

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>Netflix chills and revamps its viewing metrics: Preliminary analysis and opportunities for re-search (with Jordi McKenzie and Sunny Y. Shin), <i>Poetics</i>, In press (October 2022), 101738.</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>, 28(2) (March 2022), 166-186.</p> <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>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>	

	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.
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>The economic and cultural value of the Australian book industry deserves more government support (with David Throsby and Jan Zwar), <i>The Conversation</i>, September 2022.</p> <p>Submission to the Office for the Arts National Cultural Policy consultation: The economic and cultural value of the Australian book industry (with David Throsby and Jan Zwar), Office for the Arts, August 2022.</p> <p>Literary festivals as cultural destinations: the case of the Ubud Writers and Readers Festival (with David Throsby and Jan Zwar), SSRN, January 2022.</p> <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 2021.</p> <ul style="list-style-type: none"> • 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 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 2021.</p> <ul style="list-style-type: none"> • Subsequent radio interviews on ABC Radio Darwin, 6PR Perth and 2SER Sydney.

Submission to the Parliamentary Inquiry into Australia's creative and cultural industries and institutions (with David Throsby and Jan Zwar), Parliament of Australia, October 2020.

- Submission incorporated into list of inquiry's final recommendations, Sculpting a National Cultural Plan: Igniting a post-COVID economy for the arts, October 2021.

Hitting the 'Triple J Hottest 100': What it means for artists (with Jordi McKenzie and Liam Lenten), EconomistsTalkArt.org, May 2019.

The economics of ticket scalping (with Jordi McKenzie), The Conversation, September 2017.

- Subsequent radio interviews on ABC Radio National's The World Today, 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

10th European Workshop on Applied Cultural Economics, Turin, September 2022

97th Western Economic Association International Conference, Portland, June 2022

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

Australian Library and Information Association, online, June 2022

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 Impact Story Prize, 2022

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

"‘A national scandal’: Australian authors take aim at ‘woefully underfunded’ literary sector", The Guardian, September 14, 2022

"The mission to save lost Australian treasures from extinction", Sydney Morning Herald, August 12, 2022

"Untapped no more: heritage literature back in print", Books+Publishing, August 3, 2022

"Sorry, Golfers: You Don't Get Hot Streaks — Just Cold Ones", The Wall Street Journal, June 16, 2022

"Netflix's decline and the future of streaming", 2SER, May 17, 2022

"Macquarie University launches author survey", Books+Publishing, April 28, 2022

"Netflix's subscriber decline and the end of CNN+", ABC TV Weekend Breakfast Live, April 23, 2022

"Managing digital subscriptions", ABC Radio Perth, February 22, 2022

"Stress, sludge and the subscription economy", ABC Radio National, February 17, 2022

"Ford's war on scalpers", The Defrag Podcast, February 3, 2022

"‘Untapped’ is bringing 160 out of print books back to life. Dr Brett D'Arcy is the author of one of them", ABC Radio Perth, December 4, 2021

"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 December 2021

Ad-hoc referee: *Information Economics and Policy*, *Journal of Cultural Economics*, *Journal of Sports Economics*, *Singapore Economic Review*, *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

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

THESIS SUPERVISION

Harry Good, MRes, Macquarie University, 2021 –

Viona Mokeira, MRes, Macquarie University, 2021 –

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)