

Todd A. McFall, Ph.D.

CONTACT INFORMATION:

Todd A. McFall, Ph.D."

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EDUCATION:

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| North Carolina State University Raleigh, NC Economics | Ph. D. | 2005 |
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| Miami University Oxford, OH Social Studies Education | B.S. | 1997 |
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PROFESSIONAL EXPERIENCE:

- **Visiting Assistant Professor** (August 2010-present), Department of Economics, Wake Forest University, Winston-Salem, NC- taught undergraduate economics classes in the college.
- **Economist** (January 2008-May 2010), Welch Consulting, Ltd., Bryan, TX- consulted several well-known private firms on the economic aspects of their legal matters.
- **Manager**, (November 2006-November 2007), Alvarez & Marsal, LLC- consulted for the Economics Litigation Support Team.
- **Research Analyst**, (May 2006-November 2006) Scottish Re, Charlotte, NC- engaged in mortality and morbidity research with the goal of improving the company's underwriting evaluation tool.
- **Visiting Instructor** (2004-2006), Department of Economics, Wake Forest University, Winston-Salem, NC- taught principles classes in the undergraduate college.
- **Graduate Teaching Assistant** (1999-2004), Department of Economics, North Carolina State University, Raleigh, NC- taught principles classes to approximately 120 students per semester.
- **High School Mathematics Teacher** (1998-1999), New Hanover H.S., Wilmington, NC and Danville H.S., Danville, IL.

RESEARCH AND TEACHING FIELDS:

Sports Economics, Personnel Economics, Law and Economics

PEER-REVIEWED ACADEMIC PUBLICATIONS:

“Passing Up Uncertainty for Attendance: The NCAA Basketball Tournament Organizers Change Direction,” *Eastern Economics Journal* (2014), 40, 459-472. (with Stephen Bronars)

“Using PGA Tour Results to Illustrate the Effects of Selection Bias,” *Journal of Economic Education*, Vol. 44, No. 3, 238-248 (2013). (with Amanda Griffith)

“Pandora’s groove: analyzing the effect of the U-groove ban on PGA Tour golfers’ performances and strategies,” *Applied Economics Letters*, Vol. 19, No.8, 763-768 (2011). (with Julianne Treme)

“Contests, Grand Prizes, and the Hot Hand,” *Journal of Sports Economics*, Vol. 10, No. 3, 236-255 (2009). (with Charles Knoeber and Walter Thurman)

BOOKS:

The (Peculiar) Economics of NCAA Basketball: The Economics of NCAA Basketball in the Era of the Global Television Audience. New York, NY. Palgrave Macmillan, 2014.

CURRENT RESEARCH:

My research focuses on incentives within organizations and the effects of that technology has on decision making.

“Par 5 Decision Making on the PGA Tour”

“Market Forces are Undefeated: The NCAA can’t hold on forever”

CONFERENCE PRESENTATIONS:

Eastern Economics Association, New York, February 2015. “Par 5 Decisions on the PGA Tour”

Eastern Economics Association, New York, May 2013. “NCAA Selects Fan Favorites over Parity”

Noyce Scholars SE Conference, Greenville, SC, February 2012, “Aligning the Common Core with Economic Education” (with Martin Sugerik)

Association of American Law Schools, Washington DC, January 2012, “Three Point Shot: Politics, Desegregation, and Basketball in Indiana” (with Elizabeth King)

Southern Economic Association, Washington DC, November 2011
“NCAA Selects Fan Favorites over Parity”

North Carolina Council of Teachers of Mathematics, Greensboro, NC, October 2011,
“Aligning the Common Core with Economic Education” (with Martin Sugerik)

Eastern Economics Association, New York, February 2011
“Pandora’s Groove: Analyzing the Effect of the U-groove Ban on PGA Tour Golfers’ Performances and Strategies”

Southern Economic Association, San Antonio, November 2003
“How low Can You Go? Grand Prizes in a Sequence of Tournaments”

ACADEMIC PRESENTATIONS:

“Using Video Demonstrations to Complement Class Instruction”, Wake Forest University, April 2015

“Wedging or Wailing: Par 5 Strategy on the PGA Tour”, Appalachian State University, September 2013

“The NCAA Selects Fan Favorites over Parity”, North Carolina State University, October 2012

“Contests, Grand Prizes, and the Hot Hand Effect”, Clemson University, February 2006

“Contests, Grand Prizes, and the Hot Hand Effect”, Wake Forest University, October 2005

“Contests, Grand Prizes, and the Creation of the Hot Hand Effect”, North Carolina State University, December 2005

“Using Film in the Classroom”, NC State University, March 2004

NON-ACADEMIC PUBLICATIONS:

“The Five Conferences Gain Advantage”, *Old Gold & Black*, August 2014

“NCAA Transfers Trends,” *The Winthrop Digest*, March 2013

“Alleged Walmart Bribes Need Immediate Attention from Law Enforcement,” *Winston-Salem Journal*, May 1, 2012.

“NCAA Basketball Tournament Selections Before and After the Pod System,” *The Winthrop Digest* March 2012

“Effects of Subsidies Left Out of Debate,” *Winston-Salem Journal*, May 13, 2006

REFEREE EXPERIENCE:

The Independent Review
International Journal of Industrial Organization
Journal of Sports Economics
Contemporary Economic Policy

MEDIA APPEARANCES:

WFMY, Greensboro, NC. August 2015. Wyndham Championship Discussion.
New York *Times*. June 2015. Fox Sports’ Purchase of Women’s World Cup TV Rights.
WFMY, Greensboro, NC. March 2015. NCAA Tournament Preview.
Blogger So Dear, October 2014 Interviewed for my book on NCAA basketball.
Wall Street Journal. October 2014. Parity in MLB.
International Business Times. January 2014. Sacramento Kings’ Marketing Strategy.
Golf Digest. “Crunch Time.” January 2014.
US News & World Report. October 2014. Payrolls and MLB.
Winthrop Digest. March 2013. Podcast on NCAA Transfer Policies.
WFMY, Greensboro, NC. March 2013. ACC Tournament Preview
WFMY. Greensboro, NC. November 2012. Maryland Leaves ACC.
WFMY. Greensboro, NC. March 2012. NCAA Basketball and Greensboro.
WPTF. Raleigh, NC. March 2012. NCAA Basketball Tournament.
WFMY. Greensboro, NC. November 2011. Stadium financing and NBA lockout.
WPTF. Raleigh, NC. November 2011. Stadium financing and NBA lockout.

BOOK REVIEWS:

“The Rise of the National Basketball Association,” by David Surdam. EH.net, April 2013

COURSES TAUGHT:

Economics in Sports- Wake Forest, 2014
Economics in Sports (first-year seminar)- Wake Forest, 2013
Law and Economics- Wake Forest, 2012
Principles of Economics- Wake Forest, 2004-2006, 2010-present
Intermediate Price Theory- Wake Forest, 2011-present
Principles of Microeconomics- North Carolina State, 2003-2004
Principles of Macroeconomics- North Carolina State, 2003-2004

UNIVERSITY SERVICE:

Lower College Advisor- 2011-present

Deloitte Battle of the Beltway Challenge Judge- 2012, 2013, 2014

President's Leadership Conference Faculty Participant (invited by students)- 2013

Founding Faculty Advisor for WFU Sports Analytics Club- 2012-present

Advised Athletics Department on Recruiting Dashboard- 2014-present

AWARDS AND RECOGNITION:

Profiled in *Old Gold and Black* Student Newspaper

September 2014

2005 Dissertation of the Year Award

Department of Agricultural and Resource Economics

North Carolina State University

(Nominated for AAEA PhD Dissertation Prize)

2004 Teaching Assistant of the Year

College of Agriculture and Life Sciences (CALS)

North Carolina State University

(One of three teaching assistants from CALS to receive the award, which included a \$1000 cash prize.)

2002 Graduate Student Professional Development Workshop Participant

North Carolina State University

2001 Outstanding Teaching Assistant

College of Management

North Carolina State University

1997 McGuffey Scholarship Recipient

Miami University

Recipient of scholarship presented to select students who were enrolled in the College of Education