

# **Todd McFall**

**Assistant Teaching Professor of Economics at Wake Forest University**

Winston-Salem, NC, US

McFall uses his interest in golf and basketball to explain how regulatory policies impact competitors' strategies.

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## **Biography**

Sports economist Todd McFall uses his interest in golf, basketball and tournament competition to explain how regulatory policies may have surprising outcomes with regards to competitors' strategies.

In his recent book, "The (Peculiar) Economics of NCAA Basketball," McFall discusses the NCAA's repeated favoritism towards schools with the largest economic influence. After decades of mismanagement and complacency, he argues, the NCAA is paying the price.

McFall can also discuss the risks versus rewards when state and local governments become involved in the financing, design, construction, and management or ownership of professional sports facilities.

His findings in a study on player behavior following the banning of high-spin clubs on the PGA Tour reveal more than how pro golfers traded risk for more certain strategies and improved their scores, despite the less technologically advanced equipment with which they were allowed to play. The research supports previous studies that tell us people change their behavior when the rules change -- adding credence to the notion that government regulations may not always have the affect lawmakers anticipate.

McFall has served as an economist at Welch Consulting, Ltd., where he worked with law firms seeking advice on economic litigation matters. He has published peer-reviewed articles related to golf and golfing tournaments in The Journal of Sports Economics and Applied Economic Letters. He has comfortable with both radio and broadcast interviews.

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## **Areas of Expertise**

Technological Change on Economic Decision-Making, Sports Economics, Economic Implications of Public Policy, Economic Litigation, Personnell Economics, Economics of Education, NCAA Tournament Organization

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## **Education**

**North Carolina State University**

Ph.D. Economics

**Miami University**

B.Ed. Education

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## **Accomplishments**

**Dissertation of the Year**

Award in Department of Agricultural Resource Economics, North Carolina State University

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