

Adam R. Cocco, PhD

Department of Health & Sport Sciences ♦ University of Louisville ♦ Louisville, KY 40292

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Education

- Ph.D. University of Louisville** **May 2020**
Educational Leadership, Evaluation and Organizational Development
Specialization: Sport Administration
Dissertation: *Fandom from afar: Identification, attachment, and consumption behaviors among United States based fans of English Premier League soccer clubs*
- M.A. University of Akron** **December 2010**
Economics
- B.S. Youngstown State University** **December 2006**
Major: Business Administration
Minor: Economics

Work Experience

- University of Louisville** – Louisville, KY **August 2018 – Present**
Assistant Professor, Sport Administration August 2020 – Present
Instructor, Sport Administration August 2018 – July 2020
- Cleveland Soccer Club** – Cleveland, OH **January 2018 – August 2019**
Financial Consultant
- Nashville Soccer Club** – Nashville, TN **May 2017 – July 2017**
Team Statistician
Game Day Operations Volunteer
- KeyBank** – Cleveland, OH **November 2010 – July 2017**
Technology Analyst July 2016 – July 2017
Channel Manager, Branch Operations June 2015 – July 2016
Senior Operations Analyst May 2012 – June 2015
Performance Analyst November 2010 – May 2012
- The Entrepreneurs EDGE** – Independence, OH **June 2010 – July 2010**
Independent Consultant
- University of Akron** – Akron, OH **August 2009 – December 2010**
Graduate Assistant

Research

Research Interests

Statistical analysis of sport industry topics, examining the socioeconomic impacts of professional sport, and exploring sport consumer motivations and behaviors.

Peer Reviewed Publications

- Jones, P., Ivy, P., Skutnick, B., **Cocco, A.R.**, Colborn, C.E., & Caruso, J.F. (In press). Association between running quality and loads seen with accelerometry data collected from female soccer players. *Isokinetics and Exercise Science*.
- Gray, W.D., Jett, M., **Cocco, A.R.**, Vanhoover, A.C., Colborn, C.E., Pantalos, G.M., Stumbo, J., Quesada, P.M., & Caruso, J.F. (In press). Ergogenic and physiological outcomes derived from a novel skin cooling device. *The Journal of Strength and Conditioning Research*.
- Mayer, M., & **Cocco, A.R.** (2021). Pandemic and sport: The challenges and implications of publicly financed sporting venues in an era of no fans. *Public Works Management & Policy*, 26(1), 26-33. <https://doi.org/10.1177/1087724X20969161>.
- Spencer, T.C., **Cocco, A.R.**, & Greenwell, T.C. (2020). Identification with the National Football League following franchise relocation: An analysis of St. Louis Rams and San Diego Chargers fans. *International Journal of Sport Management*, 21(4), 325-346.
- Pond, A.M., **Cocco, A.R.**, & Spencer, T.C. (2020). Road back to glory: How the NCAA Football video game franchise could make a comeback. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781529727951>.
- Shreffler, M.B., **Cocco, A.R.**, Presley, R., & Police, C. (2019). Testing the learning styles hypothesis: An assessment of the learning styles, learning approaches, and course outcomes in the Sport Management classroom. *Sport Management Education Journal*, 13(2), 83-91.
- Shreffler, M.B., **Cocco, A.R.**, & Shreffler, J.R. (2019). An examination of the relationship between instruction type and course outcomes in Sport Management courses. *Sport Management Education Journal*, 13(2), 53-62.
- Cocco, A.R.**, & Spencer, T.C. (2019). Path to the Pros: How Major League Soccer is revolutionizing youth player development in the United States. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526464002>.
- Cocco, A.R.** (2018). Do the NFL's ticket allocation practices create economic injury to consumers: A review of recent litigation. *Sport Marketing Quarterly*, 27(4), 211-213.
- Cocco, A.R.** (2018). A case study of Major League Soccer: Upcoming league expansion. *SAGE Business Cases*. <http://dx.doi.org/10.4135/9781526444226>.

Technical Reports

- Cocco, A.R.**, & Moorman, A.M. (2021). NIL market analysis of California Community College athletes. Prepared for *SB 206 California Community College Name, Image, and Likeness Working Group*.
- Moorman, A.M., & **Cocco, A.R.** (2021). Legislative and policy recommendations for use of NIL among California Community College athletes. Prepared for *SB 206 California Community College Name, Image, and Likeness Working Group*.

Scholarly Presentations

- Swim, N., **Cocco, A.R.**, & Hancock, M. (2021). Investigating the glass cliff phenomena in NCAA Division I women's basketball. *Applied Sport Management Conference*, Online.
- Police, C., **Cocco, A.R.**, Montanaro, A., & Stone, S. (2021). Analysis of factors which affect game outcomes in Major League Soccer. *Applied Sport Management Conference*, Online.

Police, C., Moorman, A.M., & **Cocco, A.R.** (2021). An examination of the impact of NIL policies and monetization opportunities for collegiate female soccer players. *Sport Recreation and Law Association*, Online.

Cocco, A.R., & Presley, R. (2020). Exploring international volunteer learning programs: An examination of engagement and skill development of sport management participants. *Applied Sport Management Conference*, Waco, TX.

Shreffler, M.B., & **Cocco, A.R.** (2019). The impact of controversial behaviors on brand image and purchase intentions: An examination of Colin Kaepernick and Nike. *Sport Marketing Association (SMA) Conference*, Chicago, IL.

Shreffler, M.B., **Cocco, A.R.**, Presley, R., & Police, C. (2019). Preferential learning in Sport Management courses: An assessment of student learning styles, instructional methods, and course outcomes. *North American Society for Sport Management (NASSM) Conference*, New Orleans, LA.

Cocco, A.R., Police, C., & Spencer, T.C. (2019). The Neymar effect: Examining transfer value determinants in the English Premier League in consideration of recent market developments. *Applied Sport Management Conference*, Nashville, TN.

Cocco, A.R., & Shreffler, M.B. (2018). Draft or develop: Examining statistical differences between drafted and homegrown players in Major League Soccer. *Sport Marketing Association (SMA) Conference*, Dallas, TX.

Cocco, A.R. (2018). The grass is always greener: Changes in consumer preferences for football and soccer in America. *Sport Marketing Association (SMA) Conference Ignite Session*, Dallas, TX.

Cocco, A.R., & Spencer, T.C. (2018). Path to the Pros: How Major League Soccer is revolutionizing youth player development in the United States. *Spring Research Conference (SRC)*, Louisville, KY.

Grants and Funding

Cocco, A.R. (2020 – 2021). Policy and Data Analysis Expert for SB 206 California Community College Name, Image, and Likeness Working Group. Contract awarded in the amount of \$25,200. **Funded.**

Cocco, A.R. (2018). Sport Marketing Association Research Grant. Grant intended to support collaborative research endeavors between industry leaders and academics. Funding amount requested: \$3,000. **Funded.**

Cocco, A.R. (2018). Travel costs for the Sport Marketing Association Conference to present. Funded by the Graduate Student Council, University of Louisville, in the amount of \$300. **Funded.**

Cocco, A.R. (2017 – 2019). SAGE Business Cases Contribution Agreement. Contract awarded by SAGE Publications, in the amount of \$3,000. **Funded**

Teaching

SPAD 437/637: Data and Analytics in Sport / Sport Analytics

Course purpose: To explore how to manage, analyze, and visualize data from the sport industry using a variety of statistical software programs and mathematical modeling techniques. Students enhance their understanding of data driven decision-making in sports through investigations of on-field player and team statistics, athlete monitoring data, and off-field sport business metrics. This course places a heavy emphasis on problem-solving skills based on sound quantitative reasoning.

SPAD 404/604: Financial Principles in Sport / Sport Finance & Economics

Course purpose: To demonstrate basic and advanced financial and economic concepts necessary for financial literacy in the sport business industry. Students learn how to read and analyze financial statements, incorporate the time value of money into the financial decision-making process, and critically inspect economic impact analyses. This course places a heavy emphasis on practical application by asking students to analyze real-world examples of financial reports, feasibility studies, and economic impact reports from the sport industry.

SPAD 561: International Service Learning – Ghana

Course purpose: To develop student's knowledge about Sport for Development and Peace, International Service Learning, sport-based curriculum building, and Ghanaian culture and history in anticipation of an immersive in-country experience.

SPAD 383: Sport Marketing

Course purpose: To apply the basic principles of marketing to the managed sport industry with emphasis on intercollegiate athletics, professional sport, and multisport club operations.

SPAD 401: Career Development in Sport Administration

Course purpose: To equip students with the necessary skills and afford students an opportunity to reflect on potential career opportunities in the sport industry.

SPAD 402: Internship in Sport Administration

Course purpose: To afford students an opportunity to apply theoretical classroom information in a real-world environment and develop skills beneficial to students seeking careers in sport management.

SPAD 382: Organizational Behavior in Sport

Course purpose: To expand the student's understanding of various management techniques and their application to sport organizations and administration.

Guest Lectures

Fall 2019

SPAD 635 *Research in Sport Administration* – Quantitative Data Analysis

SPAD 405 *Sport Facility Management* – Public vs. Private Financing for Sport Facilities

Spring 2019

SPAD 637 *Sport Management Analytics* – Basics of Inferential Statistics

SPAD 637 *Sport Management Analytics* – Correlation Analysis

SPAD 637 *Sport Management Analytics* – Conducting T-Tests

SPAD 637 *Sport Management Analytics* – Analysis of Variance and Analysis of Covariance

SPAD 637 *Sport Management Analytics* – Linear Regression

SPAD 604 *Financial Principles in Sport* – Sport Facility Financing

SPAD 405 *Sport Facility Management* – Public vs. Private Financing for Sport Facilities

Fall 2018

SPAD 635 *Research in Sport Administration* – Quantitative Data Analysis

SPAD 405 *Sport Facility Management* – Public vs. Private Financing for Sport Facilities

Spring 2018

SPAD 180 *Sport Spectating Experience* – Soccer Spectating

SPAD 404 *Financial Principles in Sport* – Sport Facility Financing

SPAD 405 *Sport Facility Management* – Public vs. Private Financing for Sport Facilities
SPAD 490 *Senior Seminar in Sport Business* – MLS Expansion Case Study

Fall 2017

SPAD 382 *Org Behavior in Sport* – MLS Expansion Case Study
SPAD 404 *Financial Principles in Sport* – Sport Facility Financing
SPAD 405 *Sport Facility Management* – Public vs. Private Financing for Sport Facilities
SPAD 605 *Sport Facility Management* – Public vs. Private Financing for Sport Facilities
SPAD 490 *Senior Seminar in Sport Business* – MLS Expansion Case Study
Central High School/SPAD Sport Marketing Magnet Program – A Tale of Two Facilities: KFC Yum! Center & LCFC Proposed Stadium

Service

University

2021 Faculty Advisor – Sport Analytics Group
2019 – Pres. Faculty Leader – International Service-Learning Trip – Ghana
2019 - 2020 Faculty Advisor – Women’s Soccer Club

College

2019 Member – Coordinator of Admissions Search Committee
2018 Member – Planning & Budget Committee
2018 Member – Senior Academic Counselor Search Committee

Department

2021 Faculty Leader – HSS Study Abroad Program – Copenhagen, Denmark
2021 Member – Sport Administration Term Instructor Search Committee
2021 Member – Sport Administration Open Rank Professor Search Committee
2019 Coordinator – Sport Administration Master’s Program
2019 Co-Coordinator and Faculty Leader – NCAA Final Four Green Team – Minneapolis, MN
2018 – 2019 Co-Faculty Advisor – Sport Administration Association
2018 Co-Coordinator and Faculty Leader – NFL Draft Volunteer Experience – Dallas, TX
2018 – Pres. Member – Sport Administration Program Committee
2017 Member – Sport Administration Association Fall Trip Planning Committee
2017 – Pres. Member – Sport Administration Master’s Program Admissions Committee

Professional

2020 Abstract Reviewer – 2021 Applied Sport Management Conference
2020 Manuscript Reviewer – International Journal of Sport Management
2019 – 2020 Member – Sport Marketing Association (SMA)
2018 – 2019 Member – North American Society for Sport Management (NASSM)
2018 – 2019 Member – North American Society for Sport Economists (NASSE)

Community

2018 Faculty Coordinator – Breeder’s Cup Economic Impact Study – Louisville, KY
2018 Volunteer Captain – IronMan Race Operations – Louisville, KY
2017 – 2018 Member – Butchertown Neighborhood Association – Louisville, KY
2017 Volunteer – CONCACAF Gold Cup Media Operations – Cleveland, OH
2017 Volunteer – International Champions Cup Broadcast Operations – Nashville, TN
2017 Volunteer – Rock n’ Roll Marathon Pre-race Operations – Nashville, TN

2017 Volunteer – OVC Basketball Tournament Event Operations – Nashville, TN

Honors

2020 Graduate Dean's Citation – University of Louisville
2018 – 2020 Faculty Favorite Award Nominee – University of Louisville
2017 – 2018 University Fellowship Award – University of Louisville
2009 – 2010 Graduate Assistantship – University of Akron
2006 Senior Leadership Award – Youngstown State University
2003 – 2006 University Scholar Award – Youngstown State University

Professional Training

2020 ABI Anti-Racist Reading Circle – University of Louisville
2018 Delphi University: Principles of Online Course Design – University of Louisville