

EDUARDO G. MINUCI

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Citizenship: United States; Brazil
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EDUCATION

- May 2021** **Ph.D. in Economics, West Virginia University.**
Primary Emphasis: Monetary Economics
Secondary Emphasis: Sports and Regional Economics
Dissertation: “Innovations in Money and Banking Markets”
Chair: Dr. Scott Schuh | GPA: 4.00/4.00
- May 2019** **M.A. in Economics, West Virginia University.**
- May 2016** **B.A. in Economics (Summa Cum Laude), Winthrop University.**

PROFESSIONAL EXPERIENCE

- Aug 2021 – Present** **Assistant Professor of Economics (3-3 Teaching Load)**
Willie A. Deese College of Business and Economics
North Carolina A&T State University
- Summer 2021** **Adjunct Professor of Economics**
John Chambers College of Business and Economics
West Virginia University
- Aug 2016 – May 2021** **Graduate Assistant (Teaching Assistant and Research Assistant)**
John Chambers College of Business and Economics
West Virginia University

CONSULTING

- May 2026 – Present** **Founder & Principal**
Minuci Advisory LLC
Independent applied economics consulting. Engagement areas: AI workflow automation, causal inference, and strategic analysis.
Website: MinuciAdvisory.com

RESEARCH INTERESTS

Sport finance; labor and contract valuation (CBA, salary-cap design); sports facility finance & local capital markets; and current issues in the WNBA, NBA, and college basketball.

PUBLICATIONS

1. **Minuci, E. G.** & Rubenstein, K. (2026). “The Role of Off-Season Play, COVID-19, and the 2020 CBA in WNBA Career Continuity.” *Eastern Economic Journal* [Forthcoming].
2. **Minuci, E. G.,** Cardazzi, A. & Johnson, C. (2026). “Should more teams ‘trust the process’ of tanking?” *Contemporary Economic Policy*, 44 (2), 1–18. <https://doi.org/10.1111/coep.12705>
3. **Minuci, E.,** & Schuh, S. (2026). “Are West Virginia (or Other States’) Banks Unique?” *Contemporary Economic Policy*, 44 (2), 1–36. <https://doi.org/10.1111/coep.70014>

4. **Minuci, E. G.**, Kelly, S., Burkey, M. L., & Ducking, J. (2025). "Instructor Active Empathetic Listening and Its Impact on Students' Math Anxiety." *Communication Reports*, 38(3), 153–167. <https://doi.org/10.1080/08934215.2025.2451895>
5. **Minuci, E. G.** (2025), "The Relationship Between the Dodd–Frank Act and the Cost Efficiency of US Banks." *Economic Notes*, 54: e70008. <https://doi.org/10.1111/ecno.70008>
6. Kelly, S., **Minuci, E. G.**, Ducking, J., & Romero, A. (2024). "Understanding student burnout in quantitative reasoning courses." *Communication Quarterly*, 73(1), 115–132. <https://doi.org/10.1080/01463373.2024.2438835>
7. **Minuci, E. G.**, & Rodriguez, Z. (2024). "Does uniqueness matter for community banks?" *Journal of Economics and Finance*, 48, 947–977. <https://doi.org/10.1007/s12197-024-09684-9>
8. **Minuci, E. G.**, & Johnson, C. (2024). "The impact of the 2017 Collective Bargaining Agreement on wage discrimination in the NBA." *Applied Economics*, 57(5), 543–546. <https://doi.org/10.1080/00036846.2024.2305608>
9. Johnson, C., & **Minuci, E.** (2020). "Wage discrimination in the NBA: Evidence using free agent signings." *Southern Economic Journal*, 87(2), 517–539. <https://doi.org/10.1002/soej.12461>
10. McCannon, B. C., & **Minuci, E.** (2020). "Shill bidding and trust." *Journal of Behavioral and Experimental Finance*, 26, 100279. <https://doi.org/10.1016/j.jbef.2020.100279>
11. **Minuci, E.**, Ferreira Neto, A. B., & Hall, J. (2019). "A data envelopment analysis of West Virginia school districts." *Heliyon*, 5(7), e01990. <https://doi.org/10.1016/j.heliyon.2019.e01990>

WORKS UNDER REVIEW

1. "Determinants of Contracts and Wages in the WNBA" (with Zachary Rodriguez) [Revise & Resubmit]
2. "Are Players on Rookie Contracts Underpaid or Overpaid?" (with Johnny Ducking and Candon Johnson) [Under Review]

WORKS IN PROGRESS

1. "The Impact of Professional Sports Facilities on the Local Banking Industry." (with Brad Humphreys and Candon Johnson)
2. "Determinants of WNBA mid-season signings and their impact on team performance." (with Kerianne Rubenstein)
3. "Talent at a Discount: Estimating the Market Value of WNBA Rookies." (with Kerianne Rubenstein and Karly Gershon)
4. "Taxes, Amenities, and Race: The Role of State Taxes and Local Amenities in the Difference between Salaries by Race in the NBA." (with Johnny Ducking and Candon Johnson)
5. "Does the Transfer Portal Erode Team Chemistry? The Impact of the Transfer Portal on Team Performance and Competitive Balance"

PRESENTATIONS

Invited Talks

- Sept 2025 **Guest Speaker.** Seminar Series from the Department of Economics at Appalachian State University, Boone, NC — “Determinants of Contracts and Wages in the WNBA.”
- Oct 2024 **Guest Speaker.** Union College Seminar, Schenectady, NY — “Determinants of Contracts and Wages in the WNBA.”
- Spring 2022 **Guest Speaker.** University of Kansas’s Undergraduate Sports Economics Course (Virtual) — “Wage Discrimination in the NBA.”

Conference Presentations

- April 2025 UMBC Sports Economics Conference, Baltimore, MD — “The Relationship Between Market Characteristics and Players’ Salaries in the WNBA.”
- Nov 2024 Southern Economic Association Conference, Washington, DC — “The Impact of New Sports Facilities on Local Banks.”
- Nov 2023 Southern Economic Association Conference, New Orleans, LA — “How Sovereign Wealth Funds Impact Bank Risks.”
- Feb 2023 Academy of Economics and Finance Conference, Orlando, FL — “How the Dodd-Frank Act impacted the cost efficiency of U.S. banks.”
- Nov 2022 Southern Economic Association Conference, Fort Lauderdale, FL — 2 papers:
“The Effects of Market Concentration on Bank Uniqueness in Local U.S. Banking Markets” (with Zachary Rodriguez)
“The Impact of Fracking on the Asset Portfolio Allocation of Local Banking Markets” (with Shishir Shakya)
- Apr 2021 Southern Regional Science Association Conference (Virtual) — “A State-Level Analysis of the Cost Efficiency of U.S. Community Banks.”
- Feb 2021 Academy of Economics and Finance Conference (Virtual) — “A State-Level Analysis of the Cost Efficiency of U.S. Community Banks.”
- Nov 2020 Southern Economic Association Conference (Virtual) — “The Impact of Sports Facilities on the Local Banking Industry.”
- Sept 2020 Presentation to Thomas Barkin (President, Federal Reserve Bank of Richmond), Virtual — “How Are West Virginia Banks Different?”
- Jun 2020 Western Economic Association International Conference (Virtual) — “How Are West Virginia Banks Different?”
- Apr 2020 Macro, Money, and Finance Workshop, West Virginia University (Virtual) — “How Are West Virginia Banks Different?”
- Nov 2019 Southern Economic Association Conference, Fort Lauderdale, FL — “How Are West Virginia Banks Different?”
- Mar 2019 Macro, Money, and Finance Workshop, West Virginia University (Virtual) — “Regional Banking Shocks.”
- Feb 2019 Eastern Economic Association Conference, New York, NY — “Wage Discrimination in the NBA: Evidence Using Free Agent Signings.”

- Feb 2019 Macro, Money, and Finance Workshop, West Virginia University (Virtual) — “How Are West Virginia Banks Different?”
- Nov 2017 Southern Economic Association Conference, Tampa, FL — 2 papers:
“Evaluating the Natural Rate of Interest Applying the Hamilton Filter”
“Skill Bidding and Social Preferences.”
- Jun 2017 Western Economic Association International Conference, San Diego, CA — “Skill Bidding and Social Preferences.”
- Apr 2017 Association of Private Enterprise Education Conference, Lahaina, HI — “The Technical Efficiency of West Virginia School Districts.”

Industry-Related Credentials

NBA CBA Mastery 2.0 with Bobby Marks; Sports Business Classroom on Demand 2025.

TEACHING

Teaching Interests

Sport and entertainment finance; sport economics; pricing and revenue analytics; labor markets, contracts, and collective bargaining; venue and facility finance; sport analytics and technology; sport mega-events; collegiate athletics; and research methods and quantitative analysis.

Instructor of Record

North Carolina A&T State University

- ECON 330: Sports Economics – In-person & online; ~15 students/course (twice)
- ECON 408: Managerial Economics – Online; ~20 students/course (once)
- ECON 315: Money and Banking – Online; ~30 students/course (3 times)
- ECON 201: Principles of Macroeconomics – In-person; 30 to 175 students/course (11 times)
- ECON 200: Principles of Microeconomics – In-person & Online; 30 to 175 students/course (6 times)

West Virginia University

- BADM 618: Macro and Managerial Economics – Online; ~30 students/course (twice)
- ECON 302: Inter. Macroeconomic Theory – In-person & Online; ~30 students/course (4 times)
- ECON 331: Money and Banking – Online; 65 students/course (once)
- ECON 202: Principles of Macroeconomics – Online; 65 students/course (once)
- ECON 200: Survey of Economics – Online; 65 students/course (once)

Teaching Certificates Earned

ACUE’s Teaching with A.I. Certificate in Effective College Instruction (NC A&T 2024 Cohort).
EDUCATE Workshop organized by the American Economic Association, Chicago, IL. (2023 Cohort).
ACUE’s Certificate in Effective College Instruction (2020 Cohort).

SERVICE

Departmental

- 2024 – Present **Coordinator.** Economics Department Student Outreach Committee; NC A&T.
- 2024 – Present **Faculty Advisor.** Aggie Economics Association; NC A&T.

- 2022 – Present **Member.** Economics Department Search & Hiring Committee (3 times; total of 6 positions filled); NC A&T.
- 2022 – 2024 **Chair.** Economics Department Student Recruitment Committee; NC A&T.
- Fall 2021 **Member.** Economics Department Student Recruitment Committee; NC A&T.
- 2021 – Present **Member.** Economics Department Reappointment, Promotion, and Tenure (PRT) Journal Ranking Committee; NC A&T.
- Spring 2021 **Team Member.** Macro Bootcamp Team (Refining Macro Undergraduate Curriculum at WVU). Team Leader: Dr. Scott Schuh; West Virginia University.

College

- 2026 **Presenter.** AI Showcase during the Deese College Executive Advisory Council (EAC); NC A&T.
- 2024-2025 **Faculty Mentor.** Deese College Undergraduate Research Experience (D-CURE); NC A&T.
- Mar 2024 **Panelist.** Willie A. Deese COBE Faculty Orientation; NC A&T.
- Fall 2024 **Faculty Advisor.** Advised the NC A&T team in the College Fed Challenge national competition.
- Spring 2024 **Faculty Advisor.** Advised the NC A&T team in the Fiscal Challenge competition.
- Mar 2022 **Panelist.** Graduate Student Professional Development Series; NC A&T.

University

- 2025 – Present **Member.** Student Success Advisory Council; NC A&T.
- 2024 – Present **Organizer.** Financial Trading Room Session. Part of NC A&T's Duddle Day, a community service event to teach high school students about post-secondary school opportunities.
- 2024 – Present **Faculty Leader.** Responsible for providing support to faculty using Poll Everywhere on campus through workshops and individual appointments; NC A&T.
- Jan & Oct 2024 **Panelist.** Center for Teaching Excellence (CTE) New Faculty Orientation, NC A&T.
- Apr 2023 **Judge.** Undergraduate Research Symposium; NC A&T.
- Feb 2023 **Judge.** TD Ameritrade Aggies Dataworks Competition; NC A&T.
- Fall 2021 **Substitute Host/Member.** Reading Circle: Search Inside Yourself; NC A&T.

Community

- 2021 – Present **Board Member.** One Yoga Foundation, Morgantown, WV. Non-profit promoting yoga and holistic approaches to the community. Advisory board role with limited time commitment.

Student Supervision & Academic Advising

Undergraduate Research Advising:

Brian Roper-Nelson. B.S. in Economics, NC A&T. Class of 2025. Honors student. (Advisor)
American Economic Association Summer Program (AEASP) Scholar – 2024 Cohort
Job Shadow Program Participant at the Federal Reserve Bank of Boston
Student LinkedIn: <https://www.linkedin.com/in/bropernelson/>
Placement: Harvard Law School.

Terrence “Olu” Rouse. Department of Economics, NC A&T. Class of 2027. Honors student. (Co-Advisor, double-majoring in Economics and Political Science)
Truman Scholar (first in NC A&T’s history) – 2026 Cohort
American Economic Association Summer Program (AEASP) Scholar – 2025 Cohort
Roosevelt Network Emerging Fellow
John Lewis Young Leaders Fellow (1 of 16 selected nationwide from 550+ applicants; NC A&T's 2nd ever JLYL Fellow)
Student LinkedIn: <https://www.linkedin.com/in/t-olu-rouse-7619b8271/>
Placement: TBD upon graduation.

Undergraduate Academic Advising:

Academic Advisor for 10-15 undergraduate students per semester. Economics Department, NC A&T. Until the end of 2024, primarily Freshmen and Sophomores.
Faculty liaison and resource for the college’s professional advising team.

Thesis Committees:

Roy Mishuk. M.S. in Agribusiness and Applied Economics, North Dakota State University. Degree awarded: May 2024. (Committee Member)

External Relationships

Built relationships with the following organizations through business meetings to discuss internships, job placements, mentorship programs, professional workshops, and/or guest speaking engagements:

- Bureau of Labor Statistics (BLS)
- American Airlines
- Internal Revenue Service (IRS)
- Federal Reserve of Richmond (Charlotte branch)

Journals: Reviewer History

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| Journal of Sports Economics | International Journal of Sports and Finance |
| Applied Economics | Journal of Economics, Race, and Policy |
| Contemporary Economic Policy | American Business Review |
| Industrial Relations | Journal of Economics and Finance Education |

Conference Session Chair and Discussant

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| Nov 2023 | Session Chair and Discussant. Southern Economic Association Conference, New Orleans, LA |
| Feb 2023 | Session Chair and Discussant. Academy of Economics and Finance Conference, Orlando, FL |
| Nov 2022 | Invited Panelist. Southern Economic Association Graduate Student Sessions. |
| Apr 2021 | Session Discussant. Southern Regional Science Association Conference |
| Nov 2020 | Session Discussant. Southern Economic Association Conference |
| Jun 2020 | Session Chair and Discussant. Western Economic Association International Conference |
| Nov 2019 | Session Discussant. Southern Economic Association Conference, Fort Lauderdale, FL |

GRANTS & FELLOWSHIPS

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| 2024 | USDA Economic Research Service (ERS) Proposal — “ERS–N.C. A&T Collaborative Project: R.E.A.C.H. – Resilience, Empowerment, and Academic Capacity for Historically |
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Black Universities.” Role: Co-Investigator. Total Requested: \$588,186. Status: Submitted, Dec 18, 2024.

- 2020 Humane Studies Fellowship (Awarded: \$3,000)
2017 – 2021 Center for Free Enterprise Fellowship; West Virginia University (Awarded: \$10,000 of supplemental stipend)

AWARDS

- 2025 Top Paper Award for the Instructional and Developmental Communication Division at the International Communication Association Convention. Paper: Minuci, Kelly, Burkey, and Ducking (2025)
2024 Junior Faculty Excellence in Teaching Award for the Willie A. Deese College of Business and Economics, NC A&T.
2023-2024 Academic Advising Excellence Award for the Willie A. Deese College of Business and Economics, NC A&T.
2020 Best Doctoral Economics Student Award, West Virginia University.
2016 Undergraduate Economics Student of the Year, Winthrop University.

MEDIA APPEARANCES

TV Appearance. WXII 12 News, Greensboro, High Point, Winston-Salem, “How will tariffs impact you? A North Carolina A&T professor weighs in,” Feb. 2025.

TV Appearance. WXII 12 News, Greensboro, High Point, Winston-Salem, “Family of Faizon Brandon, number one football recruit in America, sues the state over NIL policy,” Aug. 2024.

PROFESSIONAL MEMBERSHIPS

- 2024 – Present North American Association of Sports Economists (NAASE)
2021 – Present American Society of Hispanic Economics (ASHE)
2025 North American Association of Sports Management (NAASM)
2020 – 2025 Association of College and University Educators (ACUE)
2018 – 2025 American Economic Association (AEA)
2022 – 2024 Southern Economic Association (SEA)
2021 Academy of Economics and Finance (AEF)
2021 Southern Regional Science Association (SRSA)
2017, 2020 Western Economic Association International (WEAI)
2019 Community Bankers of West Virginia (CBWV)
2019 Eastern Economic Association (EEA)
2017 Association of Private Enterprise Education (APEE)

REFERENCES

Dr. Brad Humphreys
Associate Dean of Academic Affairs and Research
John Chambers College of Business at West Virginia University
Email: Brad.Humphreys@mail.wvu.edu

Dr. Keri Rubenstein
Assistant Professor of Sports Data Analytics
Department of Sport Analytics at Syracuse University

CV: Eduardo G. Minuci

Email: knrubens@syr.edu

Dr. Johnny Ducking (former colleague at NC A&T)
Associate Professor of Economics
Department of Economics at the University of Mississippi
Email: jduckin@olemiss.edu

Dr. Candon Johnson
Economist
U.S. Food and Drug Administration
Email: candon2591@gmail.com