

## Timothy D. DeSchriv

Dept. of Health, Nutrition and  
Exercise Sciences  
Carpenter Sports Bldg, Rm. 015  
University of Delaware  
Newark, DE 19716  
302/831-2737  
deschriv@udel.edu

9 South Fawn Drive  
Newark, DE 19711  
H: 302/286-6064  
C: 302/230-6693

### EDUCATION

**Ed. D., Physical Education** with an emphasis in Sport Administration, May 1996.  
University of Northern Colorado.  
Dissertation: Factors Affecting Spectator Attendance at NCAA Division II Football Contests.

**M.A., Economics**, May 1993. Penn State University  
Master's Thesis: Cartel Behavior Within the NCAA.

**B.A., Economics**, May 1990. Villanova University  
History Minor, Cum Laude Graduate

### EXPERIENCE

2006- Present      **University of Delaware**  
Associate Professor in the Department of Health, Nutrition, and  
Exercise Sciences

- Instruction of graduate and undergraduate courses in Sport Management.
  - Classes taught include graduate Sport Finance, undergraduate Sport Finance, Sport Marketing, Event/Facility Management, and Freshman Seminar in Sport Management.
- Granted tenure in 2006.
- Advisement of undergraduate students.
- Research responsibilities in the areas of sport finance, sport economics, and sport marketing.
- 2007-2008, Interim Program Director
- Executive Director of the Hens Hardwood Classic 3-on-3 basketball tournament.

2004 – 2006      **University of Delaware**  
Newark, DE  
Assistant Professor in the Department of Health, Nutrition, and  
Exercise Sciences

**EXPERIENCE (cont.)**

1998-2004

**University of Massachusetts**

Amherst, MA

Assistant Professor in the Department of Sport Management.

*Isenberg School of Management*

- Instruction of graduate and undergraduate courses in Sport Management.
  - Classes taught at the Graduate level include Sport Business and Finance, Principles of Sport Finance, and Sport Event Management.
  - Classes taught at the Undergraduate level include Introduction to Sport Management, Economics of Sport, Financial Aspects of Sport, Sport Event Management, and Sport Event Sponsorship.
- Chaired 1 undergraduate honors thesis and served on two additional undergraduate honors committees.
- Advisement of Masters students (1999-2002).
- Co-Executive Director, 1999 and 2000 New Balance Haigis Hoopla 3-on-3 basketball tournaments.
- Co-investigator of two contracted projects for the Center for Spectator Sport Research. Project generated \$85,000 for Sport Management Department.
- 1998-2002. Department located in the College of Food & Natural Resources.
- 2002 – Department transferred to the Isenberg School of Management.
- Granted tenure in 2004.

1995-1998

**Western Carolina University**

Cullowhee, NC

Assistant Professor of Sport Management in the

Department of Health and Human Performance

- Instruction of courses in Sport Management.
- Advisement of undergraduate majors.
- Participation on departmental, college, and university committees.
- Scholarly research responsibilities.
- Affiliate member of the Graduate faculty.

1994

**University of Northern Colorado**

Greeley, CO

Interim Associate Athletic Director

- Event management for intercollegiate athletic contests.
- Financial budget oversight and analysis.
- Involvement in fundraising campaign for new athletic stadium.
- Aided athletic director and coaches with NCAA rules compliance.

**EXPERIENCE (cont)**

1994-1995

**University of Northern Colorado**

Greeley, CO

Graduate Assistant to the Dean of Continuing Education

- Served as assistant to the Dean of College and the Financial Policy Analyst.
- Maintained computer database on course offerings and class sizes.
- Conducted research projects for the UNC Continuing Education Planning Committee.

1991-1993

**Penn State University**

University Park, PA

Graduate Teaching/Research Assistant

- Held teaching and research positions in the Department of Economics.
- Instructed courses and determined grading for 150 students per semester in Macroeconomics and Microeconomics courses.

1990-1991

**U.S. Department of Labor, Bureau of Labor Statistics**

Philadelphia, PA

Field Economist

- Collected wage and salary data from private corporations.
- Aided in the development of corporate listings for future research and statistical analysis.

**RESEARCH**

**PEER REVIEWED JOURNAL ARTICLES**

DeSchrive, T. D. (2007). Much adieu about Freddy: The relationship between MLS spectator attendance and the arrival of Freddy Adu. *Journal of Sport Management*, 21(3), 438-451.

DeSchrive, T. D., & Howard D. (2006) Sport facility funding and asset-backed securitization. *International Journal of Sport Management*, 6 (4), 324-342.

McEvoy, C. D., Nagel, M. S., DeSchrive, T. D., & Brown, M. T. (2005). Facility age and attendance in Major League Baseball: Examining the honeymoon effect. *Sport Management Review*, 8(1) 19-41.

DeSchrive, T. D. & Robinson, M. J. (2003). Consumer differences across large and small market teams in the National Professional Soccer League. *Sport Marketing Quarterly*, 12(2), 80-87.

Timothy D. DeSchriver

Page 4 of 11

### **PEER REVIEWED JOURNAL ARTICLES (cont.)**

DeSchriver, T. D. & Jensen, P. E. (2003). What's in a name?: Factors affecting naming rights prices for major North American sports facilities. *Eastern Economic Journal*, 29(3), 359-376.

DeSchriver, T. D & Jensen, P.E. (2002). Determinants of spectator attendance at NCAA Division II football contests. *Journal of Sport Management*, 16(4), 311-330.

Rivers, D. & DeSchriver, T. D. (2002). Star players, payroll distribution and Major League Baseball attendance. *Sport Marketing Quarterly*, 11(2), 164-173.

DeSchriver, T.D. (1999). Factors affecting spectator attendance at NCAA Division II football contests. *International Sports Journal*, 3(2), 55-65.

DeSchriver, T.D. & Stotlar, D.K. (1996). An economic analysis of cartel behavior within the NCAA. *Journal of Sport Management*, 10(4), 388-400.

### **WORKING PAPERS**

DeSchriver, T.D. & Rascher, D. *Factors affecting luxury suite pricing in Major North American sport facilities.*

Measley, N. & DeSchriver, T.D. *Experiential education and instruction of sport event facility courses.*

DeSchriver, T.D., Gladden, J., & Cobbs, J. *The branding of David Beckham and marketing within Major League Soccer.*

Mahony, D. & DeSchriver, T.D. Financial aspects of Intercollegiate Athletics. In Humphries, B. And Howard, D. *Financial Aspects of Sport. In press.*

### **TEXTBOOK**

Fried, G., & Shapiro, S., & DeSchriver, T.D. (2008). *Sport Finance, 2<sup>nd</sup> edition.* Human Kinetics Publishing.

Fried, G., Shapiro, S., & DeSchriver, T.D. (2003). *Sport finance.* Human Kinetics Publishing.

### **BOOK CHAPTERS**

Mahony, D. F., & DeSchriver, T. D. (2008). The big business of college sports in America. In

B. R. Humphreys & D. R. Howard (Eds.), *The Business of Sports: Volume 1 – Perspectives on the sports industry* (pp. 225-252). Westport, CT: Praeger.

DeSchriver, T.D. & Mahony, D, F. (2007). Finance, economics, and budgeting in the sport industry. In Parks, J. & Quarterman, J. *Contemporary Sport Management, 3<sup>rd</sup> Edition.* Human Kinetics.

### **TEXTBOOK CHAPTERS (cont.)**

- Howard, D., & DeSchrive, T. D. (2005). Financial principles applied to sport management. In Masteralexis, L. P., Barr, C. A., & Hums, M. A. *Principles and Practices of Sport Management, 2<sup>nd</sup> Edition*. Aspen Publications.
- DeSchrive, T.D. & Mahony, D.F. (2003). Finance, economics, and budgeting in the sport industry. In Parks, J., Quarterman, J, and Thibault, L.. *Contemporary Sport Management, 2<sup>nd</sup> Edition*. Human Kinetics Publishing.

### **NON-PEER REVIEWED PUBLICATIONS**

- DeSchrive, T. D., & Stotlar, D.K. (2004). An economic analysis of cartel behavior within the NCAA. In S. Rosner & Shropshire, K. (Eds.), *The Business of Sports* (pp. 317-320). Sudbury, MA: Jones and Bartlett.
- DeSchrive, T. D. (2002). Book Review: *Sole influence*, by Yaeger and Wetzel. *Sport Marketing Quarterly*, 11(1), p. 65-66.
- DeSchrive, T. D. (23-29 April, 2001). A bright idea for the PGA Tour: Night flights. *Street & Smith's SportsBusiness Journal*, 4(1), p. 31.
- DeSchrive, T.D. (1997). Book Review: *Financing sport*, by Howard and Crompton. *Journal of Sport Management*, 11(2), p. 182-183.

### **REPORTS**

- "Patron analysis of National Steeplechase Association event attendees". A report for the National Steeplechase Association, 1999.
- "Patron analysis of NCAA Baseball Championship event attendees", with William Sutton, Richard Irwin, and James Gladden". A report for the National Collegiate Athletic Association, 2000.
- "Patron analysis of Major League Soccer/Anschutz Entertainment Group teams", with James Gladden". A report for the Anschutz Entertainment Group, 2002.
- "Economic impact analysis of the Ripken Baseball World Series". with Matthew Robinson. A report for Ripken Baseball, 2005.
- "Economic impact analysis of the Ripken Baseball Summer Youth Camps", with Matthew Robinson. A report for Ripken Baseball, 2005.
- "An analysis of the luxury suite/club seat pricing at Red Bull Park". with Daniel Rascher. A report for the New York Red Bulls, 2008.
- "An analysis of the salary system in Major League Soccer", with Daniel Rascher. A report for the New York Red Bulls, 2008.

### **GRANTS/CONTRACTS**

- Robinson, M. J., Barlow, D., & DeSchraver, T.D. United States Department of State International Sports Programming Initiative Grant (2005). University of Delaware Sport Coaching Initiative. (Awarded \$292,000)
- DeSchraver, T.D. (2005). University of Delaware Global Citizenship Faculty Fellows Program. (2005). University grant to be used for travel expenses to the nations of Turkey and South Korea to conduct research on international sport management for classroom use. \$1,000.
- Gladden, J., and DeSchraver, T.D. (2002) Anschutz Entertainment Group/Major League Soccer. Co-researcher for patron analysis study on MLS attendees. \$36,000.
- McDonald, M., & DeSchraver, T.D. (2000). National Steeplechase Association. Co-researcher for patron analysis study on NSA event attendees. \$19,000.
- Irwin, R.L., Sutton, W.A., Gladden, J., & DeSchraver, T.D. (2000-2001). National Collegiate Athletic Association. Co-researcher for patron analysis research at NCAA Championship events. \$30,000.
- DeSchraver, T.D. (2000). University of Massachusetts, College of Food and Natural Resources. Grant for attendance at the 2<sup>nd</sup> Annual Sports Finance Forum. Scottsdale, AZ. March 27-29, 2000. \$600 grant, additional \$600 match from Dept. of Sport Management.

### **PEER REVIEWED CONFERENCE PRESENTATIONS**

DeSchraver, T. D. (1995). *An economic analysis of NCAA regulations*. Student poster presentation at the 1995 North American Society for Sport Management Conference.

DeSchraver, T.D. (1996). *Factors affecting spectator attendance at NCAA Division II football games*. Presentation at the 1996 North American Society for Sport Management Conference. Frederickton, New Brunswick, Canada. May, 1996.

DeSchraver, T.D. (1997). *Cartel behavior within the National Collegiate Athletic Association*. Presentation at the 1997 North American Society for Sport Management Conference. San Antonio, TX. May, 1997.

Robinson, M.J., & DeSchraver, T.D. (1998). *Factors influencing consumer purchasing decisions for indoor professional soccer contests*. Presentation at the 1998 North American Society for Sport Management Conference. Buffalo, NY. May, 1998.

DeSchraver, T.D. & Robinson, M. J. (1999). *Acquisition of corporate sponsors for sport organizations: An instruction session for sport practitioners*. 1999 AAHPERD national convention. Boston, MA. April, 1999.

DeSchraver, T.D. & Robinson, M. J. (1999). *Large and small markets: A comparison of patrons across markets in the National Professional Soccer League*. 1999 North American Society for Sport Management Conference. Vancouver, British Columbia, Canada. June, 1999.

Timothy D. DeSchrive

Page 7 of 11

**PEER REVIEWED CONFERENCE PRESENTATIONS (cont)**

DeSchrive, T. D. & Wilson, D. (1999). *Who's making the call?: Ticket pricing in NCAA Division I-A college football*. 1999 North American Society for Sport Management Conference. Vancouver, British Columbia, Canada. June, 1999.

DeSchrive, T. D. & Jensen, P. E. (2000). *What's in a name?: Factors affecting naming rights prices for major North American sports facilities*. 2000 North American Society for Sport Management Conference. Colorado Springs, CO. June, 2000.

DeSchrive, T. D. & Howard, D. (2001). *Asset backed securitization and sport facility financing*. 2001 North American Society for Sport Management Conference. Virginia Beach, VA. June, 2001.

DeSchrive, T. D. & Jensen, P. E. (2002). *Wins vs. profit: Ownership incentives in Major League Baseball*. 2002 North American Society for Sport Management Conference. Canmore, Alberta, Canada, June, 2002.

DeSchrive, T. D. & Jensen, P. E. (2003). *An empirical estimation of marginal revenue products in Major League Baseball*. 2003 North American Society for Sport Management Conference. Ithaca, NY. June, 2003.

McEvoy, C. D., Nagel, M. S., DeSchrive, T. D., & Brown, M. T. (2003). *Facility age and attendance in Major League Baseball: Examining the honeymoon effect*. 2003 North American Society for Sport Management Conference. Ithaca, NY. June, 2003.

Tomasini, N., and DeSchrive, T.D. (2004). *Perceptions of Division I-A Athletic Administrators toward the Organization of the Bowl Championship Series*. 2004 Sport Marketing Association Conference. Memphis, TN. November, 2004.

Nagel, M., DeSchrive, T.D., and Southall, R. (2005). *The relationship between Major League Baseball teams and their minor league affiliates*. 2005 Sport Marketing Association Conference. Tempe, AZ. November, 2005.

DeSchrive, T.D. (2006). *Much adieu about Freddy: The relationship between Freddy Adu and attendance in Major League Soccer*. 2006 North American Society for Sport Management Conference. Kansas City, MO. June 1, 2006.

DeSchrive, T.D., Rascher, D., Mondello, M., and Brown, M. (2007). *Teaching sport financial management: A resource and information sharing session*. 2007 North American Society for Sport Management Conference. Ft. Lauderdale, FL. June 3, 2007.

DeSchrive, T.D., Gladden, J., and Cobbs, J. (2007). *Brand it like Beckham: David Beckham and the repositioning of Major League Soccer*. 2007 Sport Marketing Association Conference. Pittsburgh, PA. November 1, 2007.

Timothy D. DeSchrive

Page 8 of 11

### **INVITED CONFERENCE PRESENTATIONS**

Session leader in "*Exploring Resources in Sport Management, A roundtable session on the instruction of Sport Management courses*". Marcia Walker and Robin Ammon (Organizers). (1996). 1996 AAHPERD National Conference, Atlanta, GA. April, 1996. Led a roundtable session on the teaching of courses in Sport Finance/Economics.

DeSchrive, T.D. (1997). *Teaching Sport Finance: A resource sharing session. Facilitated a roundtable session on the teaching of a course in Sport Finance*. 1997 North American Society for Sport Management Conference. San Antonio, TX. May, 1997.

Session leader in "*On the cutting edge of sport management curriculum content and delivery*". Richard L. Irwin and Michael R. Judd (Organizers). (1998). 1998 North American Society for Sport Management Conference. Buffalo, NY. May, 1998. Led a session on the teaching of Sport Finance and Business Administration.

*Education in the future: Facility management*. (1999) Invited member of a roundtable session at the 1999 International Association of Assembly Managers Conference. Toronto, Ontario, Canada. July, 1999.

*Student Roundtable Session*. (2003) Invited member of roundtable session at the 2003 North American Society for Sport Management Conference. Ithaca, NY, May 31, 2003.

McEvoy, C. D., Nagel, M. S., DeSchrive, T. D., & Brown, M. T (2005). *Facility age and attendance in Major League Baseball: Examining the honeymoon effect*. 2005 Korean International Sport Management Conference, Seoul, South Korea. June 29-July 1, 2005. Invited international speaker.

Invited panelist (2005). *Steroids in sports: Should the public care what athletes do to their bodies?*: Senator Joseph R. Biden Youth Conference. Dover, Delaware. May 9, 2005.

DeSchrive, T.D. (2005). *Financial budgeting and forecasting*. Effective Sport Business Strategies: The "Business of Basketball" Seminar. Istanbul, Turkey. June 20-21, 2005.

Invited international speaker.

DeSchrive, T.D. (2005). *Using data base marketing to enhance marketing efforts: Ticket sales strategies*. Effective Sport Business Strategies: The "Business of Basketball" Seminar. Istanbul, Turkey. June 20-21, 2005. Invited international speaker.

DeSchrive, T.D. (2005). *Sources of ancillary income in professional sport*. Effective Sport Business Strategies: The "Business of Basketball" Seminar. Istanbul, Turkey. June 20-21, 2005. Invited international speaker.

Timothy D. DeSchriver

Page 9 of 11

## **TEACHING**

### **COURSE INSTRUCTION**

#### University of Delaware

- Sport Finance (Graduate)
- Sport Marketing (Undergraduate and Grad)
- Sport Finance (UG)
- Event and Facility Management (UG)
- Foundations in Sport Management (UG)

#### University of Massachusetts

- Sport Business and Finance (Grad)
- Sport Finance (UG)
- Economics of Sport (UG)
- Introduction to Sport Management (UG)
- Sport Event Management (UG/Grad)
- Sport Event Sponsorship (UG)

#### Western Carolina University (all undergraduate)

- Financial Aspects of Sport
- Sport Marketing
- Event and Facility Management and Marketing
- Introduction to Sport Management
- Sport Management Apprenticeship

#### Penn State University

- Introduction to Microeconomics (Graduate Teaching Assistant)
- Introduction to Macroeconomics (Graduate Teaching Assistant)

## **SERVICE**

### **ACADEMIC SERVICE**

#### North American Society for Sport Management

- 2002-2004, Member-At-Large for the NASSM Executive Council.
- 2004, Chair of the NASSM Student Research Competition Selection Committee
- 2004-2006, Chair of the NASSM Strategic Planning Finance Committee
- 2004, Chair of the Earle F. Zeigler Award Selection Committee
- 2002-3, Member, Website Advertising Committee.
- 2001-Present, NASSM Conference Abstract Reviewer.
- 2001-2003, NASSM Student Research Paper Contest, Paper Reviewer.
- 2008, Section Leader for NASSM Conference Abstract Review, Finance/Economics.

#### Sport Marketing Association/Quarterly

- 2004, SMA Conference Abstract Reviewer
- 2001-Present, Editorial Board Member
- 2000-2001, Guest Reviewer

Timothy D. DeSchraver

Page 10 of 11

### **ACADEMIC SERVICE (cont.)**

#### Journal of Sport Management

- 2003-Present, Editorial Board Member
- 2002, Guest Reviewer

#### International Journal of Sport Finance

- 2004-Present, Editorial Board Member

#### Guest Reviewer

- 2001, *Southern Economic Journal*
- 2003, *Eastern Economic Journal*
- 2003, *Sport Management Review*
- 2004, *Journal of Sports Economics*

### **UNIVERSITY SERVICE**

#### University of Delaware

- Member, College of Health Sciences Promotion and Tenure Committee (2007-Present).
- Member, Department of Health, Nutrition and Exercise Sciences Undergraduate Curriculum Committee (2007-Present).
- Member, Campus Recreation and Intramurals Strategic Planning Subcommittee (2007-Present).
- Interim Sport Management Program Director, (2007-2008).

#### University of Massachusetts

- Member, College of Food and Natural Resources Curriculum Committee (2000-2002).
- Member, Isenberg School of Management Undergraduate Curriculum and Academic Policy Committee (2002-2003).
- Member, Sport Management/Hotel and Tourism Administration Personnel Committee (2002-2003).
- Co-advisor, UMASSM Student Sport Management Majors Club (1998-2000,2002-2003).
- Member, Dept. of Sport Studies Graduate Admissions Committee (1998-2003).
- Member, Dept. of Sport Studies Personnel Review Committee (1998-2003).
- Selection Committee, Service Beyond Sport Award (2001).

#### Western Carolina University

- Chancellor's Ad Hoc Textbook Rental Committee.
- College of Education and Allied Professions Minority Recruitment Committee.
- College of Education and Allied Professions Experiential Education Evaluation Committee.
- Dept. of Health and Human Performance Program Evaluation Committee.
- Dept. of Health and Human Performance Athletic Training Advisory Committee.
- Dept. of Health and Human Performance Graduate Program Marketing Committee.
- University Visiting Scholars Committee.

Timothy D. DeSchriver

Page 11 of 11

### **EXTERNAL SERVICE ACTIVITY**

- Program Reviewer, Reviewed sport management program and curriculum for the University of Wisconsin-Parkside. Fall 1999.
- Textbook Reviewer, Invited guest reviewer for Sport Economics, authored by Li, M, Hofacre, S, & Mahony, D. Fitness Information Technology Sport Management Library Series, Fall 1999.
- On-Site Director, 2007 USA Team Handball National Open Club Championships, April 7-9, 2007. University of Delaware, Newark, DE.

#### Western Carolina University

- Dept. of Health, Physical Education and Recreation representative to the State Employees' United Way Campaign.
- Dept. of Health, Physical Education and Recreation representative at WCU Open Houses and Job Fairs.
- Led student educational trips to the Georgia Southern Sport Management Conference. 1996-1998.

### **MEDIA EXPOSURE**

- Quoted interviews in the *New York Times*, *Washington Post*, *Hartford Courant*, and *Dayton Daily News*.
- Conducted interview on BBC Five Live radio show "Up All Night", June 25, 2003.
- Conducted interviews on CNN-Turkey and Fenerbache TV in Istanbul, Turkey, June 21, 2005.

### **AWARDS**

#### Western Carolina University

- University Microgrant for attendance at the 1997 North Carolina Faculty Seminar for Exemplary Teaching. \$200.

#### University of Northern Colorado

- Colorado State Graduate Fellowship, 1994-1995. \$500.

### **PROFESSIONAL ASSOCIATION**

#### **MEMBERSHIP**

- Honor Society of Phi Kappa Phi, University of Delaware Chapter, 2005-Present
- North American Society for Sport Management (NASSM). 1993-Present.
- Sport Marketing Association (SMA), 2003-Present.
- American Alliance for Health, Physical Education, Recreation, and Dance (AAHPERD). 1995-1996.