

BRIAN ROSS WALKUP

Crummer Graduate School of Business
Rollins College
Crummer Hall 306
1000 Holt Avenue
Winter Park, FL 32789 USA

Office: 407.691.1229
Cell: 941.468.1691
E-mail: bwalkup@rollins.edu

ACADEMIC EXPERIENCE

Crummer Graduate School of Business at Rollins College
Professor of Finance **2024-Current**
Associate Professor of Finance **2018-2024**

The University of Tulsa
H. Michael Krimbill Finance Fellow and Associate Professor of Finance **2017-2018**
Assistant Professor of Finance **2011-2017**

EDUCATION

Ph.D. – Finance, University of Florida, Warrington College of Business **2011**

M.B.A. – Finance/Management, Rollins College, Crummer Graduate School of Business **2006**

B.S. – Mathematics, Trevecca Nazarene University **2004**

PRIMARY INTERESTS

Research: Empirical Corporate Finance, Payout Policy, Mergers & Acquisitions, Initial Public Offerings, Interaction between Sports and Finance, Retail Investing, Event Studies, ESG and Sustainability

Teaching: Corporate Finance, Business Finance, Managerial Finance, Financial Modeling, Financial Theory, Experiential Learning

AWARDS

Winner of the Cornell Distinguished Faculty in Crummer Award **2024-2025**

Nominated for The University of Tulsa Mayo Excellence in Teaching Award **2014-2015**

Winner of The University of Tulsa Helmerich Graduate Faculty Excellence Award **2012-2013**

Nominated for The University of Tulsa Mayo Excellence in Teaching Award **2012-2013**

Nominated for The University of Tulsa Mayo Excellence in Teaching Award **2011-2012**

PUBLICATIONS (PEER-REVIEWED)

“Retail and institutional trading during a COVID-19 presidential press conference,” with Matthew D. Crook and Andrew Lynch, *Journal of Economics and Finance*, Vol. 48 (2024), pp. 544-562 DOI: <https://doi.org/10.1007/s12197-024-09663-0>.

“All My Rowdy Friends: The Effect of Super Bowl Hosting on Audit Timing,” with Matthew D. Crook, Tamara A. Lambert, and James D. Whitworth, *Managerial Auditing Journal*, Vol. 38, No. 7 (2023), pp. 1162-1186 DOI: <http://dx.doi.org/10.1108/MAJ-06-2022-3585>.

“Sponsorship and the Resource-Based View of the Firm: Effects on the Acquisition of Resources, Demand, the Recruitment of Human Capital, and Organizational Performance,” with Jonathan Jensen and Lane Wakefield, *Journal of Sport Management*, Vol. 37, No. 2 (2023), pp. 73-87 DOI: <https://doi.org/10.1123/jsm.2021-0292>.

“Assessing returns from new sponsorship opportunities: The case of NBA jersey sponsorships,” with Adrien Bouchet and Jonathan Jensen, *Sport Marketing Quarterly*, Vol. 32, No. 1 (2023), pp. 47-61 <http://doi.org/10.32731/SMQ.321.032023.04>.

“Moving beyond sponsorship: A conceptual model for minority equity alliances undertaken by corporate brands,” with Furkan Gur, Adrien Bouchet, and Jonathan Jensen, *Journal of Business and Industrial Marketing*, Vol. 37, No. 9 (2022), pp. 1762-1786 <https://doi.org/10.1108/JBIM-11-2020-0502>.

“A Dichotomy of Sport Sponsorships: Does the Nature of Competition Among Sponsors Matter?” with Adrien Bouchet, Brian Chabowski, and Thomas Doellman, *Journal of Sport Management*, Vol. 36, No. 2 (2022), pp. 188-198 <https://doi.org/10.1123/jsm.2020-0203>.

“Sales Order Backlog and Corporate Social Responsibility,” with Li Sun and Kean Wu. *Advances in Accounting*, Vol. 47, November (2019) <https://doi.org/10.1016/j.adiac.2019.100444>.

“Legal systems and the financing of working capital,” with Michael Troilo, Masato Abe, and Seulki Lee, *International Review of Economics & Finance*, Vol. 64, November (2019), pp. 641-656 <https://doi.org/10.1016/j.iref.2018.01.010>.

“The Case of the Unidentified Energy Companies,” with Matthew D. Crook and Mark Griffiths, *Journal of Finance Case Research*, Vol. 18, (2018/2019), pp. 25-36.

“Business volatility and employee performance,” with Wen-Chyuan Chiang and Li Sun, *American Journal of Business*, Vol. 33, No. 3 (2018), pp. 96-119 <https://doi.org/10.1108/AJB-03-2018-0007>.

-Winner of the 2019 Emerald Literati Award - Outstanding Paper for *American Journal of Business*.

“Proximity to urban centers in mergers and acquisitions,” with Patty Bick, Matthew D. Crook, and Andrew A. Lynch, *Managerial Finance*, Vol. 43, No. 11 (2017), pp. 1292-1308 <https://doi.org/10.1108/MF-01-2017-0014>.

“Preempting the competition: How do shareholders view sponsorships in the sport apparel industry?” with Adrien Bouchet, Thomas Doellman, and Michael Troilo, *Journal of Sport Management*, Vol.31, No. 3 (2017), pp. 275-287 <https://doi.org/10.1123/jsm.2016-0151>.

“Does Distance Matter in Mergers and Acquisitions?” with Patty Bick, Matthew D. Crook, and Andrew A. Lynch, *Journal of Financial Research*, Vol. 40, No. 1 (2017), pp. 33-54 <https://doi.org/10.1111/jfir.12115>.

“The impact of uncertainty on payout policy,” Solo-authored, *Managerial Finance*, Vol. 42, No. 11 (2016), pp. 1054-1072 <https://doi.org/10.1108/MF-09-2015-0237>.

“Rankings and Trends in Finance Publishing: An Iterative Approach,” with Matthew D. Crook, *Journal of Financial Research*, Vol. 39, No. 3 (2016), pp. 291-322
<https://doi.org/10.1111/jfir.12099>.

“Dynamic Pricing Usage in Sports for Revenue Management,” with Adrien Bouchet and Michael Troilo, *Managerial Finance*, Vol. 42, No. 9 (2016), pp. 913-921
<https://doi.org/10.1108/MF-01-2016-0017>.

“A Graphical Approach to Teaching the Capital Asset Pricing Model (CAPM) in Introductory Finance Courses,” Solo-authored, *Journal of Economics and Finance Education*, Vol. 15, No. 2 (2016), pp. 17-24.

“Corporate ownership model: Should Borussia Dortmund take on an equity partner?” with Adrien Bouchet and Kaelynn Lemke, *Journal of Business Cases and Applications*, Vol. 16 (2016).

“Short-Term Performance of U.S.-Bound Chinese IPOs,” with K. Stephen Haggard and Yaoyi Xi, *Financial Review*, Vol. 50, No. 1 (2015), pp. 121-141
<https://doi.org/10.1111/fire.12062>.

-Winner of the John O. Tollefson Best Paper Award

“The impact of international football matches on primary sponsors and shareholder wealth,” with Adrien Bouchet, Thomas Doellman, and Michael Troilo, *Journal of Sport Management*, Special Issue on Sponsorship-Linked Marketing, Vol. 29, No. 2 (2015), pp. 200-210
<https://doi.org/10.1123/JSM.2013-0285>.

UNDER REVIEW

“Data Breach Announcements: Evaluating the Content and Timing of Breach Announcements and Their Effect on Firm Value,” with Paul Viancourt, Revise & Resubmit at *Information and Computer Security*.

WORKING PAPERS

“The Influence of ETFs in the Index Inclusion Event,” with Greg Mecca.

“The Effects of News on Retail Investor Trading,” with Matthew D. Crook, Andrew Lynch, and Spencer Wyld.

WORKS IN PROGRESS

“The Effect of Sponsorship on Rivals’ Stock Returns: An Analysis of Global Tire Manufacturers” with Adrien Bouchet and Michael Troilo.

“Stealing from a Rival: The Financial Implications of Switches Among Official Status League Sponsors,” with Jonathan Jensen and Christie Chen.

MEDIA MENTIONS

“Debt Free 2023: How to choose the right credit card for you”, Fox35 Orlando, February 15, 2023, Link: <https://www.fox35orlando.com/video/1180883>

Note: This live interview aired locally on Fox 35 on February 15, 2023

“Can’t Buy Me Love: The Average Date in America Costs \$159”, (written by Rachel Newcomb), February 10, 2023 Link: <https://www.moneygeek.com/living/analysis/cost-of-a-date-in-major-cities/#expert=brian-walkup-phd>

“America’s Favorite Meal Just Got a Major Price Hike”, MoneyGeek (written by Rachel Newcomb), September 30, 2022, Link: <https://www.moneygeek.com/living/analysis/cost-of-a-burger-by-city/#expert=brian-walkup-phd>

“High schoolers in Florida may soon need to take money management class to graduate,” WESH NBC 2 of Orlando, March 2, 2022, Link: <https://www.wesh.com/article/high-schoolers-in-florida-may-soon-need-to-take-money-management-class-to-graduate/39298502#>

Note: This story aired locally on NBC 2 on March 2, 2022

“Best Student Credit Cards of 2022,” MoneyGeek, February 22, 2022, Link: <https://www.moneygeek.com/credit-cards/college-students/#expert=brian-walkup-phd>

“Rollins College professor says Florida stands to lose big from MLB Spring Training Game cancellations,” NPR, February 21, 2022, Link: <https://www.wmfe.org/rollins-college-professor-says-florida-stands-to-lose-big-from-mlb-spring-training-game-cancellations/196588>

Note: This story aired nationally on NPR across 25 affiliates generating over 1 million impressions

“Capital One Platinum Secured Credit Card,” WalletHub, February 21, 2022, Link: https://wallethub.com/d/capital-one-secured-credit-card-383c#expert=brian_walkup

“How to Start Saving and Investing,” MoneyGeek, September 17, 2021, Link: <https://www.moneygeek.com/financial-planning/resources/start-saving-and-investing/#expert=brian-walkup-phd>

“The Best Travel Credit Cards of 2021,” MoneyGeek, September 17, 2021, Link: <https://www.moneygeek.com/credit-cards/travel/#expert=brian-walkup-phd>

“Millions of parents look forward to new, monthly child tax credits,” Spectrum News 13, May 18, 2021, Link: <https://www.mynews13.com/fl/orlando/news/2021/05/18/millions-of-parents-look-forward-to-new--monthly-child-tax-credits#>

“Compare Car Insurance Quotes & Rates for 2021,” MoneyGeek, March 16, 2021, Link: <https://www.moneygeek.com/insurance/auto/compare-quotes/#expert=brian-walkup-phd>

“Sports Sponsorships Boost Stock Prices before the Deals are Announced, Study Says,” Sportico, February 10, 2021, Link: <https://www.sportico.com/business/sponsorship/2021/sports-sponsorships-stock-prices-1234622435/>.

“Discover it Cash Back,” WalletHub, September 11, 2019, Link: <https://wallethub.com/d/discover-it-credit-card-801c/#expert=brian-walkup>

“The great payday debate: Experts aren’t sure what disclosing CEO salary ratio will do,” The Journal Record, August 6, 2015, Link: <http://journalrecord.com/2015/08/06/the-great-payday-debate-experts-arent-sure-what-disclosing-ceo-salary-ratio-will-do-finance/>

“Bank of America to charge \$5 for debit card usage,” KRMG, September 29, 2011, Link: <http://www.krmg.com/news/news/local/bank-america-charge-5-debit-card-usage/nDxyn/>

“Abnormal Returns from Providing Liquidity After Hours?” CXO Advisory, September 17, 2009, Link: <https://www.cxoadvisory.com/2236/calendar-effects/abnormal-returns-from-providing-liquidity-after-hours/>

GRANTS

University of Tulsa Faculty Internationalization Grant	2015
Traveled to Germany to research the ownership structure of sport entities in Germany	
Resulting publication: “Moving beyond sponsorship: A conceptual model for minority equity alliances undertaken by corporate brands,” with Furkan Gur, Adrien Bouchet, and Jonathan Jensen, <i>Journal of Business and Industrial Marketing</i> , Vol. 37, No. 9 (2022), pp. 1762-1786 https://doi.org/10.1108/JBIM-11-2020-0502 .	
Collins College of Business/School of Finance, Operations Management & International Business Summer Research Grant	2015
University of Tulsa Faculty Research Grant	2015
University of Tulsa Faculty Development Summer Fellowship	2014
University of Tulsa Faculty Development Summer Fellowship	2013
University of Tulsa Faculty Development Summer Fellowship	2012
University of Tulsa Faculty Research Grant	2012

ACADEMIC SERVICE - REVIEWER

Reviewer (journals listed alphabetically), *Advances in Accounting, American Journal of Business, Financial Research Letters, Financial Review, International Journal of Financial Studies, International Journal of Revenue Management, International Journal of Sports Marketing and Sponsorship, Journal of Business and Systems Research, Journal of Economics and Finance, Journal of Economics and Finance Education, Journal of Financial Research, Journal of Risk and Financial Management, Managerial Finance, Papers in Regional Science, Quarterly Finance and Economics, and Sustainability*

SERVICE (SELECTED)

Member, Rollins Retirement Plan Advisory Committee	2024-Current
Crummer Faculty President	2023-Current
Member, Rollins IT Governance Committee	2022-Current
Advisor, Crummer Finance Organization	2022-Current
Advisor, Rollins Moving Services	2022-Current
Co-Chair, Technology Committee	2021-Current
Facilitator, EAMBA 37/39/41/43/45 Orientation (MBA500)	2020-Current

Member, EDBA Academic Committee	2022-2024
Member, DEI Task Force 2: Faculty and Staff Hiring and Retention	2022
Member, Task Force - 2021 Summer Mixed Mode	2021
Member, Crummer Convening on Racial Justice	2020-2021
Member, Research Task Force	2019

DISSERTATION COMMITTEE SERVICE

Chair, EDBA Dissertations of Sid Rath (ongoing), Chris Brown (Co-Chair, defended 8/20/2024), Greg Mecca (defended 4/14/2022), and Paul Viancourt (defended (11/18/2021)

Second, EDBA Dissertations of Komlan Ahavi (defended 10/19/2023) and Federico D’Kuba (defended 4/20/2021)

Reader, EDBA Dissertations of Ryan Beckett, Carlos Munoz (defended 10/20/2023), and Alejandro Vazquez Rios (defended 5/4/2020)