

# BRIAN GOFF

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### Contact Information

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Western Kentucky University  
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### Education

George Mason University, Ph.D. in Economics, 1986  
George Mason University, M.A. in Economics, 1985  
Western Kentucky University, B.A. in Economics, 1983

### Academic and Consulting Experience

*Distinguished University Professor*, Western Kentucky University, 2003-present  
*Visiting Professor*, Pepperdine School of Public Policy, Fall 2008  
*Professor*: Western Kentucky University, 1996-2003  
*Visiting Professor*: George Mason University, Center for Study of Public Choice, 1993  
*Associate Professor*: Western Kentucky University, 1991-1996  
*Assistant Professor*: Western Kentucky University, 1986-1991  
*Graduate Director*: Western Kentucky University, 2006-present  
*Director*: WKU Center for Applied Economics, 2009-2013  
*Consulting*: Forecasting for retail & banking entities; Merger analysis; Athletic finances; Statistical analysis; Public policy analysis; Production scheduling

### Primary Research Fields

Applied Microeconomics (emphasis on Economics of Organizations and Sports)  
Public Sector Economics (emphasis on Political Economy and Regulation)

### Teaching Experience

*M.B.A. and M.A.*: Data Modeling; Applied Microeconomics; Applied Macroeconomics; Interest Rates; Organizational Structure & Incentives; Strategic Decisions; Complex Problems & Managers; Entrepreneurship; Public Sector  
*Undergraduate*: Introductory and Intermediate Microeconomics and Macroeconomics; Statistics I and II; Money and Banking; Issues in Capital Markets; Public Policy;

### Professional Affiliations

American Economic Association; American Statistical Association;  
Western Economic Association; Public Choice Society.

**Books**

*From the Ballfield to the Boardroom: Management Lessons from Playing Fields.* Westport, CT: Praeger, 2005.

*Spoiled Rotten: Affluence, Anxiety, and Social Decay in America* (with A.A. Fleisher). Boulder, CO: Westview Press, 1999.

*Regulation and Macroeconomic Performance.* Boston: Kluwer Academic Publishers, 1996.

*The National Collegiate Athletic Association: A Study in Cartel Behavior* (with A.A. Fleisher and R.D. Tollison). Chicago: University of Chicago Press, 1992.

*Sportometrics*, ed. (with R.D. Tollison). College Station: Texas A&M University Press, 1990.

*Televised Legislatures: Political Information Technology and Public Choice* (with W.M. Crain). Boston: Kluwer Academic Publishers, 1988.

**Journal Articles and Notes**

Contributions of Managerial Levels: Comparing MLB and NFL. *Managerial and Decision Economics*, forthcoming. Brian, G. (2013), Contributions of Managerial Levels: Comparing MLB and NFL. *Manage. Decis. Econ.*, 34: 428–436.

A Matched Pairs Analysis of State Growth Differences (with A. Lebedinsky and S. Lile), *Contemporary Economic Policy* (April 2012): 293-305.

Spatial Aspects of Ticket Scalping (with R.D. Tollison) *Managerial and Decision Economics* (March 2011): 135-139.

Who Integrated Major League Baseball Faster, Winning Teams or Losing Teams? (with R.D. Tollison), *Journal of Sports Economics* (April 2010): 236-238.

Do Differences in Presidential Advisors Matter? *Public Choice* (March 2010): 279-291.

Racial Integration of Coaching: Evidence from the NFL (with R.D. Tollison), *Journal of Sports Economics* (April 2009): 127-140.

Bequests, Sibling Rivalry, and Rent Seeking (with R.L. Faith and R.D. Tollison), *Public Choice* (June 2008): 397-409.

The Importance of Brand and Competition in Defining U.S. Religious Markets (with M. Trawick) *Southern Economic Journal* (April 2008): 1035-1048.

Is there a Managerial Life Cycle? Evidence from the NFL (with T.O. Wisley), *Managerial &*

*Decision Economics* (27, 2006): 563-72.

Supreme Court Consensus and Dissent: Estimating the Role of the Selection Screen, *Public Choice* (March 2006): 483-489.

Estimating Determinants of Passenger Air Service to Small Markets, *Urban Studies* (March 2005): 565-73.

The Monopsony Power of the Median Voter, (with R.D. Tollison) *Public Finance Review* (March 2003): 180-88.

Explaining U.S. Federal Deficits, 1889-1998, (with R.D. Tollison) *Economic Inquiry*, (July 2002): 457-69.

Racial Integration as an Innovation: Empirical Evidence from Sports Leagues, (with R.E. McCormick and R.D. Tollison) *American Economic Review*, (March 2002): 16-26.

The Effects of University Athletics Outside the Athletic Department: A Review and Extension of Empirical Evidence, *Journal of Sport Management*, (April 2000): 85-104.

The Market Provision of Addiction Control Services, (with R.D. Tollison) *Public Finance Review*, (March 1999): 115-137.

Persistence in Government Spending Fluctuations: Reply to Bohl, *Public Choice* (September 1999): 301-302.

Moral Hazard and the Effects of the Designated Hitter Rule Revisited, (with W.F. Shughart and R.D. Tollison) *Economic Inquiry* (October 1998): 688-92.

Persistence in Government Spending Fluctuations: New Evidence on the Displacement Effect, *Public Choice*, 97 (Number 1-2, 1998): 141-157.

Batter-up: Moral Hazard and the Effects of the DH Rule on Hit Batsmen, (with W.F. Shughart and R.D. Tollison) *Economic Inquiry*, 33 (July 1997): 555-561.

The Tobacco Wars: Evidence of Monopsony or Rent-Seeking? (with S. Lile) *Kentucky Journal of Economics and Business*, 15 (1996): 1-22.

Path Dependence in Collective Decisions: Evidence from Football Polls, *Applied Economics*, 28 (1996): 291-97.

The Political Economy of Prohibition in the United States, 1919-1933, (with G. Anderson) *Social Science Quarterly*, 75 (June 1994): 270-83.

Using (Im)perfect Markets to Catch Criminals, (with R.D. Tollison) *Journal of Economic Behavior and Organization*, 21 (1993): 31-41.

On the (Mis)Measurement of Legislator Ideology and Shirking, (with K.B. Grier), *Public Choice* 76 (1993): 5-20.

Evaluating Alternative Explanations of Post War Federal Deficits, *Public Choice*, 75 (1993): 247-61.

Optimal Seigniorage, The Gold Standard, and Central Bank Financing, (with M. Toma) *Journal of Money, Credit, and Banking*, 25 (February 1993): 79-95.

Fed Behavior During Periods of Price and Wage Controls, (with R.D. Tollison) *Public Choice*, 70 (Number 1, 1991), pp. 1-10.

Federal Deficit Effects on Short and Long Term Rates: A Note on Hoelscher, *Southern Economic Journal*, 57 (July 1990), pp. 243-248.

Health and the Economy: Choice versus Exogenous Variables, *Kyklos*, 43 (Fasc. 3, 1990), pp. 473-484.

Why is the Media Liberal? (with R.D. Tollison) *Journal of Public Finance and Public Choice*, (January 1990), pp. 13-21.

Is National Defense a Pure Public Good? (with R.D. Tollison) *Defence Economics*, 1 (Number 2, 1990), pp. 141-148.

Public Debt, Government Spending, and Economic Development in Kentucky County Areas, *Kentucky Journal of Economics and Business*, 9 (1989), pp. 23-3. The Allocation of Death in the Vietnam War: Reply, (with R.D. Tollison) *Southern Economic Journal*, (April 1989).

Crime or Punishment: Enforcement of the NCAA Football Cartel, (with A.A. Fleisher, W.F. Shughart, and R.D. Tollison) *Journal of Economic Behavior and Organization*, (December 1988), pp. 433-451.

Disqualification by Decree: Amateur Rules as Barriers to Entry, (with R.D. Tollison and W.F. Shughart) *Journal of Institutional and Theoretical Economics*, 144 (June 1988), pp. 515-523.

The Incentive to Cite, (with W.F. Shughart and R.D. Tollison) *Journal of Institutional and Theoretical Economics*, (September 1987), pp. 467-476.

The Allocation of Death in the Vietnam War, (with R.D. Tollison) *Southern Economic Journal*, 54 (October 1987), pp. 316-321.

Citation Practices in Economics and Physics, (with R.D. Tollison) *Journal of Institutional and Theoretical Economics*, 142 (September 1986), pp. 581-587.

The Rise and (Recent) Decline of Mathematical Economics, (with G.M. Anderson and R.D. Tollison) *History of Economics Society Bulletin*, 8 (Summer 1986), pp. 44-48.

Televising Legislatures: An Economic Analysis, (with W.M. Crain), *Journal of Law and Economics*, 29 (October 1986), pp. 405-421.

Pigskins and Publications, (with W.F. Shughart and R.D. Tollison) *Atlantic Economic Journal*, 14 (July 1986), pp. 46-50.

Bureaucratic Structure and Congressional Control, (with W.F. Shughart and R.D. Tollison) *Southern Economic Journal*, 52 (April 1986), pp. 962-972.

Legislator Specialization and the Size of Government, (with W.M. Crain, R.D. Tollison, and D. Carlson) *Public Choice*, 46 (Fall 1985), pp. 311-316.

### **Contributions to Books**

The Supreme Court, *Encyclopedia of Public Choice* (Rowley & Schneider, eds.). New York: Springer, 2003.

Batter Up! Moral Hazard and the Effects of the Designated Hitter Rule, (with W.F. Shughart and R.D. Tollison) in *The Economics of Sport*, A. Zimbalist, ed., Elgar, 2001.

Batter Up! Moral Hazard and the Effects of the Designated Hitter Rule Revisited, (with W.F. Shughart and R.D. Tollison) in *The Economics of Sport*, A. Zimbalist, ed., Elgar, 2001.

Fields of Dreams: On the Construction of Professional Baseball Talent in Colleges and the Minor Leagues, (with W.F. Shughart) in *Advances in the Economics of Sport*, G.W. Scully, ed., JAI Press, 1992.

College Athletics: Financial Burden or Boon? (with M.V. Borland and R.W. Pulsinelli) in *Advances in the Economics of Sport*.

The Rationality of Crime in a Basketball Economy (with R.D. Tollison) in *Advances in the Economics of Sport*.

Sports as Economics, (with R.D. Tollison) in *Sportometrics*, Goff and Tollison, eds., Texas A&M University Press, 1990.

Homo Basketballus, (with W.F. Shughart and R.D. Tollison) in *Sportometrics*.

Entry Restrictions in College Athletics: Public or Private Interest? (with A.A. Fleisher and R.D. Tollison) in *Sportometrics*.

Sportometrics: Present and Future, (with R.D. Tollison) in *Sportometrics*.

Crime or Punishment: Enforcement of the NCAA Football Cartel (with A.A. Fleisher, W.F. Shughart, and R.D. Tollison) reprinted in *Sportometrics*.

The Three Classes of Senate Seats, (with W.M. Crain) in *Predicting Politics: Essays in Empirical Political Economy*, W.M. Crain and R.D. Tollison, eds., University of Michigan Press, 1990.

Bureaucratic Structure and Congressional Control, (with W.F. Shughart and R.D. Tollison) reprinted in *Predicting Politics*.

### **Award, Honors, Grants/Fellowships**

#### *Awards*

2001 Vitale Award for Innovation and Leadership in the Ford College MBA Program

2000 Ford College of Business Research Award

1994 College of Business Research Award

#### *External Grants*

NSF--Program in Law, The Structure and Reasons for Long Term Fluctuations in U.S. Supreme Court Dissent and Agreement. *Applied*: January 2001. *Denied*: March 2001.

NSF/Kentucky EPSCoR Research Enhancement Grant to study Regulation and Macroeconomic Performance. *Awarded*: May 1994-April 1995

Kentucky EPSCoR Regional Scholars Summer Fellowship to study Public Choice and Deficits. *Awarded*: Summer 1989.

#### *Internal Fellowships/Grants*

Western Kentucky University, GFCOB Summer Research Grant, Summer 2012.

Western Kentucky University, Faculty Research Summer Fellowship, Awarded: Summer 2006

Western Kentucky University, Faculty Research Summer Fellowship, Awarded: Summer 2000

Western Kentucky University, Faculty Research Summer Fellowship, Awarded: Summer 1995

Western Kentucky University, Faculty Research Summer Fellowship, Awarded: Summer 1991.

Western Kentucky University, Faculty Research Summer Fellowship, Awarded: Summer1988.

### **Work Submitted for Review and in Progress**

Under Review:

Measuring the Value of College Athletes

Explaining Differences in Movie Critics and Movie Consumers: A Copula-based Approach

Religious Choice and Political Choice

In Progress:

Geographic Distribution of Athletic Skills

The Value of Transition to FBS

Managerial Contribution to Success

### **Professional & Service Activities**

Book Reviews:

*The Economics of Intercollegiate Sports* by Grant, Leadley, and Zygmunt. Reviewed for *Journal of Sports Economics* (June 2009): 323-325.

*Self-Policing in Politics: The Political Economy of Reputational Controls on Politicians* by Parker. Reviewed for *Public Choice*, forthcoming.

*Monetary Regimes and Inflation: History, Economic and Political Relationships* by Bernholz. Reviewed for *Public Choice* (September 2004): 463-465.

*The Economics of Sports* by Leeds and von Allmen. Reviewed for *Managerial and Decision Economics*, (January/February 2002): 48-49.

*Contested Economic Institutions: The Politics of Macroeconomics and Wage Bargaining in Advanced Economies* by Iversen. Reviewed for *Public Choice* (No. 3 2000): 399-402.

*Stee-Rike Four! What 's Wrong with the Business of Baseball* by Marburger. Reviewed for *Managerial and Decision Economics* (February 1998): 399-401.

*Government versus the Market: The Growth of the Public Sector, Economic Management, and British Economic Performance, c. 1890-1979* by Middleton. Reviewed for *Public Choice* (December 1997): 525-527.

*The Sports Stadium as a Municipal Investment* by Baim. Reviewed for *Managerial and Decision Economics* (November/December 1995): 655-56.

*The Political Economy of International Organizations*, Vaubel and Willet, eds. Reviewed for

*Public Choice.*

*The Electronic Commonwealth* by Abramson, Atherton, and Orren. Reviewed for *Public Choice*, 63 (October 1989), pp. 93-94.

Public Reports for WKU/Community:

Economic Impact of Kentucky Downs. Report prepared under the auspices of the WKU Center for Applied Economics, November 2009.

The Relationship of UC 101 Participation to Student Retention and Academic Performance at WKU, Report to the General Education Committee of the WKU University Senate, September 2001.

A Quantitative Assessment of Race-Based Gaps in WKU Salaries, (with D. Roenker) Report for the Vice President of Academic Affairs, October 1997.

A Quantitative Assessment of Gender Gaps in WKU Salaries, (with D. Roenker) Report for the Task Force on the Status of Women at Western, August 1997.

WKU Athletic Finances: Financial Burden or Boon? (with M. Borland and R. Pulsinelli), Report to the President, 1989.

Article Referee (1986-present):

*American Economic Review; Applied Economics; Contemporary Economic Issues; Contemporary Economic Policy; Economics of Governance; Economic Inquiry; Economic Journal; Industrial Relations; International Review of Economics and Finance; Journal of Economics; Journal of Economic Behavior and Organization; Journal of Money, Credit, and Banking; Journal of Political Economy; Journal of Sports Economics; Kentucky Journal of Economics and Business; Public Choice; Southern Economic Journal*

Editorial Board:

*Public Choice* (2003-present)

- Coordinator, WKU Economics+ Workshop, 2002-2011

External Tenure Reviewer:

Robert Brown -- University of North Texas, 1997

Todd Jewel -- University of North Texas, 2000

Bellarmine University, Dept. of Economics, 2008



**Professional-Related Feature Editorials & Blog Activity**

Contributor to Forbes SportsMoney (<http://www.forbes.com/sportsmoney/>),  
January 2013-present

Contributor to *The Sports Economist* (<http://www.sportseconomist.com>),  
Skip Sauer, Clemson University administrator), February 2005-present

Youth Violence and our Spoiled Rotten Children (with A. Fleisher) Independence Institute  
Feature Syndicate, *www.i2i.org*, September 7, 1999.

Small Market is Big Farce in Baseball Salary Cap Battle *Detroit Free Press*, December 18,  
1994.

Red Ink in College Sports (with W. Shughart) *Washington Times*, August 3, 1992.

The NCAA: OPEC of the West *Lexington Herald-Leader*, March 29, 1992.

College Athletics (with R. Howsen, R. Cantrell, and R. Pulsinelli) Louisville *Courier-Journal*,  
September 15, 1989.

Strengths, Drawbacks Vary for Tax Options Memphis *Commercial Appeal*, July 9, 1987.

Excise Taxes are no Solution Nashville *Tennessean*, June 3, 1987.

**Academic Presentations**

Presented Measuring Managerial Importance Across Sports, Souther Economics Association Meetings, November 2010.

Presented Preaching and Politics: Disentangling the Connection between Religious and Political Choice, WKU Economics+ Workshop, October 2010.

Presented Consumer Demand and Meaningful Competition: Evidence from the EPL and MLB, WKU Economics+ Workshop, February 2010.

Presented Consumer Demand and Meaningful Competition: Evidence from the EPL and MLB, Southern Economics Association Meetings, November 2009.

Presented Causes and Consequences of the Financial Crash of 2008, WKU Economics+ Workshop, March 2009.

Presented Do Differences in Presidential Economic Advisors Matter, Festschrift for Bob Tollison, Clemson University, November 2007.

Presented Do Differences in Presidential Economic Advisors Matter, WKU Economics+ Workshop, October 2007.

Presented The Distribution of Black Coaches in the NFL, Southern Economic Association Meetings, November 2006

Presented Is There Managerial Life Cycle? Evidence from the NFL, Clemson University Workshop, February 2005

Presented Is There a Managerial Life Cycle? Evidence from the NFL, WKU Economics+ Workshop, October 2005

Presented Is There Managerial Life Cycle? Evidence from the NFL, Southern Economic Association meetings, November 2004

Presented Assessing Fair Model of Presidential Elections, WKU Economics+ Workshop, October 2004.

Presented Supreme Court Consensus and Dissent: Role of the Selection Screen, Public Choice Society Meetings, March 2002.

Presented Positional Segregation in Sports: Considering Comparative Advantage, Southern Economic Association Meetings, November 2002.

Presented New Evidence on Tax Smoothing with Deficits, Public Choice Society Meetings, March 1999.

Presented Fluctuations in U.S. Federal Deficits, 1889-1996, Southern Economic Association Meetings, November 1997.

Presented Contributions of Athletics outside the Athletic Department, Academy of Management Meetings, August 1997

Presented Human Capital and the Efficiency of Cash v. Kind, Public Choice Society Meetings, April 1996.

Presented The Tobacco Wars: Evidence of Monopsony Power or Rent-Seeking, Kentucky Economic Association Meetings, October 1995.

Presented The Tobacco Wars: Evidence of Monopsony Power or Rent-Seeking, Public Choice Society Meetings, March 1995.

Presented Human Capital and the Efficiency of In-Kind v. Cash Transfers, Center for Study of Public Choice Seminar, October 1993.

Presented The Political Economy of Prohibition in the U.S., 1919-1933, Western Economic Association International Meetings, June 1993.

Presented Persistence in Government Spending Fluctuations, Public Choice Society Meetings, March 1992.

Presented On the (Mis)Measurement of Legislator Ideology and Shirking, (with K. Grier) Public Choice Society Meetings, March 1992.

Presented On the (Mis)Measurement of Legislator Ideology and Shirking, (with K. Grier) Southern Economic Association Meetings, November 1990.

Presented Monetary Institutions and the Theory of Optimal Seigniorage (with M. Toma) Public Choice Society Meetings, March 1990.

Presented Monetary Institutions and the Theory of Optimal Seigniorage (with M. Toma) University of Kentucky/Department of Economics Macroeconomic Workshop, October 1989.

Presented Consumer Choices and Federal Deficits at 1989 Kentucky EPSCoR Poster Sessions, University of Kentucky, October 1989.

Presented Public Debt, Government Spending, and Economic Development in Kentucky County Areas MidSouth Economic Association Meetings, February 1989.

Presented Crime or Punishment? Enforcement of the NCAA Football Cartel Southern Economic Association Meetings, November 1986.

**Professional Development**

Pepperdine University, Graduate School of Public Policy, Fall 2008

Center for Study of Public Choice Visiting Scholars Program, Fall 1993.

Center for Study of Public Choice Visiting Scholars Program, August 1990.

Residence at University of Kentucky for Kentucky EPSCoR Grant, May-July 1989

Center for Study of Public Choice Visiting Scholars Program, August 1989.

Center for Study of Public Choice Visiting Scholars Program, August 1988.

Center for Study of Public Choice Visiting Scholars Program, July 1987.