

SCOTT TAINSKY, Ph.D.

Associate Professor of Sport Management
University of Illinois at Urbana-Champaign
104 Huff Hall, MC-584
1206 South Fourth Street
Champaign, IL 61820
tainsky@illinois.edu
(217) 244-1857

HIGHER EDUCATION

- | | |
|------|-------------------------------|
| 2008 | Ph.D., University of Michigan |
| 2006 | M.A., University of Michigan |
| 2000 | B.A., New York University |

ACADEMIC POSITIONS

- | | |
|------------------------|---|
| University of Illinois | Associate Professor, Department of Recreation, Sport and Tourism 2014-present |
| University of Illinois | Assistant Professor, Department of Recreation, Sport and Tourism, 2008-2014 |
| University of Michigan | Graduate Student Instructor, School of Kinesiology, 2006-2008 |

PUBLICATIONS

24. Stodolska, M., & **Tainsky, S.** (forthcoming) Soccer Spectatorship and Identity Discourses among Latino Immigrants. *Leisure Sciences*.
23. Barros, C. P., Bertrand, G., Botti, L., & **Tainsky, S.** (2014). Cost Efficiency of French Rugby Clubs. *Applied Economics*, 46, 2721-2732. DOI: 10.1080/00036846.2014.907484
22. **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.

21. Kihl, L. K., **Tainsky, S.**, Babiak, K., & Bang, H. (2014). Evaluation of a Cross-Sector Community Initiative Partnership: Delivering a Local Sport Program. *Evaluation and Program Planning*, 44, 36-47.
20. Barros, C. P., Peypoch, N., & **Tainsky, S.** (2014). Cost Efficiency of French Soccer League Teams. *Applied Economics*, 46(8), 781-789.
doi:10.1080/00036846.2013.854304
19. Sharaievska, I., Stodolska, M., **Tainsky, S.**, & Ryan, A. (in press). Minority Youth's Participation in an Organized Sport Program: Needs, Motivations and Facilitators. *Journal of Leisure Research*.
18. Kihl, L. K., Babiak, K., & **Tainsky, S.** (2014). Evaluating the Implementation of a Professional Sport Team's Corporate Community Involvement Initiative. *Journal of Sport Management*, 28, 324-337.
17. Salaga, S., & **Tainsky, S.** (in press). The Effects of Uncertainty of Outcome, Scoring and Pre-Game Expectations on Nielsen Ratings for Bowl Championship Series Games. *Journal of Sports Economics*. *doi:10.1177/1527002513497236*
16. **Tainsky, S.**, Kerwin, S., Xu, J., & Zhou, Y. (2014). Will the Real Fans Please Remain Seated? Gender and Television Ratings for Pre-Game and Game Broadcasts. *Sport Management Review*, 17, 190-204.
http://dx.doi.org/10.1016/j.smr.2013.04.002
15. **Tainsky, S.**, Xu, J., & Zhou, Y. (2014). Qualifying the Game Uncertainty Effect: A Game-Level Analysis of NFL Postseason Broadcast Ratings. *Journal of Sports Economics*, 15, 219-236.. *doi:10.1177/1527002512457946*
14. Sung, Y. T., & **Tainsky, S.** (2014). The National Football League Wagering Market: Simple Strategies and Bye Week-Related Inefficiencies. *Journal of Sports Economics*, 15, 365-384. *doi:10.1177/1527002512466557*
13. **Tainsky, S.**, & Jasielc, M. S. (2014). Television Viewership of NFL Out-of-Market Games in League Markets: Traditional Demand Shifters and Local Team Influence. *Journal of Sport Management*, 28, 94-108.
12. **Tainsky, S.**, Mills, B., & Winfree, J. A. (2013). Further Examination of Potential Bias Among MLB Umpires. *Journal of Sports Economics*.
doi:10.1177/1527002513487740
11. Santos, C. A., **Tainsky, S.**, Schmidt, A., & Shim, C. S. (2013). Framing the Octagon: An Analysis of News-Media Coverage of Mixed Martial Arts. *International Journal of Sport Communication*, 6, 66-86.

10. **Tainsky, S.**, Salaga, S., & Santos, C. A. (2013). Determinants of Pay-Per-View Broadcast Viewership in Sports: The Case of the Ultimate Fighting Championship. *Journal of Sport Management*, 27, 43-58.
9. **Tainsky, S.**, Salaga, S., & Santos, C. A. (2012). Estimating Attendance for the Ultimate Fighting Championship: A Demand Theory Approach [Special Issue on Combat Sports]. *International Journal of Sport Management and Marketing*, 11(3/4), 206-224.
8. **Tainsky, S.**, & McEvoy, C. (2012). Television Broadcast Demand in Markets Without Local Teams. *Journal of Sports Economics*, 13(3), 245-260.
7. Babiak, K., Mills, B., **Tainsky, S.**, & Juravich, M. (2012). An Investigation into Professional Athlete Philanthropy: Is Charity Part of the Game? *Journal of Sport Management*, 26(2), 159-176.
6. **Tainsky, S.**, & Babiak, K. (2011). Professional Athletes and Charitable Foundations: An Exploratory Investigation. *International Journal of Sport Management and Marketing*, 9(3/4), 133-153.
5. **Tainsky, S.**, & Winfree, J.A. (2010). Short-Run Demand and Uncertainty of Outcome in Major League Baseball. *Review of Industrial Organization*, 37(3), 197-214.
4. **Tainsky, S.**, & Stodolska, M. (2010). Population Migration and Team Loyalty in Professional Sports. *Social Science Quarterly*, 91(3), 801-815.
3. **Tainsky, S.** (2010). Television Broadcast Ratings for National Football League Contests. *Journal of Sports Economics*, 11(6), 629-640.
2. **Tainsky, S.**, & Winfree, J.A. (2010). Discrimination and Demand: The Effect of International Players on Attendance in Major League Baseball. *Social Science Quarterly*, 91(1), 117-128.
1. **Tainsky, S.**, & Winfree, J.A. (2008). Financial Incentives and League Policy: The Example of Major League Baseball's Steroid Policy. *European Sport Management Quarterly*, 8(1), 67-81.

CHAPTERS IN BOOKS

- Kihl, L. K., & **Tainsky, S.** (2013). Delivery of Large-Scale CSR Efforts Through Corporate Community Involvement: Lessons from Major League Baseball's Reviving Baseball in Inner Cities Program. In J. L. Paramio, K. Babiak, & G. Walters (Eds.), *The Routledge Handbook of Sport and Corporate Social Responsibility*. London: Routledge.

MANUSCRIPTS UNDER REVIEW

- Schmidt, K.A., & **Tainsky, S.** De Campamentos a Escuelas: The Three-Stage Development of Major League Baseball Team Academies in the Dominican Republic. Under 2nd Review.
- Xu, J., Sung, H., **Tainsky, S.**, Mondello, M., Intra-Game Ratings in Winning, Losing and Neutral Markets. Under 2nd Review.
- Xu, J., **Tainsky, S.**, & Liang, W. A National Pride, Harmony and Competitive Balance in the Chinese Soccer League. Under Review.
- Tainsky, S.**, Xu, J., Mills, B. M., & Salaga, S. How Success and Uncertainty Compel Interest in Related Goods. Under Review.
- Salaga, S., & **Tainsky, S.** Demanding the Expected: Betting Lines and College Football Television Ratings. Under Review.

RESEARCH IN PROGRESS

- Kerwin, S., & **Tainsky, S.** Reciprocity, Equity and Efficiency in the Administration of Sport Programs.
- Sung, H., & **Tainsky, S.** When do Neutral Markets Behave like Home Markets?
- Tainsky, S.** From Rivalry to Reciprocity: Increasing Equity and Mitigating Conflict between Adversaries in Zero-Sum Games.
- Yang, Q., Xu, J., & **Tainsky, S.** Competitive Balance in Chinese Table Tennis.

SELECTED ABSTRACTS, PROCEEDINGS AND PRESENTATIONS

29. Mills, B. M., Salaga, S., & **Tainsky, S.** (November 2014). Primary Market Ticket Purchases and Dynamic Characteristics of Demand for Repeat Buyers in the NBA. *Southern Economic Association Conference. Atlanta, GA.*
28. **Tainsky, S.**, Xu, J., Mills, B. M., & Salaga, S. (June 2014). Contingent Interest in the League: Home Team Postseason Probability and Out-of-Market Television Demand in the NFL. *Western Economic Association International Conference. Denver, CO.*

27. Sung, H., **Tainsky, S.**, & Xu, J. (May 2014). Scoring Margin and Variation in the Effect on Demand Across Winning, Losing and Neutral Markets. *North American Society for Sport Management Conference. Pittsburgh, PA.*
26. Xu, J., **Tainsky, S.**, Mills, B. M., & Salaga, S. (May 2014). Local Team Playoff Prospects and Out-of-Market Television Viewership in the NFL. *North American Society for Sport Management Conference. Pittsburgh, PA.*
25. Mondello, M., Sung, H., & **Tainsky, S.** (November 2013). A Tale of Three Cities: Intra-Game Ratings in Winning, Losing and Neutral Markets. *Southern Economic Association Conference. Tampa, FL.*
24. Salaga, S., Mills, B. M., Xu, J., & **Tainsky, S.** (November 2013). Collateral Consequences of Team-Level Competitiveness Expressed through Television Ratings. *Southern Economic Association Conference. Tampa, FL.*
23. Schmidt, K. A., & **Tainsky, S.** (June 2013). Creciendo El Juego: An Institutional Perspective on Changes in the Structure of the Dominican Baseball Academies. *North American Society for Sport Management Conference. Austin, TX.*
22. **Tainsky, S.**, Kerwin, S., Xu, J., & Zhou, Y. (May 2013). Will the Real Fans Please Remain Seated? Gender and Television Ratings for NCAA Football Pre-Game and Game Broadcasts. *North American Society for Sport Management Conference. Austin, TX.*
21. Salaga, S., & **Tainsky, S.** (July 2012). The Uncertainty of Outcome and Scoring Effects on Nielsen Ratings for Bowl Championship Series Games. *Western Economic Association International Conference. San Francisco, CA.*
20. Santos, C. A., **Tainsky, S.**, Schmidt, K. A., & Shim, C. S. (May 2012). From Human Cockfighting to Legitimate Sport: Politicians Weigh in on MMA. *North American Society for Sport Management Conference. Seattle, WA.*
19. **Tainsky, S.**, Xu, J., & Zhou, Y. (May 2012). The Effect of Game Uncertainty on Demand for Postseason Games. *North American Society for Sport Management Conference. Seattle, WA.*
18. Santos, C. A., **Tainsky, S.**, Schmidt, K. A., & Shim, C. S. (March 2012). Framing the Octagon: A Media Analysis of Mixed Martial Arts and the Ultimate Fighting Championship. *Summit on Communication and Sport. Peoria, IL.*
17. Sharaievska, I., Stodolska, M., **Tainsky, S.**, & Ryan, A. (November 2011). Increasing Physical Activity among Minority Youth through Organized Sports Programs. *National Recreation and Parks Association Congress and Exposition. Atlanta, GA.*

16. **Tainsky, S.**, McEvoy, C. D., & Jasielec, M. (October 2011). Viewership Maximization in Non-NFL Markets. *Annual Conference of the Sport Marketing Association. Houston, TX.*
15. **Tainsky, S.**, Mills, B., & Winfree, J. A. (July 2011). Umpire Bias in MLB. *Western Economic Association International Conference. San Diego, CA.*
14. **Tainsky, S.**, Salaga, S., & Santos, C. A. (June 2011). Demand for Individual Sports: Estimating Pay-Per-View Buyrates for the Ultimate Fighting Championship. *North American Society for Sport Management Conference. London, ON, CA.*
13. Sharaievska, I., Stodolska, M., & **Tainsky, S.** (April 2011). Social Capital and Well-Being Outcomes of the Reviving Baseball in Inner-Cities Program for Underprivileged Minority Youth. *Association of American Geographers Conference. Seattle, WA.*
12. Stodolska, M., **Tainsky, S.**, & Burset, S. (October 2010). Soccer Spectatorship and Transnational Identity Discourses among Latino Immigrants. *National Recreation and Parks Association Congress and Exposition. Minneapolis, MN.*
11. Stodolska, M., & **Tainsky, S.** (August 2010). Soccer Spectatorship and National Identity among Latino Immigrants in the U.S. *World Leisure Congress. ChunCheon, Korea.*
10. **Tainsky, S.** (June 2010). Demand for Non-local Game Telecasts: Conventional Demand Shifters and Local Team Influence. *North American Society for Sport Management Conference. Tampa, FL.*
9. **Tainsky, S.**, & McEvoy, C.D. (June 2010). Television Broadcast Demand in Markets Without Local Teams. *North American Society for Sport Management Conference. Tampa, FL.*
8. **Tainsky, S.** (May 2009). Derived Demand in Professional Sport. *North American Society for Sport Management Conference. Columbia, SC.*
7. **Tainsky, S.**, & Winfree, J.A. (May 2009). Discrimination among MLB Umpires. *North American Society for Sport Management Conference. Columbia, SC.*
6. Fort, R.F., Gerrard, B., Lockett, A., Humphreys, B. Soebbing, B., **Tainsky, S.**, Winfree, J.W., Coulson, E. (May 2008). Symposium: Managerial Economics Issues in Pro Sports: EPL Momentum, MLB Pricing, MLB Demand, and North American League Tax Policy. *North American Society for Sport Management Conference. Toronto, ON, CA.*

5. Babiak, K., **Tainsky, S.**, & Juravich, M. (May 2008). Professional Athlete Philanthropy: Walking the Talk? *North American Society for Sport Management Conference. Toronto, ON, CA.*
4. **Tainsky, S.**, & Babiak, K. (June 2007). Professional Athletes and Charitable Involvement. *North American Society for Sport Management Conference. Ft. Lauderdale, FL.*
3. Humphreys, B., Maxcy, J., Winfree, J.A., **Tainsky, S.**, & Bradbury, J.C. (June 2007). Symposium: Economic and Financial Aspects of Professional Team Sports. *North American Society for Sport Management Conference. Ft. Lauderdale, FL.*
2. **Tainsky, S.**, & Winfree, J.A. (May 2007). Discrimination and Demand: The Effect of International Players on Major League Baseball Attendance. *International Association of Sports Economists Conference. Dayton, OH.*
1. **Tainsky, S.**, & Winfree, J.A. (June 2006). Estimating the Cost of Major League Baseball's Steroid Policy. *North American Society for Sport Management Conference. Kansas City, MO.*

GRANTS

- Integrating Sports: Critical Approaches to Sport, Culture, and Performance.* Burgos, Jr., A. (Co-Director), & **Tainsky, S.** (Co-Director). Illinois Program for Research in the Humanities Cluster Grant. August 2014-May 2015. (\$2,500).
- Understanding the Nature of Social Networks and the Complexities of Generosity Within a National Sport System.* Kerwin, S. (PI), & **Tainsky, S.** (Co-PI), Brock SSHRC Institutional Grant. January 2014-December 2014. (\$2,843).
- Will the Real Fans Please Stay Seated? Gender and Television Ratings for NCAA Football Pre-game and Game Broadcasts.* **Tainsky, S.** (PI), UIUC Campus Research Board. Fall 2012. (\$13,880).
- Gender and Televised Sport: An Examination of NCAA Football Viewership.* **Tainsky, S.** (PI), Janet B. Parks NASSM Research Grant. Summer 2012. (\$1,900).
- Promoting Health, Well-Being and Education through Major League Baseball's Reviving Baseball in Inner Cities Program.* **Tainsky, S.** (PI), Stodolska, M., & Ryan, A. Center on Health, Aging, and Disability. February 2010-February 2011 (\$15,000).

TEACHING

Courses Instructed at the University of Illinois

<u>Course</u>	<u>Term(s)</u>
Foundations of Sport Management (RST 130)	Fall 2014 Fall 2013
Sport Economics (RST 199SE)	Spring 2011 Spring 2010
Critical Issues in Sport Management (RST 520)	Fall 2012 Fall 2011
Finance and Budgeting (RST 516*)	Spring 2014 Spring 2013 Spring 2012 Spring 2011 Spring 2010 Spring 2009
Finance and Budgeting (RST 516) Online	Summer 2014 Summer 2013 Spring 2013 Fall 2012 Summer 2012 Spring 2012 Summer 2011 Fall 2010 Summer 2010 Spring 2010 Fall 2009 Summer 2009
Sport Economics (RST 594SE)	Fall 2010

Courses Instructed at the University of Michigan

<u>Course</u>	
Economics of Sport (SM 331)	Fall 2007 Fall 2006

* Previously 594FB

GRADUATE STUDENT SUPERVISION (all at the University of Illinois)

<u>Degree</u>	<u>Role</u>	<u>Active</u>	<u>Completed</u>
Ph.D.	Chair	2	0
Ph.D.	Committee	1	3

Master's Thesis	Advisor/Chair	1	4
Master's Non-thesis	Advisor	4	9
Total		8	16

Doctoral Students – Chair

Jie Xu, Illinois RST, (May 2015, Sports Economics)

Kelsey LeFevour, Illinois RST, (May 2018, Disability Sport)

Doctoral Students – Committee Member

Namhyun Kim, Illinois RST, *Tourism Destination Competitiveness, Globalization, and Strategic Development from a Development Economics Perspective*. (May 2012)

Scott Martin, Illinois RST, *Share, Like, Tweet and Cheer: An Examination of Social Media Usage and the NFL*. (August 2012)

Emeka Anaza, Illinois RST, *An exploration of the possible adoption and enforcement of gender equity policies in Nigeria to help deal with matters of sex discrimination in athletics*. (May 2014)

Jeff Guin, Illinois Higher Education, (May 2015, Decision-Making and Big Ten Realignment)

Master's Students (Thesis)—Advisor/Chair

Yoon Tae Sung, Illinois RST, *The Efficient Market Hypothesis and Gambling on National Football League Games*, (May 2011)

Placement: Doctoral Program in Sport Management at Florida State University

Yilun Zhou, Illinois RST, *Enhanced Market Value of American Athletes with International Teammates* (August 2013)

Placement: Doctoral Program in Recreation, Sport & Tourism at University of Illinois

Kelsey LeFevour, Illinois RST, *Competing and Conflicting Narratives: A Framing Analysis of the Paralympic Games in The New York Times and USA Today between 1996 and 2013* (June 2014)

Placement: Doctoral Program in Recreation, Sport & Tourism at University of Illinois

Ho Jun Sung, Illinois RST, *Television Viewership and Rivalry in the National Football League* (July 2014)

Placement: Doctoral Program in Sport Management at University of Florida

K. Alexander Schmidt, Illinois RST, (December 2014, Sports OT and Acculturation)

Master's Students (Non-Thesis)—Advisor

Emily Gundersen, Illinois RST, (December 2010) now Senior Project Manager at Doner. Detroit, MI

Scott Leserman, Illinois RST, (December 2010), now Assistant Women's Volleyball Coach at University of Illinois

Matthew Wille, Illinois RST, (May 2012), now Assistant Sports Information Director at University of Illinois

Jackie Kropp, Illinois RST, (December 2012), now Assistant Track & Field Coach at Loyola University Chicago

Allison Buckley, Illinois RST, (May 2013), now National Sales Coordinator at Learfield Sports

Nicole Mechling, Illinois RST, (May 2013), now Communications Coordinator at Health Alliance

Jessica Abitz, Illinois RST, (May 2014), now Assistant Basketball Coach at Upper Iowa University

Molly Downtain, Illinois RST, (May 2014), now Youth National Teams Coordinator at US Soccer Federation

Justin Spring, Illinois RST, (May 2014), now Men's Gymnastics Coach at University of Illinois

Tayler Onion, Illinois RST, (December 2014)

Daniel Bolsen, Illinois RST, (May 2015)

Tian Xia, Illinois RST, (May 2015)

Kale Brinkoetter, RST, (May 2016)

AWARDS

University of Illinois List of Teachers Ranked as Excellent by Their Students
RST 199SE (Spring 2010, Spring 2011)

RST 516 (Spring 2011, Spring 2012, Spring 2014*)
RST 520 (Fall 2011)
RST 594SE (Fall 2010)

University of Michigan Rackham Regents Fellow (2005-2008)

* Outstanding Rating

UNIVERSITY SERVICE

University of Illinois

Department of Recreation Sport & Tourism

Director of Undergraduate Studies (2013-2016)

Co-Director, Tourism and Sport Management Research Laboratory (2011-2013)

Graduate Studies Committee (2008-2013)

Faculty Search Committee (2010-2011, 2012-2013)

Grievance Committee (2009-2010, 2012-2013)

Faculty Advisory Committee (2009-2011)

College of Applied Health Sciences

Search Committee, Associate Dean for Academic Affairs (2013-2014)

Grievance Committee (2009-2011, ad hoc 2014)

University of Michigan

School of Kinesiology

Kinesiology Student Leadership (2007-2008)

Curriculum Advisory Group (2006-2008)

PROFESSIONAL SERVICE

Organizational

North American Society for Sport Management
Diversity Committee (2014-2016)
Section Head, Finance (2013)
Nominating Committee (2008-2010, Chair 2009-2010)
Student Board Representative (2007-2008)

Editorial Board

Journal of Sport Management (2012-present)
Sport & Entertainment Review (2014-present)

Ad Hoc Reviewer

Applied Economics (2014)
Economic Inquiry (2012-2014)
European Sport Management Quarterly (2013-2014)
Journal of Intercollegiate Sport (2012-2014)
Journal of Issues in Intercollegiate Athletics (2010, 2014)
Journal of Leisure Research (2009)
Journal of Management & Organization (2014)
Journal of Media Economics (2011, 2013)
Journal of Quantitative Analysis in Sports (2014)
Journal of Sport Management (2009- present)
Journal of Sports Economics (2011-2013)
North American Society for Sport Management Conference (2011, 2012, 2014)
Review of Industrial Organization (2011)
Social Science Quarterly (2009, 2010)
Sport Management Review (2011, 2012, 2014)

INVITED LECTURES

University of Michigan (2013)
University of Florida (2014)
Grand Valley State University (2014)

PROFESSIONAL AFFILIATIONS

International Association of Sports Economists

North American Society for Sport Management
Southern Economic Association
Sport Marketing Association
Western Economic Association International

RESEARCH INTERESTS

Sport economics, sport media, sport finance, identification, commonality, externalities.