boston, MA)*.
  33. **Mills, B.M.\*\*** & Lopez, M. (2018). Opportunistic shirking behavior during unpaid overtime: Evidence from MLB umpires. *University of Georgia College of Education (Athens, GA)*.
  32. **Mills, B.M.\*\*** & Salaga, S. (2018). Behavioral finance, data science, and sports: Umpires and MLB totals market efficiency. *University of Florida Data Science & Informatics Symposium (Gainesville, FL)*.
  31. Sung, H.\*\* & **Mills, B.M.** (2017). Sports spectatorship and outcome uncertainty: Attendance and viewership demand for Major League Soccer. *ASMR Lab Seminar (Gainesville, FL)*.
  30. **Mills, B.M.\*\*** (2017). Discussant for “Challenges and future landscape of the Minnesota sports industry: A panel discussion.” *University of Minnesota (Minneapolis, MN)*.
  29. **Mills, B.M.\*\*** & Salaga, S. (2017). A natural experiment for efficient markets: Behavioral measurements and influential agents. *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 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)*.
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24. Goldstone, R.\*\* & **Mills, B.M.** (2017). Bias and learning in MLB 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 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 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. *UF 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. *UF guest lecture for LEI 6326 (Gainesville, FL)*.
5. **Mills, B.M.\*\*** (2013). Pricing strategies in professional and college sports. *UF guest lecture for LEI 4570 (Gainesville, FL)*.
4. **Mills, B.M.\*\*** (2013). Sports economics research. *UF 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)*.

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## TEACHING EXPERIENCE

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### UNIVERSITY OF TEXAS

#### Graduate

- KIN 395—Sport Finance (FA19)

### UNIVERSITY OF FLORIDA

#### Graduate

- SPM 5506—Sport Finance (FA12; SP13; SP14; SP15; FA15; SP16; FA16; FA17; FA18)
- HLP 6515—Evaluation Procedures in Health & Human Performance (SP13)
- SPM 6905—Sports Economics (SP17; SP18; SP19)
- SPM 6971—Independent Research (FA13; SP14; FA15; SP16; FA16)

#### Team Taught

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

#### Undergraduate

- SPM 4515—Sport & Business Finance (FA13; SP14; FA14; SP15; SP16; SP17; SP18; SP19)

#### Online

- SPM 4515—Sport & Business Finance (SP13; SU13; SP14; SU14; SP15; SU15; SP16; SU16; SP17; SU17; FA17; SP18; SU18; SP19; SU19)
- SPM 5506—Sport Finance (FA15; FA16; SU17; FA17; SP18; SU18; FA18; SP19; SU19; FA19)

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

- *Chair or Co-Chair*
  - Hojun Sung (Chair), Sport Management (2014 – 2018; Incheon National)
  - Elodie Wendling (Co-Chair), Sport Management (2015 – 2016; Georgia State)
- *Departmental Committee Member*
  - Daehwan Kim, Sport Management, (2017 – 2018; Seoul National)
  - Estafania Basurto, Recreation, Parks, & Tourism (2016 – 2018; ULEAM Ecuador)
  - Akira Asada, Sport Management (2016 – 2017; Texas Tech)
  - Yonghwan Chang, Sport Management (2013 – 2015; Texas Tech)
  - Taeho Kim, Sport Management (2013 – 2014; Washington State)
  - Michael Odio, Sport Management (2012 – 2013; Cincinnati)
- *External Committee Member*
  - Joseph Whitman, Economics (2016 – 2019; Whitman College)
  - David Cox, Psychology M.A. Equivalency (2016)
  - Kevin Hull, Journalism & Communication (2014 – 2015; South Carolina)

#### Master's Thesis Committees

- *Chair or Co-Chair*
  - Daniel Minter (Chair), Sport Management (2019)
- *Departmental Committee Member*
  - Mark Daigneault, Sport Management (2013)
  - Ekaterina Sorokina, Recreation, Parks, & Tourism (2012 – 2013)

- *External Committee Member*
  - Daniel Sailofsky (External Member), Brock University (2018)

Undergraduate Thesis/Scholar Students

- Anthony Grassi (Chair), Sport Management (2014 – 2016)

UNIVERSITY OF MICHIGAN

Undergraduate

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

DATA CAMP

- Exploring Pitch Data with R (2016 – Present)

**GRANTS AND CONTRACTS**

14. Ko, Y.J. (PI), Sagas, M. (Co-PI), Lee, J.S. (Co-PI), & **Mills, B.M.** (Co-PI). (2017-2018). Global sports leadership program. *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) & 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).
5. **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).
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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- *Research Fellow*, North American Society for Sport Management (2018)
- *Term Professorship*, University of Florida (2018-2020)
- *Outstanding Reviewer*, North American Society for Sport Management Conference (2018)
- *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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## DEPARTMENTAL, COLLEGE, & UNIVERSITY SERVICE

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### UNIVERSITY OF TEXAS

#### DEPARTMENTAL COMMITTEES (KHE)

- Merit Evaluation Committee (2019 – 2020)

### UNIVERSITY OF FLORIDA

#### UNIVERSITY COMMITTEES

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

#### COLLEGE COMMITTEES (HHP)

- HHP Graduate Faculty Committee (2018 – 2019)
- Stanley Lecture & Research Symposium Committee (2017 – 2019)
- HHP Graduation Marshal (2013; 2016; 2018)

#### DEPARTMENTAL COMMITTEES (TRSM)

- MS Program Admissions Committee (**Chair**; 2018 – 2019)
- PhD Program Review Committee (2018 – 2019)
- Department Chair Search Committee (2017 – 2018)
- Faculty Search Committee (2017 – 2018)
- APR Research Review Committee (2015; 2017)
- Undergraduate Studies Committee (2016 – 2017)
- APR Revisions Committee (2014)
- Faculty Search Committee (2015 – 2016)
- APR Service Review Committee (2013; 2016; 2018; **Chair** 2019)
- Undergraduate Studies Committee (2015 – 2016)
- Undergraduate Petitions Committee (2014)
- MS Program Admissions Committee (2013 – 2014)
- Faculty Search Committee (2012 – 2013)

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## PROFESSIONAL SERVICE

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### EDITORIAL BOARDS

- *Sport Management Review* (2016 – Present)
- *Journal of Sport Management* (2019 – Present)
- *Journal of Applied Sport Management* (2017 – Present)

### INVITED MANUSCRIPT REVIEWER

*Annals of Applied Statistics, Applied Economics, Applied Economics Letters, Cities, Eastern Economic Journal, Economic Inquiry, European Sport Management Quarterly, Harvard Data Science Review, International Journal of Sport Finance, International Journal of Sport Management & Marketing, International Journal of Sports Marketing & Sponsorship, Journal of Amateur Sport, Journal of Applied Sport Management, Journal of Business Research, Journal of Economic Behavior & Organization, Journal of Global Sport Management, Journal of Issues in Intercollegiate Athletics, Journal of Legal Aspects of Sport, 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, Review of Industrial Organization, Sport Marketing Quarterly, Social Science Quarterly, Sport Business & Management: An International Journal, Sport Management Review, Thunderbird International Business Review, Tourism Analysis, Tourism Economics, Tourism Management*

### CONFERENCE REVIEWING

- North American Society for Sport Management Conference (NASSM: 2013 – 2019)
  - Section Reviewer in Economics (2017 – 2019)
  - 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 Board Nominations Committee (2016 – 2017)
- European Sports Economics Association Judge, Best Young Researcher Paper Award (2016; 2018)

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## POPULAR MEDIA RESEARCH COVERAGE

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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, PwC Strategy+Business, Priceonomics, Sports Techie, 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
- 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)

- 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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## FREELANCE AND OTHER WRITING

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- “Everyone Wants to Go Home During Extra Innings—Maybe Even the Umps.” (2018). *FiveThirtyEight* (with Michael Lopez).
- “Aligning Industry Expectations with University Instruction.” (2017). *NASSM Blog*.
- “Are the Umpires at It Again?” (2016). *The Hardball Times*.
- “Analytics and Subjective Evaluation” (2016). *OrgTheory.net*.
- “Baseball With R” (2014 – 2016). Contributor to blog teaching open-source R statistical programming.
- “ProGUESTus: The Rookie Effect” (2011). *Baseball Prospectus*.
- “sab-R-metrics” A series of tutorials using baseball data to learn statistical programming in R.
- “Fantasy Ball Junkie” (2009 – 2010). Blog using economics and statistics in fantasy baseball.

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## STATISTICS & PROGRAMMING

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### **PROFICIENT WITH:**

R/R-Studio, Stata, SPSS, L<sup>A</sup>T<sub>E</sub>X

### **EXPERIENCE WITH:**

GAUSS, SAS, SQL, Python, Github, Markdown, XML, Perl, HTML