

**DR. JAMES D. FRANCISCO, J.D., Ph.D.**  
**Department Chair and Associate Professor, Economics**

**PROFESSIONAL:**

**AUBURN UNIVERSITY-MONTGOMERY**  
Chair, Department of Economics, June 2022-Present  
Associate Professor, Economics, 2020-Present  
Assistant Professor, Economics, August 2014-2020  
Instructor, Economics, August 2013-August-2014  
Contracts Officer, 2018-24

Duties and Responsibilities: Review contracts for university purchases for compliance and legal issues.

**AARHUS UNIVERSITET, AARHUS, DENMARK**  
Guest Lecturer, Summer 2024-Present

**EDUCATION:**

**AUBURN UNIVERSITY, Auburn, AL**  
Ph.D., Applied Economics – August 2013

**UNIVERSITY OF TEXAS SCHOOL OF LAW, Austin, TX**  
Juris Doctor – May 2005

**AUBURN UNIVERSITY, Auburn, AL**  
B.A., *magna cum laude*, Economics and Spanish – May 2002

**SOFTWARE PROFICIENCY:**

SAS  
STATA(primary software of use in Applied Economics program)  
Python  
Excel

**PUBLICATIONS:**

**Journal Articles**

Moore, Evan C. and James D. Francisco. Impacts of the 2023 NCAA Football Rules Changes on Scoring and the Totals Market. Forthcoming, *Journal of Prediction Markets*,

Francisco, James D. and Evan C. Moore (2019). The SEC vs. the Dow Jones: A Profitable Betting Strategy in NCAA Football. *Journal of Prediction Markets*, 13(2), 3-14.

Francisco, James D., Mariano Runco, and H. Jeff Bates (2019. The Impact of Tuition Increases on Enrollment in the State of Alabama Public Colleges and Universities. *The Economics Bulletin*, 39(4), 2697-2705.

Francisco, James D., and Evan C. Moore (2019). Betting with House Money: Reverse Line Movement Based Betting Strategies in College Football Totals Markets. *Journal of Economics and Finance*, 43, 813-827.

Moore, Evan C. and James D. Francisco (2019). College Football and the Wisdom of Crowds. *Journal of Sports Economics and Marketing*, 9(1), 52-64.

Moore, Evan C. and James D. Francisco (2018). A Comment on Paul and Weinbach's (2005) "Bettor Preferences and Efficient Markets in Totals Markets. *Journal of Economics and Finance*, 42(4) 836-40.

Moore, Evan C. and James D. Francisco (2019). Efficiency, Profitability, and College Football: Do Bettors Overrate the Major Conferences in Interconference Play? *Atlantic Economic Journal*, 47, 159-67.

Francisco, James D., George R. Schaefer, and Cornell Foo (2017). Judge, Lest Ye Not Be Judged. *Journal of Physical Education, Recreation and Dance*, 88(1), 63-64.

Moore, Evan C. and James D. Francisco (2016). Optimizing Manufacturer Profit in Downstream Retail Markets Under Conditions of Uncertainty. *Journal of Business Strategies*, 32(2), 116-137.

Francisco, James D. and George R. Schaefer (2016). High School Compliance with Title IX . *Journal of Physical Education, Recreation and Dance*, 87(3), 50-51.

### **Peer Reviewed Proceedings/Conference Proceedings**

Francisco, James D. and Yuexing Lan. Education, Technology, and Income Inequality. Proceedings of the SOBIE Conference, 2024 (forthcoming).

Francisco, James D., David S. Martin, and Courtney A. Waid. "Skin in the College Game: NIL, Crime, and Brank Risk." Society for Marketing Advances Annual Conference, 2023.

Francisco, James D. and Yuexing Lan. Short and Long Run Impacts of Fiscal Spending on Economic Growth: an ARDL Approach. Proceedings of the SOBIE Conference, 2023.

Moore, Evan C. and James D. Francisco. Reverse Line Movement Based Strategies in College Football Spreads Markets. Proceedings of the SOBIE Conference, 2023.

Moore, Evan C. and James D. Francisco. A Profitable Betting Strategy Regarding FBS Versus FCS Matchups in NCAA Football. Proceedings of the SOBIE Conference, 2019.

Moore, Evan C. and James D. Francisco. How Wise Are Crowds of College Football Bettors? Proceedings of the SOBIE Conference, 2018.

Moore, Evan C. and James D. Francisco. Are College Football Betting Markets Efficient? Evidence from Interconference Play. Proceedings of the SOBIE Conference, 2017.

Moore, Evan C. and James D. Francisco. Sales Incentives, Vertical Relationships and Uncertainty. Proceedings of the SOBIE Conference, 2015.

### **Research in Progress**

Francisco, James D. and Evan C. Moore. You Better Shop Around: Diversification Strategies in College Football Totals Markets. Working Paper.

Francisco, James D. and Yuexing Lan. Short and Long Run Impacts of Fiscal Spending on Economic Growth: an ARDL Approach. Working Paper.

Francisco, James D. and Yuexing Lan. Education, Technology, and Income Inequality. Working Paper.

### **Research Areas:**

Sports Economics, Gambling, Financial Economics, Law and Economics, Education

### **Professional Presentations**

Efficiency, Profitability, and College Football: Do Bettors Overrate the Major Conferences in Interconference Play? Troy University, February 23, 2018.

Catholicism and Economics. Holy Spirit Catholic Church, Montgomery, AL, April 2016.

### **DISSERTATION: *Topics in Law in Economics***

**“Patent Reform Pending: Efficiency Issues in the United States Patent Process.”**  
Parametric Survival analysis methods are used and compared with less restrictive and non-linear specifications for probability and cumulative distribution functions to ascertain whether the rationale for the proposed Patent Reform legislation has merit. Data are obtained from a National Bureau of Economic Research dataset in STATA, with data manipulations performed in STATA and SAS.

**“Market Power in Fertilizer: Has Potash Competition Gone to Pot?”**

A dynamic Lerner Index is derived, as well as an econometric framework for empirical analysis. This will determine the amount of market power exercised by global fertilizer cartels. Dynamic programming simulation will then be employed to evaluate the impact of various market structure changes. The dataset was compiled specifically for this project from merging various other datasets in Excel, and then manipulating data in STATA and SAS.

**“Clear, Convincing, and Insignificant: Statistical Significance and Evidentiary Standards in Legal Proceedings.”**

The relationship is examined between statistical significance in economic research, in which significance at the 1%, 5%, or 10% level is required vs. legal standards, such as “preponderance of the evidence” or “clear and convincing,” that may be less stringent.

## **SERVICE**

*Professional*

Reviewer for *Southern Business and Economics Journal*

Reviewer for *Journal of Sports Economics*

Guest on Archangel Radio (AM 1410) program “Water Cooler Catechism” – Summer 2014

*University*

University Committee on Recruitment and Retention – 2019- Present

Co-Chair, University Committee on Recruitment and Retention, Subcommittee on Classroom Experience – 2019- Present

University Interdisciplinary Programs and Initiative Working Group – 2017-2019

Presenter and WFDI/CELT session on LiveScribe pen – Fall 2015

*College*

CPPJ/CLASS Representative, Faculty Senate Permanent Committee on Retention and Recruitment – 2016-Present

CPPJ Representative, Faculty Senate Ad Hoc Committee on Retention – Fall 2016

CPPJ Representative, Faculty Senate Ad Hoc Committee on Recruitment – Fall 2016

CLASS Curriculum Committee 2019-Present

CLASS Curriculum Committee – Subcommittee on Constitution 2019-2020

*Department*

Assistant Advisor, Economics Club – Fall 2013-Present

Minute-taker, Economics Department – Fall 2013-Present

Lead Author, CRM communications for Masters Program – Spring 2021

Lead Author, Report of Undergraduate Curriculum Review – Fall 2020-Spring 2021

Reporter, Program Review – Fall 2019

Organized and Led Economics Club/Department-Sponsored Trip to Spain – 2016-17

Originated and Taught Graduate Admissions Test Class – Summer 2016

Led Development of Rubrics for Undergraduate Major and Masters – 2015-16

## **TEACHING**

Courses Developed/Reactivated

ECON 4800 – Senior Seminar in Economics – Began Spring 2016  
ECON 4350 – Sports Economics – Began Spring 2016  
ECON 4600/3550 – Law and Economics – Began Fall 2017  
ECON 4050 – International Trade Economics – Began Summer 2017  
ECON 4970 – Special Topics in Economics – Spanish Economic and Financial Institutions – Began Summer 2017 (Study Abroad Component)  
ECON 6550 – Health Economics Track, M.S. Applied Econ – Began Spring 2018  
ECON 6560, -Law and Economics I,S. Applied Econ, Began Fall 2018  
ECON 6660 – Law and Economics II, M.S. Applied Econ – Began Fall 2018  
ECON 6620 – Macroeconomic Indicators and Data -Began Spring 2022  
ECON 3540 – History of Economic Thought – Fall 2023  
ECON 3010 – Sports Gambling as a Financial Market – Fall 2023

Other Courses Taught

BUSN/ECST 2740 – Business Statistics I  
BUSN/ECST 2750 – Business Statistics II  
ECST 2760 – Statistics for Social Sciences  
ECON 3050 – International Trade and Finance  
ECON 2000 – Essentials of Economics  
ECON 2010 – Principles of Microeconomics  
ECON 2020 – Principles of Macroeconomics  
MNGT 2410 – Business Law  
ECON 4110/3110 – Intermediate Microeconomics

Independent Studies Supervised

Topics in Sports Economics, Cody Robinson, Spring 2016  
Topics in Law and Economics, Trenton Beasley, Fall 2016  
Economic Impact of Study Abroad, Jessica Perez, Fall 2016  
Topics in Police Bias, Brian Paterson and McKinley Lee, Spring 2017  
Spanish Banking and Finance, Patricia Ward, Spring 2017  
Topics in Economics Research, Jacob A. Poole, Fall 2019  
Honors Thesis: JP Lemire, Spring 2021

Certifications

Online Teaching certified, Spring 2014-Present  
Writing Across the Curriculum certified, 2015-Present

**Professional Appointments:**

**AUBURN UNIVERSITY-MONTGOMERY, Montgomery, AL**

**August 2020-Present**

Associate Professor, Department of Economics

**AUBURN UNIVERSITY-MONTGOMERY, Montgomery, AL**

**2018-Present**

Contracts Officer

**AUBURN UNIVERSITY-MONTGOMERY, Montgomery, AL**

**August 2014 –August 2020**

Assistant Professor, Department of Economics

**AUBURN UNIVERSITY-MONTGOMERY, Montgomery, AL**

**August 2013 – August 2014**

Instructor, Department of Economics and Finance

- Courses include Macroeconomics, Global Trade, and Business Statistics;
- Assistant Advisor, Economics, Finance, and International Business Club;
- Responsible for lecturing, testing, and evaluating students, and participating in departmental meetings.

**Summer 2012**

Instructor, Department of Economics and Finance

- Served as instructor of record for an undergraduate-level business statistics course;

**AUBURN UNIVERSITY, Auburn, AL**

**2011 – 2013**

Teaching Assistant, Department of Agricultural Economics

- Assisted in lesson planning and instruction in core business law course;
- Emphasized agricultural and agribusiness issues.

**2009 – 2013**

Research Assistant, Department of Agricultural Economics

- Conducted economic and econometric analysis and research;
- Examined micro- and macro-economic effects of bioenergy policy and competition/antitrust issues.

**TUSKEGEE UNIVERSITY, Tuskegee, AL**

**January 2013 – May 2013**

Instructor, Department of Agricultural Economics

- Served as instructor of record for a graduate-level microeconomics course.

**Fall 2012**

Instructor, Department of Agricultural Economics

- Served as instructor of record for a graduate-level natural resource economics course.

**CARLOCK COPELAND & STAIR, Atlanta, GA**

**February 2008 – August 2009**

Attorney

- Practiced in the areas of legal malpractice defense, accounting malpractice defense, general commercial litigation, and securities litigation;
- Argued motions and participated in bench and jury trials;

- Provided written and oral advice to clients on litigation matters, litigation avoidance, strategy, and exposure;
- Negotiated settlement agreements on behalf of clients with other attorneys.

**SUTHERLAND ASBILL & BRENNAN, LLP, Atlanta, GA**

**August 2005 – February 2008**

Attorney

- Practiced in the areas of private equity, mergers and acquisitions, and general corporate and securities matters, ranging from \$1 million to \$2.3 billion;
- Provided written and oral advice to clients on matters relating to legal and business considerations;
- Reported to Private Equity team leader.

**Summer 2004**

Summer Associate

- Researched and wrote legal memoranda and briefs relating to corporate transactions, real estate transactions, and commercial litigation matters.

**References & Dissertation Available Upon Request**