

## BRUCE K. JOHNSON

James Graham Brown Professor of Economics holding the  
Marlene and David Grissom Professorship of Social Studies  
Centre College  
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### Academic Positions Held

#### *Centre College*

Marlene and David Grissom Professor of Social Studies, Centre College, 2019-2022  
James Graham Brown Professor of Economics, September 2001-  
James Graham Brown Associate Professor, September 1992 to August 2001  
Assistant Professor, September 1987 to August 1992.

#### *University of Virginia*

Visiting Professor of Economics, August 2001 to May 2002 and Spring Semester 2010;  
Summer Session 2002, 2003, 2004, 2010.  
Instructor of Economics, September 1981 to May 1984.  
Teaching Assistant, September 1979 to May 1981, Principles of Economics, Graduate Econometrics.

#### *Rose-Hulman Institute of Technology*

Assistant Professor of Economics, September 1984 to August 1987.

### Education

1985	University of Virginia	Ph.D.	Economics
1978	Transylvania University	B.A.	Economics, Magna cum Laude

### Refereed Articles

Humphreys, Brad, **Bruce K. Johnson**, and John C. Whitehead, "Validity and Reliability of Contingent Valuation and Life Satisfaction Measures of Welfare: An Application to the Value of National Olympic Success," *Southern Economic Journal*, 2020; 87: 316-330.

<https://doi.org/10.1002/soej.12453>

Hanhan Xue, Daniel S Mason, Brad R Humphreys, **Bruce K Johnson**, and John C Whitehead, "Framing the Olympic Elite Athlete Funding Issue: A Case Study of Canadian Newspaper Coverage," *Communication & Sport*, 7: 3, 310-336, 2019. <https://doi.org/10.1177/2167479518775427>

Roush, Justin and **Bruce K. Johnson**, "A College Athletics Recruiting Game to Teach the Economics of Rent Seeking," *Journal of Economic Education*, 49: 2, 194-199, April-June 2018.

<https://doi.org/10.1080/00220485.2018.1438942>

- Humphreys, Brad R. and **Bruce K. Johnson**, Daniel S. Mason, and John C. Whitehead, "Estimating the Value of Medal Success in the Olympic Games," *Journal of Sports Economics*, 19: 3, 398-416, April 2018. <https://doi.org/10.1177/1527002515626221>
- Wicker, Pamela, John C. Whitehead, **Bruce K. Johnson**, and Daniel S. Mason, "The Effect of Sporting Success and Management Failure on Attendance Demand in the Bundesliga: A Revealed and Stated Preference Travel Cost Approach," *Applied Economics*, 49: 52, 5287-5295. <https://doi.org/10.1080/00036846.2017.1305090>.
- Wicker, Pamela, John C. Whitehead, Daniel S. Mason, and **Bruce K. Johnson**, "Public Support for Hosting the Olympic Summer Games in Germany: The CVM Approach," *Urban Studies*, 54:15, 3403–3422, November 2017. <https://doi.org/10.1177/0042098016675085>.
- Wicker, Pamela, John C. Whitehead, **Bruce K. Johnson**, and Daniel S. Mason, "Willingness-to-Pay for Sporting Success of Football Bundesliga Teams," *Contemporary Economic Policy*, 34:3, 446-462, July 2016. <https://doi/10.1111/coep.12148>.
- Petkus, Marie, John J. Perry, and **Bruce K. Johnson**, "Core Requirements for the Economics Major," *Journal of Economic Education*, 45:1, 56-62, Winter 2014. <http://dx.doi.org/10.1080/00220485.2014.859961>.
- Whitehead, John C., **Bruce K. Johnson**, Daniel S. Mason, and Gordon Walker, "Consumption Benefits of National Hockey League Game Trips Estimated from Revealed and Stated Preference Demand Data," *Economic Inquiry*, vol. 51, no. 1, January 2013, 1012-25. <http://dx.doi.org/10.1111/j.1465-7295.2011.00397.x>.
- Johnson, Bruce K.**, John C. Whitehead, Daniel S. Mason, and Gordon Walker, "Willingness to Pay for Downtown Public Goods Generated by Large, Sports-Anchored Development Projects: The CVM Approach," *City, Culture, and Society*, vol. 3, no. 3, 201-208, September, 2012. <https://doi.org/10.1016/j.ccs.2012.06.007>
- Johnson, Bruce K.**, Marie Petkus and John J. Perry, "The Status of Econometrics in the Economics Major: A Survey," *Journal of Economic Education*, 43:3, 315-324, Summer 2012. <http://dx.doi.org/10.1080/00220485.2012.686782>
- Walker, Gordon, Daniel S. Mason, **Bruce K. Johnson**, and John C. Whitehead, "The End Doesn't Always Justify the Means: Public Support for Funding Amateur Sports and Recreation Using Alberta Lottery Fund Monies," *World Leisure Journal*, 50: 4, 285-294, 2008.
- Johnson, Bruce K.**, John C. Whitehead, Daniel S. Mason, and Gordon Walker, "Willingness to Pay for Amateur Sport and Recreation Programs," *Contemporary Economic Policy*, 25: 4, 553-564, October 2007. <https://doi.org/10.1111/j.1465-7287.2007.00072.x>

- Johnson, Bruce K.**, Michael J. Mondello, and John C. Whitehead, "The Value of Public Goods Generated by a National Football League Team," *Journal of Sport Management*, 21:1, 123-136, January 2007. <https://doi.org/10.1123/jsm.21.1.123>
- Johnson, Bruce K.**, Michael J. Mondello, and John C. Whitehead, "Contingent Valuation of Sports: Temporal Embedding and Ordering Effects," *Journal of Sports Economics*, 7:3, 267-288, August 2006. <https://doi.org/10.1177/1527002504272943>
- Groothuis, Peter, **Bruce K. Johnson**, and John C. Whitehead, "Public Funding of Professional Sports Stadiums: Public Choice or Civic Pride?" *Eastern Economic Journal*, 30:4, 515-526, Fall 2004.
- Johnson, Bruce K.**, Peter Groothuis, and John C. Whitehead, "Value of Public Goods from a Major League Sports Franchise: The CVM Approach," *Journal of Sports Economics*, 2:1, 6-21, February 2001. <https://doi.org/10.1177/152700250100200102>
- Johnson, Bruce K.**, and John C. Whitehead, "Value of Public Goods From Sports Stadiums: The CVM Approach," *Contemporary Economic Policy*, 18:1, 48-58, January 2000. <https://doi.org/10.1111/j.1465-7287.2000.tb00005.x> Reprinted as chapter 22 in *Public Facilities Planning*, edited by L. Kiminami, K. Button, and P. Nijkamp, 2007, volume 3 of the *Classics in Planning* series, Cheltenham, UK: Edward Elgar Publishing Ltd.

### Book Chapters and Encyclopedia Entries

- Johnson, Bruce K.**, and John C. Whitehead, "Contingent Valuation of Sports," in *The Oxford Handbook of Sports Economics: Economics Through Sports*: vol. 2, edited by Leo H. Kahane and Stephen Shmanske, New York: Oxford University Press, 2012, pp. 335-349. <https://doi.org/10.1093/oxfordhb/9780195387780.013.0019>
- Johnson, Bruce K.**, "The Valuation of Nonmarket Benefits in Sport" in *The Business of Sport*, volume 2, *Economic Perspectives on Sport*, edited by Brad R. Humphreys and Dennis R. Howard, Westport, Connecticut: Praeger Publishers, 2008, pp. 207-233.
- Johnson, Bruce K.**, "An Overlooked Implication of Baseball's Antitrust Exemption," in *Diamond Mines: Baseball and Labor*, edited by Paul D. Staudohar, Syracuse University Press, 2000, pp. 96-108. Reprinted in Thomas L. Altherr, ed., *The Cooperstown Symposium on Baseball and American Culture, 1998*, McFarland & Company, 2002, pp. 9-23.
- Johnson, Bruce K.**, "Why Baseball's Antitrust Exemption Must Go," in Daniel Marburger, ed., *Stee-ri-kee Four! What's Wrong With the National Pastime?* Westport, CT: Praeger Press, 1997, pp. 135-141.
- Johnson, Bruce K.**, "Team Racial Composition and Players' Salaries," in Paul Sommers, ed., *Diamonds are Forever: The Business of Major League Baseball*. Washington, D.C.: The Brookings Institution, 1992, pp. 189-202.
- Johnson, Bruce K.**, "[Kentucky] Economy," in *The Kentucky Encyclopedia*. Lexington, Ky.: University Press of Kentucky, 1992, pp. 280-283.

## Textbook

Contributing Author, *Using Econometrics: A Practical Guide*, 7<sup>th</sup> ed., by A. H. Studenmund, Boston: Pearson, 2017.

## Academic Book Reviews

Richard G. Sheehan, *Keeping Score: The Economics of Big-Time Sports*. Reviewed in *Southern Economic Journal*, 64:1, 344-45, July 1997.

Eric M. Leifer, *Making the Majors: The Transformation of Team Sports in America*. Reviewed in *Southern Economic Journal*, 63:2, 544-545, October 1996.

Gerald W. Scully, *The Market Structure of Sports*. Reviewed in *Southern Economic Journal*, 62:2, 505-507, October 1995.

James Quirk and Rodney D. Fort, *Pay Dirt: The Business of Professional Team Sports*. Reviewed in *Southern Economic Journal*, 60:3, 778-779, January 1994.

Arthur Fleisher III, Brian Goff, and Robert Tollison, *The National Collegiate Athletic Association: A Study in Cartel Behavior*. Reviewed in *Southern Economic Journal*, 59:3, 549-550, January 1993.

## Newspaper and Magazine Articles

"A Dollar's Worth: Inflation-Adjusted Earnings of Thoroughbred Race Horses," *The Blood-Horse*, 122:34, pp. 4108-4109, 24 August 1996.

Fifty-one op-ed articles, seven written with Harry Landreth, many published in multiple newspapers. On economic issues such as the economics of obesity, the Microsoft antitrust case, campaign finance reform, do-not call lists, school reform, sports economics, and environmental protection. Newspapers publishing the articles include, among others, *USA Today*, *Boston Globe*, *Atlanta Constitution*, *Minneapolis Star Tribune*, *Louisville Courier-Journal*, *Cincinnati Enquirer*, *Indianapolis Star*, *Providence Journal-Bulletin*, *Fort Worth Star-Telegram*, *Charlotte Observer*, *Lexington Herald-Leader*, *Orlando Sentinel*, and *Roanoke Times*.

Twelve reviews of books on economics topics in *Lexington Herald-Leader*.

## Other Publications

Knapp, John L., and **Bruce K. Johnson**, "Use-Value Taxation in Virginia," *Land: Issues and Problems*. Blacksburg, Va.: Virginia Polytechnic and State University, February 1983.

Knapp, John L., and **Bruce K. Johnson**, *Virginia Issues: The Retail Sales Tax*, Charlottesville, Va.: Tayloe Murphy Institute, Colgate Darden Graduate School of Business Administration, December 1981.

## External Grants

Alberta Gaming Research Institute. Principal co-investigator, with Daniel Mason and Gordon Walker (University of Alberta) and John Whitehead (Appalachian State University) \$148,325 (Canadian), payable 2006-2007 to estimate willingness to pay for sport and cultural public goods.

Social Sciences and Humanities Research Council of Canada (SSHRC award # 410-2009-0920). Collaborator, with Brad Humphreys and Daniel Mason (University of Alberta) and John Whitehead (Appalachian State University). \$123,760 (Canadian) payable 2009-2011 for Contingent Valuation Method surveys to estimate willingness to pay for sport public goods for Canadian Winter Olympic medals.

## Reviewing, Consulting, Advising

Ad hoc referee for the *Review of Economics and Statistics*; *Journal of Labor Economics*; *Southern Economic Journal*; *Contemporary Economic Policy*; *Journal of Sports Economics*; *Eastern Economic Journal*; *Journal of Socio-Economics*; *International Journal of Sport Management and Finance*; *Journal of Economic Education*; *Journal of Urban Affairs*; *State and Local Government Review*; *Princeton University Press*; *Growth & Change*.

Ad hoc reviewer of textbooks and web-based resources for Addison Wesley Longman, Bell & Howell, Cengage, D. C. Heath, John Wiley & Sons, McGraw-Hill, O'Donnell and Associates, Prentice-Hall, Thompson Southwest, and Worth.

Expert witness in determining value of lost earnings of a minor league baseball player, for Baker, Donelson, Bearman, Caldwell, and Berkowitz, Jackson, MS, 2003-2010.

## Conference Participation

### *Papers presented:*

Western Economic Association, 1995, 1996, 1998, 2000, 2007, 2009, 2010, 2013, 2014;  
Southern Economic Association, 1985, 1986, 1988, 1991, 1995, 2000, 2003, 2004, 2006, 2008, 2009, 2010, 2013, 2015;  
Eastern Economic Association, 1986, 1996, 2004;  
Middlebury College Conference on Baseball Economics, 1991;  
Cooperstown Symposium on Baseball and American Culture, 1998;  
Kentucky Economic Association, 2001, 2002;  
International Atlantic Economic Society, 2007;  
Allied Social Sciences Association, 2011, 2013.

### *Panelist:*

Southern Economic Association, 1997;  
Kentucky Economic Association 2011.

## **Invited Presentations**

- University of Cincinnati Department of Economics seminar, November 2000.
- Louisiana State University Faculty and Graduate Student seminar, March 2003.
- Kentucky Council on Economic Education, July 2003.
- University of North Carolina at Asheville Department of Economics seminar, April 2007.
- University of Alberta and Edmonton Chamber of Commerce Conference on the Role of Sports and Entertainment Facilities in Urban Development, February 2008.
- Appalachian State University Department of Economics seminar, September 2010.
- [University of Zurich Department of Business Administration-Entrepreneurship](#), March 2011.
- Martin School of Public Policy and Administration at the University of Kentucky, [Panel Discussion](#) with former Senator Bill Bradley on Legalized Sports Gambling, October 2018.

## **Public Service**

Member of Consensus Forecasting Group, Commonwealth of Kentucky, the nonpartisan body charged with developing the official, binding forecast of revenues for the purposes of developing the state government budget, 2006 to present.

## **Service to the Economics Profession**

Vice President, North American Association of Sports Economists, 2010-2012.

Member, Nominating Committee, Southern Economic Association, 2009.

Member, Board of Directors, Kentucky Economic Association, 1999-2001, 2006-2008.

Outside reviewer in tenure and promotion cases at St. Lawrence University, Texas Christian University, Rhodes College, and University of Virginia.

Outside reviewer in assessment of the economics departments at Transylvania University and Thomas More College, both in 2007.

## **College Service**

Member, Search Committee for Vice President for Development and Alumni Engagement, 2020.

Member, Centre College Presidential Search Committee, 2019-2020.

Co-Chair, Press Distinguished Lecture Committee, 2018—2020.

Co-Chair, Centre College Bicentennial Committee, 2016—2020.

## **College Service, continued**

Special Committee on Promotions, chair, 2022—present.  
Special Committee on Promotions, member, 2018—present.

Member, CFO Search Committee, 2016.

Faculty President, July 2013 through June 2016.

Chair of Social Studies Division, September 2002 to August 2005, and July 2007 to July 2009, with administrative and hiring responsibilities for programs in Anthropology and Sociology, Economics, Education, Government, History, International Studies, and Religion.

Director of Centre College program in London, 1993-94; Co-director, Spring 2001, Spring 2006, Spring 2011, and Spring 2018.

Committees chaired in past: Faculty Steering 2013-16, Faculty Development 1994-95, Admissions 1991, Economics Program (1997-1999, 2006-08 2018-2019), Review Board 1997, and Tenure and Promotion (1999-2000 and 2012-2013).

*Co-Chair:* Task Force to Revise Faculty Handbook Language on Tenure and Promotion, 2015-2016

*Other committee service:* Strategic Planning, Planning and Priorities, Computer Services, ad hoc Committee on Faculty Evaluation, Space Utilization Committee, Curriculum and Academic Standards.

## **Experience**

### Teaching

Courses taught include: Econometrics, Principles of Economics, Intermediate Microeconomics, Economics of Sports, Experimental Economics, Managerial Economics, Economics of London, Urban Economics, Economics of the Thoroughbred Horse Industry, Industrial Organization, American Economic History, Economic History of the Modern World, Economic Journalism, Government Regulation, Intermediate Macroeconomics, Comparative Economic Systems.

### Research positions

Graduate Research Assistant, Tayloe Murphy Institute (now the Weldon Cooper Center for Public Service), The Colgate Darden Graduate School of Business Administration, University of Virginia, June 1981 to August 1982.

Research Economist, Bureau of Economic Analysis, U.S. Dept. of Commerce, Washington, D.C., Summers of 1979 and 1980.

## **Honors**

- Marlene and David Grissom Professor of Social Studies at Centre College, fixed term 2019-2022.
- James Graham Brown Professor of Economics at Centre College, September 1992 to present.
- David F. Hughes Award for Excellence in Teaching and Service, Centre College, given by Omicron Delta Kappa Leadership Honorary, 2018-2019.
- Outstanding Faculty Member, Centre College Office of Greek Life, 2018-2019.
- William H. Breeze Award (Professor of the Year) 2018, Beta Theta Pi at Centre College.
- Kirk Award for Excellence in Teaching, Centre College, 2010.
- Davidge, DuPont, and Earhart Foundation Fellowships, all at the University of Virginia
- State Farm Companies Foundation Exceptional Student Fellowship, a national award for use at the graduate school of the recipient's choice, 1978.

## **Professional Affiliations**

- American Economic Association
- North American Association of Sports Economists
- Southern Economic Association
- Western Economic Association International
- Kentucky Economic Association