

Steven Salaga, Ph.D.

Assistant Professor
Texas A&M University
Division of Sport Management
342BB Blocker | 4243 TAMU
College Station, TX 77843
salaga@tamu.edu
706-254-1173

CURRENT ACADEMIC APPOINTMENT

Assistant Professor, Sport Management
Texas A&M University

2014-present

EDUCATION

Ph.D., University of Michigan, Ann Arbor, MI
Sport Management

2012

Dissertation: Empirical Essays in Sport Management

1 – Personal Seat Licenses, Season Ticket Rights and National Football League Demand

2 – College Football Competitive Balance and the Invariance Proposition

3 – Training and the Major League Baseball Draft

Committee:

Rodney Fort, Professor, Sport Management (Chair)

Charles Brown, Professor, Economics

Jason Winfree, Associate Professor, Sport Management

Dae Hee Kwak, Assistant Professor, Sport Management

M.Ed., University of Georgia, Athens, GA
Sport Management

2004

B.S., East Carolina University, Greenville, NC
Exercise and Sport Science (magna cum laude)

2002

PREVIOUS ACADEMIC APPOINTMENTS

Assistant Professor of Sport Management
Florida Institute of Technology, Nathan M. Bisk College of Business

2012-2014

Graduate Student Instructor & Graduate Student Research Assistant
University of Michigan, School of Kinesiology

2008-2012

Program Director
Barry University, Sport & Exercise Science Programs, St. Petersburg Campus

2006-2008

Program Coordinator
Barry University, Sport & Exercise Science Programs, St. Petersburg Campus

2005-2006

Adjunct Faculty Barry University, Sport & Exercise Science Programs, St. Petersburg Campus	2005
Academic Advisor Barry University, School of Adult & Continuing Education, St. Petersburg Campus	2005
Graduate Teaching Assistant University of Georgia, Department of Kinesiology	2003

FUNDED RESEARCH

Texas A&M University College of Education and Human Development Sport-For-Development in the Developing World Matthew Walker (PI), Marlene Dixon (Co-PI), Steven Salaga (Co-PI), Adam Barry (Co-PI) & George Cunningham (Co-PI) <i>Contract Amount: \$30,000</i>	2016-2018
--	-----------

United Kingdom Boxing Academy Educational Programming Analysis (with Matthew Walker and Stephen Hills) <i>Contract Amount: £25,000</i>	2016 & 2017
---	-------------

Professional Golf Association (PGA) of America Golf Management University Analysis (Part 2) Steven Salaga (PI) & Matthew Walker (Co-PI) <i>Contract Amount: \$63,000</i>	2016
---	------

Professional Golf Association (PGA) of America Golf Management University Analysis (Part 1) Matthew Walker (PI), Steven Salaga (Co-PI), George Cunningham (Co-PI), Paul Batista (Co-I) & Paul Keiper (Co-I) <i>Contract Amount: \$125,000</i>	2015 & 2016
---	-------------

Fulham Football Club My Future Goal Employment Program (Consultant on Project to Matthew Walker and Stephen Hills) <i>Contract Amount: \$14,600</i>	2015
--	------

Palace Sports & Entertainment (Detroit Pistons) Consumer Demand Analysis (with Jason A. Winfree and Brian M. Mills) <i>Contract Amount: \$10,000</i>	2010
---	------

PUBLICATIONS

Salaga, S., & Fort, R.D. (2016, In Press). Structural Change in Competitive Balance in Big Time College Football. *Review of Industrial Organization*. (5-Year IF = 0.753)

- Walker, M.B., **Salaga, S.**, & Mercado, H. (2016). Determinants of Managerial Engagement in Environmental Responsibility in the Public Assembly Facility Sector. *Management Decision*, 54(8), 2084-2102. (5-Year IF = 1.868)
- Mills, B.M., **Salaga, S.**, & Tainsky, S. (2016). NBA Primary Market Ticket Consumers: Ex Ante Expectations and Consumer Market Origination. *Journal of Sport Management*, 30, 538-552. (5-Year IF = 1.516)
- 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. (5-Year IF = 0.753)
- Salaga, S.**, & Tainsky, S. (2015). Betting Lines and College Football Television Ratings. *Economics Letters*, 132, 112-116. (5-Year IF = 0.756)
- Mills, B.M., & **Salaga, S.** (2015). Historical Time Series Perspectives on Competitive Balance in NCAA Division I Basketball. *Journal of Sports Economics*, 16(6), 614-646. (5-Year IF = 1.072)
- Salaga, S.**, & Tainsky, S. (2015). The Effects of Outcome Uncertainty, Scoring and Pre-Game Expectations on Nielsen Ratings for Bowl Championship Series Games. *Journal of Sports Economics*, 16(5), 439-459. (5-Year IF = 1.072)
- Salaga, S.**, & Winfree, J.A. (2015). Determinants of Secondary Market Sales Prices for National Football League Personal Seat Licenses and Season Ticket Rights. *Journal of Sports Economics*, 16(3), 227-253. (5-Year IF = 1.072)
- Salaga, S.** (2015). Competitive Balance in American College Football: The GI Bill, Grant-In-Aid and the College Football Association. *Essays in Economic & Business History*, XXXIII, 116-143.
- Barry, A.E., Howell, S., & **Salaga, S.** (2015). Tapping into Alcohol Sales at College Football Stadiums: The Need for Research Examining the Policy's Impact on Drinking Behaviors and Associated Incidents. *Journal of Alcohol and Drug Education*, 59(2), 7-11.
- Salaga, S.**, Ostfield, A., & Winfree, J.A. (2014). Revenue Sharing with Heterogeneous Investments in Sports Leagues: Share Media, Not Stadiums. *Review of Industrial Organization*, 45, 1-19. (5-Year IF = 0.753)
- 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 and Business*, 74, 1-10.
- Tainsky, S., **Salaga, S.**, & Santos, C. (2013). Determinants of Pay-Per-View Broadcast Viewership in Sports: The Case of the Ultimate Fighting Championship. *Journal of Sport Management*, 27, 43-58. (5-Year IF = 1.516)
- Tainsky, S., **Salaga, S.**, & Santos, C. (2012). Estimating Attendance for the Ultimate Fighting Championship: A Demand Theory Approach. *International Journal of Sport Management and Marketing*, 11(3/4), 206-224.

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), Article 12.

CONFERENCE PRESENTATIONS [*Denotes Presenter]

32. Brown, K.M., & ***Salaga, S.** (February, 2017). *NCAA Football Television Viewership: Do Consumers Care About Both Absolute and Relative Quality?* Paper to be presented at the annual meeting of the Eastern Economic Association Conference, New York, NY.

31. *Walker, M.B., & **Salaga, S.** (February, 2017). *Determinants of Managerial Engagement in Environmental Responsibility in the Public Assembly Facility Sector.* Paper to be presented at the annual Stadium Managers Association Conference, Huntington Beach, CA.

30. ***Salaga, S.** (November, 2016). *Industry Specific Talent Selection and Labor Market Outcomes: The Major League Baseball Draft.* Paper presented at the annual meeting of the Southern Economic Association Conference, Washington, D.C.

29. *Mills, B.M., & **Salaga, S.** (June, 2016). *Betting Market Efficiency and MLB Umpire Performance.* Paper presented at the annual meeting of the Western Economic Association International Conference, Portland, OR.

28. *Brown, K.M., & ***Salaga, S.** (June, 2016). *Momentum Effects and the Hot Hand in College Football.* Paper presented at the annual meeting of the North American Society for Sport Management, Orlando, FL.

27. *Juravich, M., & ***Salaga, S.** (June, 2016). *Factors Impacting Management Tenure in Professional Sport.* Paper presented at the annual meeting of the North American Society for Sport Management, Orlando, FL.

26. ***Salaga, S.**, Tainsky, S., & Mills, B. (November, 2015). *Workload and Career Duration of NFL Running Backs.* Paper presented at the annual meeting of the Southern Economic Association Conference, New Orleans, LA.

25. ***Salaga, S.**, & Tainsky, S. (August, 2015). *The Wagering Market and College Football Television Ratings.* Paper presented at the European Sports Economics Association Conference, Zurich, Switzerland.

24. *Peeters, T., **Salaga, S.**, & Juravich, M. (August, 2015). *Matching and Winning? Upper and Middle Managers' Impact on Team Performance.* Paper presented at the European Sports Economics Association Conference, Zurich, Switzerland.

23. *Peeters, T., **Salaga, S.**, & Juravich, M. (June, 2015). *The Impact of Upper Level and Middle Level Management on Team Performance.* Paper presented at the joint meeting of the European Association of Labor Economists (EALE) and the Society of Labor Economists (SOLE), Montréal, QUE.

22. Peeters, T., ***Salaga, S.**, & Juravich, M. (June, 2015). *The Impact of Upper Level and Middle Level Management on Team Performance*. Paper presented at the annual meeting of the North American Society for Sport Management, Ottawa, ON.
21. *Mills, B.M., ***Salaga, S.**, & Tainsky, S. (June, 2015). *Local Market and Out-of-Market Ticket Purchase Behavior in the NBA*. Paper presented at the annual meeting of the North American Society for Sport Management, Ottawa, ON.
20. *Howell, S., Barry, A., & **Salaga, S.** (April, 2015). *Alcohol Sales and Related Incidents at College Football Stadiums: An Examination of a Power-Five University*. Poster presented at the College Sports Research Institute Conference, Columbia, SC.
19. Peeters, T., ***Salaga, S.**, & Juravich, M. (February, 2015). *The Impact of Upper Level and Middle Level Management on Team Performance*. Paper presented the annual meeting of the Eastern Economic Association Conference, New York, NY.
18. ***Salaga, S.**, & Tainsky, S. (November, 2014). *The Influence of the Wagering Market on College Football Television Ratings*. Paper presented at the annual meeting of the Sport Entertainment & Venues Tomorrow Conference, Columbia, SC.
17. *Mills, B.M., **Salaga, S.**, & Tainsky, S. (November, 2014). *Primary Market Ticket Purchase Behavior and Characteristics of Demand for Repeat Buyers in the NBA*. Paper presented at the annual meeting of the Southern Economic Association Conference, Atlanta, GA.
16. Tainsky, S., Xu, J., Mills, B.M., & ***Salaga, S.** (June, 2014). *Postseason Probability and Out-of-Market Television Demand in the NFL*. Paper presented at the annual meeting of the Western Economic Association International Conference, Denver, CO.
15. *Mills, B.M., & **Salaga, S.** (June, 2014). *Competitive Balance in NCAA Basketball: Clustering of Schools and Structural Change across Conferences*. Paper presented at the annual meeting of the Western Economic Association International Conference, Denver, CO.
14. Xu, J., *Tainsky, S., Mills, B.M., & **Salaga, S.** (May, 2014). *Local Team Playoff Prospects and Out-of-Market Television Viewership in the National Football League*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Pittsburgh, PA.
13. *Mills, B.M., **Salaga, S.**, & Juravich, M. (May, 2014). *Time Series Analysis of NCAA Basketball Competitive Balance: Institutional Changes, Integration, and the NBA's Policy Impacts*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Pittsburgh, PA.
12. ***Salaga, S.**, Mills, B.M., Xu, J., & Tainsky, S. (November, 2013). *Collateral Consequences of Team-Level Competitiveness Expressed through Television Ratings*. Paper presented at the annual meeting of the Southern Economic Association Conference, Tampa, FL.
11. ***Salaga, S.**, & Fort, R.D. (July, 2013). *Structural Change and Competitive Balance in College Football*. Paper presented at the annual meeting of the Western Economic Association International Conference, Seattle, WA.

10. *Mills, B.M., & **Salaga, S.** (May, 2013). *Implementing Data Mining Methods in Sport Management: Random Forests and Hockey Hall of Fame Voting*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Austin, TX.
9. **Salaga, S.**, *Winfrey, J., & Ostfield, A. (September, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Paper presented at the annual meeting of the European Conference in Sports Economics, London, England.
8. **Salaga, S.**, *Winfrey, J., & Ostfield, A. (July, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Paper presented at the annual meeting of the Western Economic Association International Conference, San Francisco, CA.
7. ***Salaga, S.**, & Tainsky, S. (July, 2012). *Uncertainty of Outcome and Scoring Effects on Nielsen Ratings for NCAA Bowl Championship Series Games*. Paper presented at the annual meeting of the Western Economic Association International Conference, San Francisco, CA.
6. ***Salaga, S.** (May, 2012). *The MLB Draft: Training and Employment Outcomes*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Seattle, WA.
5. ***Salaga, S.**, Winfree, J., & Ostfield, A. (May, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Seattle, WA.
4. ***Salaga, S.**, & *Mills, B.M. (August, 2011). *Implementing Random Forests for Hockey Hall of Fame Induction Prediction: Applications to Language-Based Discrimination*. Poster presented at the annual meeting of the Joint Statistical Meetings, Miami Beach, FL.
3. ***Salaga, S.**, & Fort, R.D. (June, 2011). *NCAA Football and the Invariance Proposition*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, London, ON.
2. *Tainsky, S., ***Salaga, S.**, & Santos, C. (June, 2011). *Demand for Individual Sports: Estimating Pay-Per-View Buyrates for the Ultimate Fighting Championship*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, London, ON.
1. ***Salaga, S.**, & Winfree, J. (June, 2010). *Secondary Market Demand for National Football League Personal Seat Licenses and Season Ticket Rights*. Paper presented at the annual meeting of the North American Society for Sport Management Conference, Tampa, FL.

INVITED PRESENTATIONS [*Denotes Presenter]

*Peeters, T., **Salaga, S.**, & Juravich, M. (November, 2014). *The Impact of Upper Level and Middle Level Management on Team Performance*. Erasmus University School of Economics, Rotterdam, Netherlands.

*Peeters, T., **Salaga, S.**, & Juravich, M. (November, 2014). *The Impact of Upper Level and Middle Level Management on Team Performance*. Tilburg University School of Economics and Management, Tilburg, Netherlands.

Salaga, S., *Winfree, J., & Ostfield, A. (September, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Department of Economics and Business, University of Leuven, Leuven, Belgium.

Salaga, S., *Winfree, J., & Ostfield, A. (September, 2012). *Revenue Sharing with Heterogeneous Investments in Sports Leagues*. Department of Applied Economics, University of Antwerp, Antwerp, Belgium.

NON-REFEREED ACADEMIC PRESENTATIONS

Salaga, S., & Fort, R.D. (August, 2013). *Structural Change in Competitive Balance in Big Time College Football*. Florida Institute of Technology College of Business, Melbourne, FL.

Salaga, S., & Tainsky, S. (September, 2012). *Uncertainty of Outcome and Scoring Effects on Nielsen Ratings for NCAA Bowl Championship Series Games*. Florida Institute of Technology College of Business, Melbourne, FL.

Salaga, S. (September, 2011). *The MLB Draft: Training and Employment Outcomes*. University of Michigan Sport Management Graduate Student Research Symposium for Industry Leaders, Ann Arbor, MI.

Salaga, S. (May, 2002). *Lower Extremity Muscle Force Steadiness is Reduced in Old Versus Young Adults*. East Carolina University Annual Biomechanics Student Symposium, Greenville, NC.

AD HOC REVIEWER

Economic Inquiry
Journal of Sports Economics
Journal of Sport Management
Sport Management Review
International Journal of Sport Finance
Leisure Sciences
The Service Industries Journal
International Journal of Sport Management & Marketing
Journal of Sport & Tourism
Journal of Quantitative Analysis in Sports
Journal of Issues in Intercollegiate Athletics
Journal of Applied Sport Management
North American Society for Sport Management Conference

EDITORIAL REVIEW BOARDS

<i>Journal of Issues in Intercollegiate Athletics</i>	2016-2019
<i>Journal of Applied Sport Management</i>	2016-present

CONFERENCE SESSION CHAIR

Western Economic Association International Conference, Denver CO Session: Economics of the National Football League	2014
--	------

QUOTED IN MEDIA

<i>Toronto Star</i>	December 2016
<i>HawaiiNewsNow.com</i>	September 2016
<i>TusconNewsNow.com</i>	September 2016
<i>KFVS12.com</i>	September 2016
<i>Newswise.com</i>	August 2016
<i>Modern Times Magazine</i>	August 2016
<i>Toronto Star</i>	July 2016
<i>Toronto Star</i>	April 2016
<i>VICE Sports</i>	March 2016
<i>TickAssure.com</i>	February 2016
<i>Post-Bulletin (Rochester, MN)</i>	January 2016
<i>St. Paul Pioneer Press</i>	December 2015
<i>The Forum of Fargo-Moorhead</i>	December 2015
<i>ESPN.com</i>	May 2015
<i>Chicago Sun-Times</i>	May 2015
<i>WalletHub.com</i>	May 2015
<i>Pregame.com</i>	May 2015
<i>OSGA.com</i>	May 2015
<i>The Crimson (Melbourne, FL)</i>	April 2014
<i>The Guardian (London, England)</i>	December 2013
<i>Taipei Times (Taipei City, Taiwan)</i>	December 2013
<i>Toronto Star</i>	November 2012
<i>Toronto Star</i>	September 2012

LIVE MEDIA

<i>BYU Radio–Top of Mind with Julie Rose (Sirius XM 143/Dish Network 980/iTunes Radio)</i>	Sept 2016
<i>ESPN Radio Las Vegas</i>	June 2015
<i>ESPN Behind the Bets Podcast</i>	May 2015
<i>BBC Live Radio</i>	December 2013

RESEARCH MENTIONED IN MEDIA

<i>104.5 The Zone (Nashville, TN)</i>	November 2016
<i>Lansing State Journal</i>	October 2015
<i>InsideTheBets.com</i>	July 2015
<i>Breitbart.com</i>	June 2015
<i>ESPN Radio (Colin Cowherd / The Herd)</i>	May 2015
<i>Palm Beach Post</i>	May 2015
<i>Covers.com</i>	May 2015
<i>SportsMemo.com</i>	May 2015
<i>AwfulAnnouncing.com</i>	May 2015
<i>CalvinAyre.com</i>	May 2015
<i>WalletHub.com</i>	June 2014
<i>SpaceCoastDaily.com</i>	January 2014
<i>University of Illinois News Bureau</i>	May 2013
<i>Revolution Analytics Blog</i>	August 2011

TEACHING

Texas A&M University

SPMT 681 - Sport Management Doctoral Seminar (Quantitative Analysis)
SPMT 630 - Economic Issues in Sport (online)
SPMT 689 - Special Topics: Sports Economics (online)
SPMT 611 - Revenue Generation in Sport
SPMT 611 - Revenue Generation in Sport (online)
SPMT 422 - Financing Sport Operations

Florida Institute of Technology

BUS 3304 - Sports Economics
BUS 3509 - Introduction to Sport Management
BUS 3611 - Entertainment and Sports Marketing
BUS 4284 - Accounting Practicum
BUS 4304 - Sports Finance
BUS 4786 - Major Field (Business) Practicum

University of Michigan

SM 341 - Sport Finance

Barry University

SES 250 - Sport and Recreation Management
SES 320&L - Kinesiology and Lab
SES 440 - Sport Marketing, Promotions and Fundraising
SES 444 - Financial Applications to Sport
SES 463 - Applied Physiology of Resistance Training
SES 480 - Contemporary Issues and Ethics in Sport
SES 486 - Sport Management Practicum
SES 499 - Sport Management Internship
SES 499 - Exercise Science Internship

University of Georgia

PEDB 1230 - Beginning Racquetball
PEDB 1400 - Introduction to Weight Training
PEDB 1410 - Advanced Weight Training

INTERNAL UNIVERSITY GRANTS AND AWARDS

Rackham Merit Fellowship, University of Michigan, Rackham Graduate School	2008-2012
Graduate Student Research Grant, University of Michigan (\$1800)	2011
Stan Kemp Scholarship, University of Michigan (\$1500)	2010
Rackham Travel Grant, University of Michigan (\$2850)	2010-2012
Kinesiology Travel Award, University of Michigan (\$1260)	2010-2012
Institute for Social Research Summer Training Award, University of Michigan (\$2300)	2009
Shapiro/Malik/Forrest Award, University of Michigan (\$2500)	2009-2011
Outstanding Graduating Senior, Exercise and Sport Science, East Carolina University	2002

SERVICE

Texas A&M University

Member, Tenure-Track Faculty Search Committee, Division of Sport Management	2015-2016
Member, Tenure-Track Faculty Search Committee, Division of Sport Management	2014-2015
Member, Tenure-Track A-1 Committee, Division of Sport Management	2015 & 2016
Member, Ph.D. Committee, Division of Sport Management	2014-present

Florida Institute of Technology

Chair, Economics Faculty Search Committee, College of Business	2013-2014
Chair, Faculty Professional Development Committee, College of Business	2013-2014
Chair, Academic Dishonesty Committee, College of Business	2013-2014
Chair, Classroom Technology Committee, College of Business	2013-2014
Chair, Task Force for Faculty Research Support, College of Business	2014
Member, Student Scholarship Committee, College of Business	2012-2013
Member, University Equity Committee	2012

University of Michigan

Member, Graduate Student Advisory Committee, School of Kinesiology	2010-2011
--	-----------

Barry University

Faculty Advisor, Phi Kappa Epsilon Academic Honors Fraternity	2007-2008
Member, Off-Campus Coordination and Advisory Council	2005-2008
Member, Enrollment Management Committee	2005-2006

GRADUATE STUDENT RESEARCH COMMITTEES

Byungju Kang, Ph.D. (TAMU) Sport Management (Chair)	2016-present
Katie M. Brown, Ph.D., (TAMU) Sport Management (Chair)	2015-present
Theodore Hayduk, Ph.D., (TAMU) Sport Management (Committee)	2015-present
Zachary Damon, Ph.D., (TAMU) Sport Management (Committee)	2014-present
Lane Wakefield, Ph.D., (TAMU) Sport Management (Committee)	2015-2016
Chelsea LeNoble, M.S., (FIT) Industrial and Organizational Psychology (Committee)	2013-2014

RESEARCH AFFILIATIONS

Affiliated Faculty Research Member, Center for Sport Management, Education and Research Texas A&M University	2014-present
---	--------------

Affiliated Faculty Research Member, Tourism and Sport Management Laboratory University of Illinois	2011-2014
---	-----------

PROFESSIONAL MEMBERSHIPS

North American Society for Sport Management (NASSM)	2008-present
North American Association of Sports Economists (NAASE)	2012-present
European Sports Economics Association (ESEA)	2015-present
American Statistical Association (ASA)	2011-2013
Western Economic Association International (WEAI)	2010-present
Southern Economic Association (SEA)	2013-present
Eastern Economic Association (EEA)	2015-present

OTHER NON-ACADEMIC WRITING PUBLISHED IN POPULAR MEDIA

PhiladelphiaFlyers.com	2004
Philadelphia Flyer Magazine	2004

INDUSTRY WORK EXPERIENCE

Account Executive, Corporate Sports Marketing Group, Clearwater, FL	2004-2005
Media & Public Relations Intern, Philadelphia Flyers Hockey Club, Philadelphia, PA	2004
Operations & Hospitality Assistant, Atlanta Braves Baseball Club, Atlanta, GA	2003
Research Assistant, Biomechanics Laboratory, East Carolina University, Greenville, NC	2001-2002