Dr. Joel Potter

University of North Georgia Economics and Finance (706) 864-1612 Email: joel.potter@ung.edu

Education

PhD, Kansas State University, 2008. Major: Economics, GPA 3.94

BS, Northwest Missouri State University, 2003. Major: History and Economics, GPA 3.95

AS, Johnson County Community College, 2001. Major: Liberal Arts, GPA 4.0

Academic Positions

Mike Cottrell College of Business, Professor, University of North Georgia. (August 1, 2019 - Present).

Mike Cottrell College of Business, Associate Professor, University of North Georgia. (2013 - July 2019).

Mike Cottrell College of Business, Assistant Professor, University of North Georgia. (2008 - 2013).

Economics Department, Teaching Assistant, Kansas State University. (2003 - 2008).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

- Potter, J., Smith, D. More Money, More Problems: NIL Deals' Effect on NCAA Booster Donations. *Managerial Finance*.
- Ehrlich, J., Potter, J., Sanders, S. (in press). "Wins, Profit, or Nothing? Decomposing Productive Inputs to Understand Firm Maximization". *American Behavioral Scientist*.
- Potter, J., Wethington, W. (in press). The Economics of an Aging Superstar's Popularity: The Case of Tiger Woods. *American Behavioral Scientist*.
- Ehrlich, J., Potter, J., Sanders, S. (2024). Luck in high-stakes firm lottery allocation: A natural experimental test of Coasean efficiency and invariance in a prominent sport

- finance setting. *Journal of Behavioral and Experimental Finance*, 44, 101002. https://doi.org/10.1016/j.jbef.2024.101002
- Potter, J., Scott, J., Ryan, M., Flowers, M. (2024). Student Responsiveness to Extra Credit Opportunities. Southern Business and Economic Journal, 45(2), 21-30. https://www.aum.edu/wp-content/uploads/2024/02/SBEJ-vol-45-2.pdf
- Ehrlich, J., Potter, J., Sanders, S., Paul, R. (2024). Spectators or Influencers? The Crowd Effect Upon Winning in the NFL: A Natural Experiment. *International Journal of Sport Finance*, 19(1), 3-24. https://doi.org/10.32731/ijsf/191.022024.01
- Ehrlich, J., Potter, J. (2023). Estimating the effect of attendance on home advantage in the National Basketball Association. *Applied Economics Letters*, 30(11), 1471-1482. https://doi.org/10.1080/13504851.2022.2061898
- Potter, J., Ehrlich, J. (2022). Should Offensively Oriented Players Receive a Salary Premium in the National Basketball Association? *Managerial Finance*.
- Onemli, M. Burak, Potter, J. (2021). Reference Group Inequality, Positional Goods, and Their Impact on Subjective Well-Being: Evidence from Turkey. *Review of Social Economy*.
- Ehrlich, J., Potter, J. (2021). Is offense worth more than defense and pitching? Marginal revenue product and revenue sharing in major league baseball. *Managerial Finance*.
- Ehrlich, J., Perline, J., Potter, J., Sanders, S. (2021). Does a salary premium exist for offensive output in Major League Baseball? *Managerial Finance*, 47(3), 326-335. https://doi.org/10.1108/mf-04-2020-0186
- Sanders, S., Potter, J., Ehrlich, J., Perline, J., Boudreaux, C. (2021). Informed Voters and Electoral Outcomes: A Natural Experiment Stemming from a Fundamental Information Technological Shift. *Public Choice*.
- Potter, J., Ehrlich, J., Sanders, S. D. (2019). The Moneyball Effect: Incentives and Output in the NBA Three Point Shootout. *Southern Business & Economic Journal*.
- Chang, Y.-M., Potter, J., Sanders, S. D. (2016). Inelastic sports ticket pricing, marginal win revenue, and firm pricing strategy: A behavioral pricing model. *Managerial Finance*, 42(9), 922-927. http://www.emeraldinsight.com/loi/mf
- Potter, J. (2016). Publicly subsidized sports events and stadiums: Have economists done justice to the impact on inequality? *Managerial Finance*, 42(9), 879-884. http://www.emeraldinsight.com/loi/mf
- Onemli, M.B., Potter, J. (2014). An Empirical Investigation of the Stepping-Stone Hypothesis. *Economics Bulletin*, 34 (4), 2220-2236.
- Potter, J., Sanders, S. (2012). Do Economists Recognize an Opportunity Cost When They See One? A Dismal Performance or an Arbitrary Concept? *Southern Economic Journal*, 79(2), 248-256. https://doi.org/10.4284/0038-4038-2011.218
- Sanders, S., Walia, B., Potter, J., Linna, K.W. (2011). Do more online instructional ratings lead to better prediction of instructor quality? *Practical Assessment, Research & Evaluation*, 16 (2), 1-6.

- Potter, J. (2011). Estimating the off-setting effects of driver behavior in response to safety regulation: the case of formula one racing. *Journal of Quantitative Analysis in Sports*, 7 (3), 1-20.
- Potter, J. (2011). Reexamining the economics of marital infidelity. *Economics Bulletin*, 3 (1), 41-52.
- Potter, J., Scott, J. (2010). Issues in third-party intervention research and the role of destruction in conflict. *The Economics of Peace and Security Journal*, 5 (1), 18-21.
- Chang, Y.-M., Potter, J., Sanders, S. (2007). War and Peace: Third-Party Intervention in Conflict. *European Journal of Political Economy*, 23(4), 954-974. https://doi.org/10.1016/j.ejpoleco.2006.11.002
- Chang, Y.-M., Potter, J., Sanders, S. (2007). The Fate of Disputed Territories: an Economic Analysis. *Defense and Peace Economics*, 18(2), 183-200.

Book Chapters

- Potter, J., Scott, J. (2014). Do Personal Response Systems Enhance Student Learning? *New Frontiers of Economics Education* (pp. 218-223).
- Potter, J., Scott, J. (2014). The Effects of Legalized Cheating in the Classroom. *New Frontiers of Economics Education* (pp. 199-208).

Presentations Given

- Ryan, M., Manley, K., Potter, J., Georgia Gwinnett College Teaching, Learning & Research Symposium, "Comprehensive Classroom Experiments for Microeconomics," Business, Economic, & Applied Research Center. (January 9, 2025).
- Potter, J., Midwest Sports Analytics Meetings, "Looking to Make the Grid: Is Oval or Road Course Performance More Important for IndyCar Rookie Drivers?." (November 23, 2024).
- Potter, J., YHC Mathematics Department Speaker Series, "Estimating the effect of attendance on home advantage in the National Football League and the National Basketball," Young Harris College Mathematics Department. (April 23, 2024).
- Sanders, S., Potter, J., Ehrlich, J., Bhatt, S., Vignesh, A., Fossum, L., Midwest Sports Analytics Meeting, "Formula One vs. IndyCar: Analyzing a Unique Shared-Course Natural Experiment to Determine the World's Fastest Auto Racing Format," Pella, Iowa (Zoom presentation). (November 18, 2023).
- Ehrlich, J., Potter, J., Sanders, S., 2023 Kansas State University Economics Alumni Conference, "Luck in High-Stakes Firm Lottery Allocation: An Exogenous, Real-World Test of Coasean Efficiency and Invariance." (August 12, 2023).
- Ehrlich, J. (Author), Sanders, S. (Author & Presenter), Potter, J. (Author), Public Choice Society Conference, "Information, Conflict of Interest, and Vote Quality: A Natural Experiment." (March 12, 2022).

- Levensteins, N. (Author & Presenter), Potter, J. (Author), Academy of Economics and Finance, "The Impact of Non-Action Plays on Attendance in Major League Baseball." (February 11, 2022).
- Potter, J. (Author & Presenter), Raza, M. (Author), Ehrlich, J. (Author), Academy of Economics and Finance, "The Impact of Production Type on Free Agent Player Salaries in the NBA." (February 11, 2022).
- Ehrlich, J., Potter, J., Samangy, D., Midwest Sports Analytics Meeting, "The Crowd Effect and Home Court Advantage in the NBA." (November 20, 2021).
- Potter, J., Ehrlich, J., Midwest Sports Analytics Meetings, "Is Offense Worth More than Defense in the National Basketball Association?," Zoom. (November 21, 2020).
- Potter, J., Berlin Sport Analytics Academy, "The Economics of Sports Stadiums and Inequality," Syracuse University, Zoom. (July 15, 2020).
- Ehrlich, J., Potter, J., Sanders, S., Academy of Economics and Finance, "Do Fans Prefer Offense to Defense in Major League Baseball?," Atlanta, GA. (February 6, 2020).
- Ehrlich, J. (Author & Presenter), Potter, J. (Author), Midwest Sports Analytics Meetings, "Do Offensive Players Generate More Revenue Than Defensive Players in Major League Baseball?," Central College, Pella, Iowa. (November 23, 2019).
- Sanders, S. (Author & Presenter), Potter, J., Ehrlich, J. (Author & Presenter), Carnegie Mellon Sports Analytics Conference, "Wins Above Replacement and the MLB MVP Vote: A Natural Experiment." (November 1, 2019).
- Potter, J. (Author), Sanders, S. (Author & Presenter), Ehrlich, J. (Author), 2019 Public Choice Society Annual Meetings, "Informed Voters, Uninformed Voters, and Electoral Outcomes: A Natural Experiment from Major League Baseball MVP Voting," Louisville, KY. (March 15, 2019).
- Perline, J. (Author), Potter, J. (Author & Presenter), Sanders, S. (Author), Academy of Economics and Finance, "The Relative Wages of Offense and Defense in Major League Baseball a Setting for Win-Maximization Arbitrage," St. Petersburg, FL. (February 8, 2019).
- Perline, J. (Author), Potter, J., Sanders, S. (Author & Presenter), 2018 Midwest Sports Analytics Meeting, "The Relative Wages of Offense and Defense in Major League Baseball: A Setting for Win-Maximization Arbitrage?," Center College, Pella Iowa. (November 17, 2018).
- Potter, J. (Presenter), Onemli, M. Burak (Author), Academy of Economics and Finance, "Determinants of Life-Satisfaction in Turkey.," Charleston, SC. (February 10, 2017).
- Chang, Y.-M. (Author), Potter, J. (Author & Presenter), Sanders, S. D. (Author), Academy of Economics and Finance, "Inelastic sports ticket pricing, marginal win revenue, and firm pricing strategy: A behavioral pricing model," Pensacola, FL. (February 2016).
- Potter, J., Sanders, S., Academy of Economics and Finance, "Incentives and Performance: The Case of the National Basketball Association's 3-Point Contest." (2014).

- Potter, J., Department of Economics & Decision Sciences Seminar Series, Western Illinois University, "Efficiency Wages in Labor Settings with Pressure." (2014).
- Potter, J., Georgia Association of Economics and Finance, "Estimating the Off-Setting Effects of Driver Behavior in Response to Safety Regulation: The Case of Formula One Racing." (2012).
- Potter, J., National Mathematics Awareness Week Colloquium, "Estimating the Off-Setting Effects of Driver Behavior in Response to Safety Regulation: The Case of Formula One Racing." (2012).
- Potter, J., Sanders, S., Southern Economic Association, "Incentives and Performance: The Case of the National Basketball Association's 3-Point Contest." (2011).
- Potter, J., Onemli, M. Burak, Academy of Economics and Finance, "Regulatory Behavior in Local Telephone Markets." (2010).
- Potter, J., Onemli, M. Burak, Mike Cottrell College of Business Research Seminar, "Regulatory Behavior in Local Telephone Markets." (2010).
- Potter, J., Scott, J., Southern Economic Association, "The Effects of Legalized Cheating in the Classroom." (2010).
- Potter, J., Ragan, J., Walia, B., Southern Economic Association, "Comparing the Teaching Evaluations of Domestic and International Students: Are There Differences in Relative Strengths?." (2010).
- Scott, J., Potter, J., Georgia Association of Economics and Finance, "Do Personal Response Systems Enhance Student Performance in Economics?." (2009).
- Potter, J., Missouri Valley Economics Association Meetings, "The Economics of Cheating: A Re-evaluation of Fair's Model of Infidelity." (2007).
- Potter, J., Southern Economic Association Conference, "Estimating the Off-Setting Effects of Driver Behavior in Response to Safety Regulation: The Case of Formula One Racing." (2007).
- Potter, J. (Author & Presenter), Sanders, S. (Author & Presenter), Chang, Y.-M. (Author), Western Economic Association Conference, "War and Peace: Third-Party Intervention in Conflict." (2006).
- Potter, J., Sanders, S., Chang, Y.-M., Missouri Economics Conference, "The Fate of Disputed Territories: an Economic Analysis." (2005).

Media Contributions

Newspaper

"Gainesville Times," What Hall lawmakers, local economist say about Atlanta losing baseball all-star game. (April 6, 2021).

Radio

"WDUN- Gainesville," Mornings on Maine Street. (February 3, 2021).

Contracts, Grants and Sponsored Research

Grant

Potter, J., "2022 MCCB Summer Research Grant." (June 2022 - December 2023).

Potter, J., "2020 MCCB Summer Research Grant." (June 2020 - April 2022).

Awards and Honors

Carnegie Mellon Sports Analytics Conference Reproducible Research Award, Carnegie Mellon. (November 2, 2019).

Intellectual Contributions in Submission

Journal Articles

- Ryan, M., Manley, K., Potter, J. Effective and Comprehensive Experiments for the Principles of Microeconomics Classroom. *Journal of Economics and Finance Education*.
- Ehrlich, J., Sanders, S., Potter, J., Vignesh, A., Fossum, L. F1 v. IndyCar in the Technological Competition for Race-Speed Supremacy: Continuous, GAM-estimated Speed-Differential Estimates from a Shared-Course Natural Experiment. *American Behavioral Scientist*.
- Ehrlich, J., Sanders, S., Potter, J., Fossum, L. Formula One vs. IndyCar: Analyzing a Unique Shared-Course Natural Experiment to Determine the World's Fastest Auto Racing Format. *American Behavioral Scientist*.

Research Currently in Progress

"An Examination of Ongoing Monopsony Power in the MLB" (Planning).

"Round Number Bias in Major League Baseball Contracts" (Planning).

"Testing for Managerial Cognitive Bias: The Case of Team Options in the National Basketball Association" (Planning).

"The Impact of NBA Lottery Luck on Player Selection in the NBA Draft" (Planning).

TEACHING

Teaching Experience since fall 2013

University of North Georgia

BUSA 1105, Introduction to Business, 1 course.

ECON 2105, Principles of Macroeconomics, 7 courses.

ECON 2105H, Honors Macro Economics, 2 courses.

ECON 2106, Principles of Microeconomics, 82 courses.

ECON 3299, Special Topics in Economics, 8 courses.

ECON 3580, Sports Economics, 4 courses.

ECON 6205, Economics & Decision Making, 2 courses.

Directed Student Learning

Undergraduate Honors Thesis, "Homefield Advantage in SEC Football," Management.

(November 2023 - July 22, 2024).

Advised: Kurk Bruner

Undergraduate Honors Thesis, "The Growing Value of Internships for Both Students and Employers." (February 2023 - April 2024).

Advised: CJ Ryan

Supervised Research, "Economic Impact of American Sports Stadiums." (January 2023 - May

Advised: Josh Hawkins, James Ridings

Supervised Research, "Tiger Woods' Effect on Television Viewers for a Major Golf

Tournament." (August 2022 - December 2022).

Advised: William Wethington

Supervised Research, "The Impact of the Three True Outcomes on Attendance in Major

League Baseball," Finance. (August 2021 - December 2021).

Advised: Niklavs Levensteins

Undergraduate Honors Thesis, "Predictors of Happiness: Religion and Spirituality." (August

17, 2020 - April 30, 2021).

Advised: Elizabeth Wilcauskas

Supervised Research, "Discrepancies in the graphical representation of a perfectly competitive industry's short-run supply curve in principles of microeconomics

textbooks.," Marketing. (January 8, 2019 - March 22, 2019).

Advised: Alyssa Howard

Supervised Research, "Contradiction in principles of microeconomics textbooks regarding the shut-down decision of a perfectly competitive firm.," Other (Within University of North

Georgia). (January 8, 2019 - March 22, 2019).

Advised: Luis Lepervanche

Undergraduate Honors Thesis, Finance. (March 21, 2018 - April 23, 2018).

Advised: Shannon Tremain

Supervised Honors Conversion, "Principles of Microeconomics- Honors," Management.

(August 18, 2015 - December 12, 2015).

Advised: Caleb Yarbro

Awards and Honors

Nominated for:Outstanding Professor Award, Student Athlete Advisory Committee. (February 9, 2022).

Nominated for:Outstanding Professor Award, Student-Athlete Advisory Committee. (January 2019).

Nominated for:Outstanding Professor Award, Student Athlete Advisory Committee. (January 24, 2018).

Outstanding Professor Award, Student-Athlete Advisory Committee. (2009).

Teacher of the Year, Student Government Association. (2009).

SERVICE

Department Service

Committee Member, Department Head Policy Committee. (August 8, 2024 - Present).

Noteworthy Document Subcommittee- Economics and Finance Department. (March 29, 2024 - April 8, 2024).

Committee Member, Finance Curriculum Task Force. (May 2023 - June 2023).

Committee Member, Economics Minor Alignment Committee. (September 7, 2022 - October 25, 2022).

Committee Member, Departmental Search Committee (Real Estate). (August 2021 - April 2022).

Attendee, Meeting, Inquiries from Graduate Committee. (February 16, 2022).

Committee Chair, Departmental Promotion and Tenure Review Committee. (August 20, 2020 - May 2021).

Committee Member, Departmental Search Committee. (May 2020 - July 2020).

Faculty Mentor. (August 1, 2018 - May 1, 2019).

Project Leader, Core Curriculum Project. (August 30, 2017 - November 1, 2017).

Attendee, Meeting, Tenure and Promotion Committee. (August 10, 2015 - August 10, 2017).

Committee Member, Economics Search Committee. (February 2014 - May 2014).

Classroom Peer Review, ECON 2105. (2009 - 2010).

College Service

Committee Chair, Faculty Committee. (August 1, 2022 - Present).

Committee Member, CPTRC Committee. (August 2021 - May 2023).

Committee Member, Faculty Committee. (September 2021 - July 31, 2022).

Committee Member, Research Impact Committee. (August 2020 - October 2021).

Committee Member, Analytics Curriculum Review Committee. (October 16, 2018 - May 1, 2019).

Committee Member, Graduate Committee. (August 10, 2017 - May 1, 2019).

Committee Member, Mike Cottrell College of Business, Faculty Committee. (2014 - August 2015).

Committee Member, Mike Cottrell College of Business, Faculty Advisory Committee. (2014 - May 30, 2015).

Committee Member, Mike Cottrell College of Business, Curriculum Committee. (2013 - 2014).

Committee Member, Mike Cottrell College of Business, Graduate School Committee. (2011 - 2013).

Committee Member, Mike Cottrell College of Business Scholarship Committee. (2010 - 2013).

Committee Member, Mike Cottrell College of Business, Assurance of Learning Committee. (2010 - 2013).

Committee Member, Mike Cottrell College of Business, Faculty Development and Intellectual Contributions Committee. (2008 - 2013).

Committee Chair, Mike Cottrell College of Business, Ethics Subcomittee. (2011 - 2012).

University Service

Committee Member, Athletics Committee. (August 2023 - Present).

Faculty Advisor, UNG Men's Baseball Club. (September 2022 - Present).

Committee Member, Institutional Review Board. (February 2016 - Present).

Committee Member, Faculty Affairs Sub-Committee (for Revising UNG Faculty Handbook). (May 25, 2022 - August 5, 2022).

Committee Member, Data Analytics/Big Data/Data Science Task Force Meeting. (March 2021 - December 2021).

Committee Member, Ad Hoc Committee- Area E. (September 2020 - November 2020).

Advisor, UNG Men's Baseball Club Advisor. (November 2018 - December 2019).

Library Committee. (April 2016 - April 2018).

Committee Chair, Ad Hoc Committee- Area E. (October 9, 2017 - January 1, 2018).

Faculty Advisor, UNG Men's Baseball Club. (October 1, 2015 - August 1, 2017).

Attendee, Meeting, Academic Affairs. (October 20, 2016).

Committee Chair, Hoag Lecture Committee. (2012 - August 2015).

Faculty Advisor, Student Government Association. (2014 - May 2015).

Committee Member, Faculty Senate. (2012 - 2013).

Committee Member, Leadership and Appointments Committee. (2012 - 2013).

Committee Member, American Democracy Project. (2011 - 2013).

Committee Member, Student Technology Fee Committee. (2011 - 2013).

Committee Member, QEP Steering Committee. (2009 - 2013).

Committee Member, CURCA Proposal Review Committee. (2011 - 2012).

Committee Member, Faculty Advisory Committee for Appalachian Studies. (2011 - 2012).

Committee Member, Hoag Lecture Committee. (2011 - 2012).

Committee Member, Student Financial Aid Committee. (2010 - 2011).

Committee Chair, American Democracy Project. (2009 - 2011).

CTLE Faculty Training Program. (2008 - 2009).

Professional Service

Editor, Journal Editor, Managerial Finance (special issue). (January 1, 2024 - Present).

Editor, Journal Editor, American Behavioral Scientist (two ongoing special issues). (November 2022 - Present).

Reviewer, Journal Article, PLOS One. (January 7, 2025).

Reviewer, Journal Article, Economics and Business Letters. (December 2024).

Moderator, Midwest Sports Analytics Meetings. (November 2024).

Reviewer, Journal Article, Journal of Sports Economics. (July 2024).

Reviewer, Journal Article, Journal of Economic Behavior and Organization. (February 2024).

Reviewer, Journal Article, Economics and Business Letters. (December 2023).

Reviewer, Journal Article, Journal of Economic Behavior and Organization. (October 2023).

Reviewer, Journal Article, Public Choice. (January 2023).

Discussant, Academy of Economics and Finance. (2022).

Reviewer, Journal Article, Public Choice. (September 2022).

Reviewer, Journal Article, Economics Bulletin. (April 2022).

Reviewer, Journal Article, Journal of Decision Sciences. (January 2022).

Reviewer, Journal Article, Economics Bulletin. (December 2021).

Reviewer, Journal Article, Forum of Social Economics. (2021 - July 21, 2021).

Discussant, Academy of Economics and Finance. (2020).

Reviewer, Journal Article, Managerial Finance. (April 2020).

Discussant, Academy of Economics and Finance. (February 8, 2019).

Session Chair, Academy of Economics and Finance, St. Petersburg, FL. (February 8, 2019).

Reviewer, Journal Article, Public Choice. (October 1, 2017 - November 30, 2017).

Reviewer, Journal Article, Urban Studies. (April 8, 2017 - June 2, 2017).

Reviewer, Journal Article, Academy of Economics and Finance Journal. (2016).

Reviewer, Journal Article, Journal of Economic Education. (2016).

Reviewer, Journal Article, Managerial Finance. (2016).

Reviewer, Journal Article, Economics Bulletin. (2015).

Discussant, Academy of Economics and Finance. (2014).

Referee, Economic Inquiry. (2014).

Referee, Journal of Quantitative Analysis in Sports. (2014).

Referee, Journal of Quantitative Analysis of Sports. (2013).

Referee, Journal of Economics and Finance Education. (2012).

Referee, Journal of Economics Education. (2012).

Referee, Defense and Peace Economics. (2011).

Session Chair and Discussant, Southern Economic Association Conference. (2011).

Discussant, Academy of Economics and Finance. (2010).

Discussant, Southern Economic Association Conference. (2010).

Referee, Economics Bulletin. (2010).

Referee, Journal of Quantitative Analysis in Sports. (2010).

Public Service

Guest Speaker, Young Harris College Mathematics Department Speaker Series. (April 23, 2024).

Consulting

Litigation, Alexander Shunnarah Trial Attorneys. (February 2024 - Present).

Academic, University System of Georgia. (June 2024 - July 2024).

Licensures and Certifications

eCore Faculty Certification Program, University System of Georgia. (May 4, 2022 - Present).

ECON 3580 Online Certification- Quality Matters, Distance Education & Technology Integration. (November 9, 2021 - Present).

ECON 2105 Online Certification- Quality Matters, Distance Education & Technology Integration. (November 16, 2016 - November 16, 2019).

ECON 2106 Online Certification- Quality Matters, Distance Education & Technology Integration. (April 15, 2015 - April 15, 2018).

Professional Memberships

Academy of Economics and Finance. (January 1, 2022 - December 31, 2022).

Academy of Economics and Finance. (January 1, 2020 - December 31, 2020).

Academy of Economics and Finance. (January 2019 - December 2019).

Academy of Economics and Finance. (January 2013 - January 2014).

Southern Economics Association. (2010).

If you need this document in an alternate format for accessibility purposes (e.g. Braille, large print, audio, etc.), please contact Joel Potter at joel.potter@ung.edu.