

CONTACT INFORMATION	Department of Economics Macquarie University NSW, 2109, Australia	Phone: +61 (0)2 9850 9469 E-mail: paul.crosby@mq.edu.au WWW: Research Profile Website
EDUCATION	Macquarie University, Sydney, Australia PhD, Economics, 2018 BEC (First Class Honours), 2014	
ACADEMIC EXPERIENCE	Senior Lecturer, Macquarie University Lecturer, Macquarie University	January 2022 to present November 2017 to December 2021
REFEREED JOURNAL PUBLICATIONS	<p>Should subscription-based content creators display their earnings on crowdfunding platforms? Evidence from Patreon (with Jordi McKenzie), <i>Journal of Business Venturing Insights</i>, 16 (November 2021), e00264.</p> <p>It takes two, baby! Feature artist collaborations and streaming demand for music (with Jordi McKenzie and Liam Lenten), <i>Journal of Cultural Economics</i>, 45(3) (September 2021), 385-408.</p> <p>Public acceptance of carbon taxes in Australia (with Rohan Best and Mara Hammerle), <i>Energy Economics</i>, 101 (September 2021), 105420.</p> <p>When does managerial experience matter? Evidence from Major League Baseball, <i>Applied Economics</i>, 53(51) (June 2021), 5877-5882.</p> <p>Super-sizing renewable energy investment: Examining the portfolio preferences of superannuation fund members (with Rohan Best and Mara Hammerle), <i>Economic Record</i>, 97(317) (June 2021), 267-284.</p> <p>Survey evidence on the impact of COVID-19 on Australian musicians and implications for policy (with Jordi McKenzie), <i>International Journal of Cultural Policy</i>, E-pub ahead of print (May 2021).</p> <p>Does a cool head beat a hot hand? Evidence from professional golf (with Andrew Evans), <i>Economic Modelling</i>, 97 (April 2021), 272-284.</p> <p>Don't judge a book by its cover: Examining digital disruption in the book industry using a stated-preference approach, <i>Journal of Cultural Economics</i>, 43 (December 2019), 607-637.</p> <p>Experimental evidence on demand for "on-demand" entertainment (with Jordi McKenzie, Joe Cox and Alan Collins), <i>Journal of Economic Behavior & Organization</i>, 161 (May 2019), 98-113.</p> <p>Sentiment and bias in performance evaluation by impartial arbitrators (with Jordi McKenzie and Liam J. A. Lenten), <i>Economic Modelling</i>, 76 (January 2019), 128-134.</p> <p>Social media followers as music fans: Analysis of a music poll event (with Jordi McKenzie and Liam J. A. Lenten), <i>Economics Letters</i>, 168 (July 2018), 85-89.</p>	

REFEREED BOOK CHAPTERS	More than economics: cultural value and the Australian book industry (with David Throsby) in <i>Publishing and Culture</i> (eds. Dallas Baker and Donna Brien), Cambridge Scholars Publishing, (May 2019).
GRANTS AWARDED	<p>Chief Investigator, “2021 Survey of Australian Book Authors” (with David Throsby), Australia Council for the Arts and the Copyright Agency, AU\$47,930, July 2021 to November 2022.</p> <p>Macquarie University Teaching and Leadership Support Scheme, A\$6,551, June 2021 to December 2021.</p> <p>Macquarie University Early Career Researcher Enabling Scheme, A\$2,463, July 2021 to December 2021.</p> <p>Macquarie University Early Career Researcher Support Scheme, A\$10,000, January 2021 to December 2022.</p> <p>Chief Investigator, “Success Story: International Rights Sales and Exports of Australian Books 2008-2018” (with David Throsby), Australia Council for the Arts and the Copyright Agency, A\$61,904, December 2018 to October 2020.</p> <p>Macquarie University Postgraduate Research Fund, A\$3,300, April 2018.</p> <p>Macquarie University Research Excellence Scholarship, A\$75,000, July 2014 to July 2017.</p>
OTHER PUBLICATIONS	<p>Success story - international rights sales of Australian-authored books (with Jan Zwar, Airlie Lawson and Sunny Y. Shin), Macquarie University, October, 2021.</p> <p>New research finds a growing appetite for Australian books overseas, with increased demand in China (with Jan Zwar), <i>The Conversation</i>, October 19, 2021.</p> <ul style="list-style-type: none"> • Over 6,000 reads. Subsequent radio coverage on ABC Radio Melbourne and 3AW Melbourne. <p>Assessing public support for carbon taxes in Australia (with Rohan Best and Mara Hammerle), <i>Austaxpolicy.com</i>, August 19, 2021.</p> <p>The more video streaming services we get, the more we’ll turn to piracy (with Jordi McKenzie), <i>The Conversation</i>, August 17, 2021.</p> <ul style="list-style-type: none"> • Over 21,000 reads. Subsequent radio interviews on ABC Radio Darwin, 6PR Perth and 2SER Sydney. <p>Submission to the Parliamentary Inquiry into Australia’s creative and cultural industries and institutions (with David Throsby and Jan Zwar), Parliament of Australia, October 19, 2020.</p> <ul style="list-style-type: none"> • Submission incorporated into list of inquiry’s final recommendations, <i>Sculpting a National Cultural Plan: Igniting a post-COVID economy for the arts</i>, October 27, 2021. <p>Hitting the ‘Triple J Hottest 100’: What it means for artists (with Jordi McKenzie and Liam Lenten), <i>EconomistsTalkArt.org</i>, May 21, 2019.</p> <p>The economics of ticket scalping (with Jordi McKenzie), <i>The Conversation</i>, September 11, 2017.</p> <ul style="list-style-type: none"> • Over 61,000 reads. Subsequent radio interviews on ABC Radio National’s <i>The World Today</i>, Triple J, ABC Radio Sydney, ABC Radio Darwin, ABC News Melbourne and ABC

Radio Adelaide.

INVITED SEMINARS	University of Giessen, Giessen, November 2019 RMIT, Melbourne, February 2018 Rhodes University (hosted by the Economic Society of South Africa), Grahamstown, April 2017
CONFERENCE PRESENTATIONS	25th Australasian Teaching Economics Conference, online, July 2021 21st International Conference on Cultural Economics, online, July 2021 94th Western Economic Association International Conference, San Francisco, July 2019 20th International Conference on Cultural Economics, Melbourne, June 2018 14th Western Economic Association International Conference (Intl.), Newcastle, January 2018 19th Mallen Economics of Filmed Entertainment Conference, New York, November 2017 4th North American Workshop on Cultural Economics, Montreal, November 2017 5th International Choice Modelling Conference, Cape Town, April 2017 19th International Conference on Cultural Economics, Valladolid, June 2016
INDUSTRY PRESENTATIONS	Australia Council for the Arts, online, June 2021 Small Press Network, online, November 2020 Australian Publishers Association, online, October 2020
HONOURS AND AWARDS	Macquarie Business School Early Career Researcher Showcase Competition - 1st place, 2020 Macquarie University Vice-Chancellor's Learning and Teaching Student Nominated Award - Highly Commended, 2019 Macquarie Business School Student Nominated Learning and Teaching Award, 2019 Macquarie University Dean's Excellence Award for Unit Development, 2017
MEDIA CITATIONS	"Stress, sludge and the subscription economy", ABC Radio National, February 17, 2022 "Ford's war on scalpers", The Defrag Podcast, February 3, 2022

“The Australian books that are hot property overseas”, Sydney Morning Herald, The Age, WA Today, Brisbane Times, October 19, 2021

“Global demand for Australian books revealed in new study”, The Lighthouse (Macquarie University), October 19, 2021

“Aus international rights sales up by volume and value: new report”, Books+Publishing, October 19, 2021

“Most of Australia’s literary heritage is out of print’: the fight to rescue a nation’s lost books”, The Guardian, June 24, 2021

“Macquarie Uni Business School analyses how the mind game of golf can help avoid a choke”, The Australian, May 7, 2021

“Science behind how to avoid a shocking golf choke”, Herald Sun and The Daily Telegraph, May 7, 2021

“Hot hand v cool head”, The Australian, April 16, 2021

“For golf pros, cool heads beat hot hands: new study”, The Lighthouse (Macquarie University), April 8, 2021

“Rescuing Australia’s Lost Literary Treasures”, Pursuit (University of Melbourne), November 22, 2020

“Authors, industry researchers to appear at parliamentary inquiry”, Books+Publishing, November 12, 2020

“From drumbeat to downbeat: music industry hits a sour note”, The Lighthouse (Macquarie University), October 20, 2020

“Quite incredible: demand for Indigenous literature goes global”, Sydney Morning Herald, November 25, 2019

“Want to Be Your Company’s Rockstar? Spotify Proves Collaboration Beats Going Solo”, Fortune.com, November 16, 2019

“There’s more to musical collaborations than money: study”, The Lighthouse (Macquarie University), November 4, 2019

“Ticket scalpers leave AFL fans fuming”, ABC Radio National, September 11, 2017

ACADEMIC SERVICE

Elected member, Macquarie University Academic Senate, January 2021 to present

Member, Macquarie University Senate Learning and Teaching Committee, January 2021 to present

Learning and Teaching Coordinator, Department of Economics, Macquarie University, January 2019 to present

Ad-hoc referee: *Information Economics and Policy*, *Journal of Cultural Economics*, *International Journal of Arts Management*, *International Journal on Media Management*

Lead applicant on the Macquarie University Department of Economics successful New Colombo Plan funding application (A\$92,400), project to run from 2022 to 2025

**CURRENT
MEMBERSHIPS**

Economic Society of Australia, Association for Cultural Economics International, Western Economic Association International

**TEACHING
EXPERIENCE**

Principles of Economics (1st year undergraduate)

Microeconomic Principles (1st year undergraduate)

Macroeconomic Principles (1st year undergraduate)

Quantitative Methods in Economics, Business and Finance (1st year undergraduate)

Introductory Econometrics (2nd year undergraduate)

Microeconomic Analysis (2nd year undergraduate)

Current Issues in Economics (3rd year undergraduate)

Economic Analysis (postgraduate)