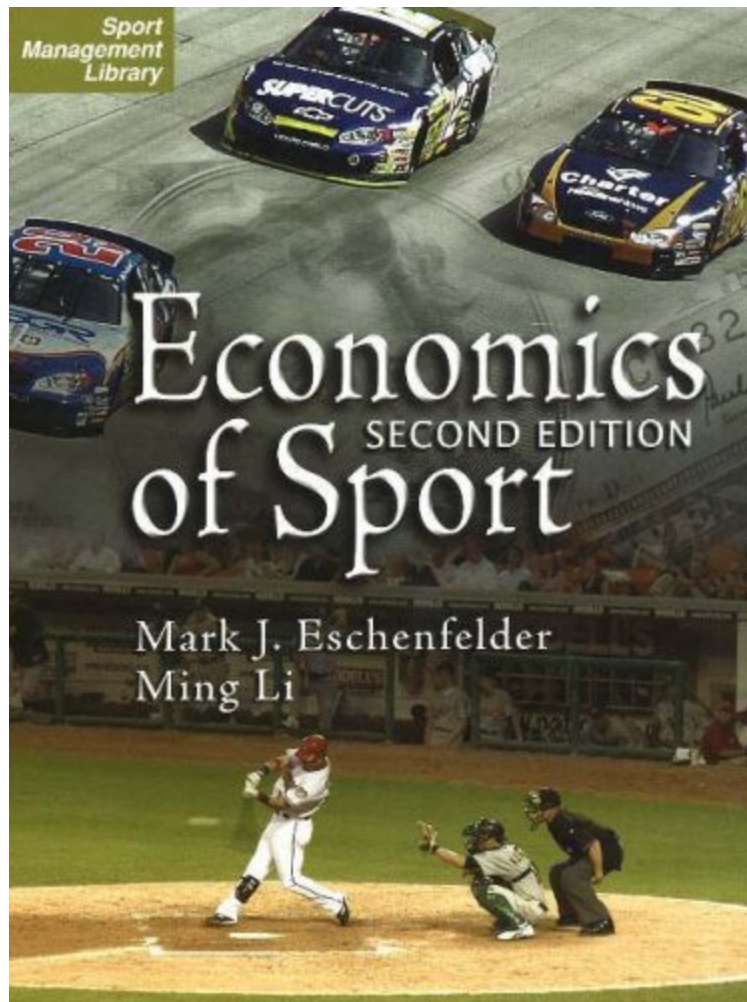


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About the Author
Dr. Ming Li is an associate professor of recreation and sport management at Georgia Southern University. He coordinates the sport management program and teaches courses on sport management, the economics of sport, financial management of sport, facility and event management, international sport management, management of sport organizations, and research methods and statistical applications in recreation and sport management. His major interests are in financial and economic aspects of sport and comparative sport management. He was chair of the Sport Management Council of the National Association for Sport and Physical Education (NASPE), and director of the Sport Management and Administration Commission of the International Council for Health, Physical Education, Recreation, Sport and Dance (ICHPERSD). Dr. Li is currently serving on the Sport Management Program Council (SMPRC). In 1996, he worked for the Atlanta Committee for the Olympic Games (ACOG) as an Olympic Envoy.

Susan Hofacre, PhD, is the director of the sport management program and a professor of sport management at Robert Morris College in Pittsburgh, PA. Her research focuses on marketing and economics of sport. She has taught courses on the economics of sport in the U.S. and in Greece. She has served as a featured speaker at sport industry conferences and works as a consultant for sport and recreation organizations in conducting economic impact and marketing studies. Dr. Hofacre received her doctorate from the University of California, Riverside, and a master's in sports administration from Ohio University.

Dr. Dan Mahony is an assistant professor in sport administration and director of the sport administration program at the University of Louisville. Dr. Mahony has a BS in accounting from Virginia Tech, an MS in sport management from West Virginia University, and a PhD in sport management from Ohio State University. He has previously worked for the accounting firm of Peat Marwick Main Co., the North Hunterdon High School Athletic Department, the West Virginia University Athletic Department, the University of Cincinnati Athletic Department, and the Cincinnati Reds. Dr. Mahony currently teaches classes in sport finance, sport sociology, management in sport, and athletics and higher education. Dr. Mahony is an active researcher and has had recent articles published in Sport Marketing Quarterly, International Sports Journal, Sport Management, International Journal of Sport Marketing and Sponsorship, Journal of Sport Management, and Journal of Sport and Social Issues. He has also made a number of presentations at the North American Society for Sport Management's annual conference and at the European Congress on Sport Management.