

# THADEU M GASPARETTO

(October 2020)

## CONTACT INFORMATION

---

Saint Petersburg School of Economics and Management

National Research University Higher School of Economics  
Kantemirovskaya ulitsa, 3a, 208.  
Saint Petersburg  
194100

Citizenships:  
Italian-Brazilian  
Date of Birth:  
27<sup>th</sup> August 1988

[tgasparetto@hse.ru](mailto:tgasparetto@hse.ru)

## ACADEMIC POSITIONS

---

**2020-**: Coordinator, Sports Analytics Track, Master Programme 'Management and Analytics for Business'. National Research University Higher School of Economics (Saint Petersburg, Russian Federation).

**2019-**: Associate Professor, National Research University Higher School of Economics (Saint Petersburg, Russian Federation).

**2019-**: Junior Research Fellow at International Laboratory of Intangible-driven Economy, National Research University Higher School of Economics (Saint Petersburg, Russian Federation).

**2018-2019**: Senior Lecturer, National Research University Higher School of Economics (Saint Petersburg, Russian Federation).

**2016-2018**: Predoctoral Fellow, University of Vigo (Spain).

**2016-2018**: Junior Research Fellow at International Laboratory of Intangible-driven Economy, National Research University Higher School of Economics (Perm, Russian Federation).

## EDUCATION

---

**2017**: Ph.D., University of Vigo (Spain). International Doctorate Degree '*cum laude*'.

**2016**: Visiting Student/Researcher, Birkbeck, University of London (United Kingdom).

**2014**: M.Sc., Sport Management, University of Vigo (Spain).

**2012**: B.Sc., Physical Education and Sports Sciences, Federal University of Juiz de Fora (Brazil).

## RESEARCH FIELDS

---

Broadcast Demand, Competitive Balance, Demand for Tickets, Discrimination in Sports, Labour Market, Sport Leagues Design.

## LANGUAGES

---

English, Portuguese, Spanish

## PROFESSIONAL ACTIVITIES

---

**2013:** Administrative Manager. Tupi Foot Ball Club (Brazil).

## CURRENT MEMBERSHIP

---

International Association of Sports Economists

## AWARDS

---

**2020:** Best Lecturer 2020 – Department of Management. HSE Saint Petersburg, School of Economics and Management.

**2019:** Best Lecturer 2019 – Department of Management. HSE Saint Petersburg, School of Economics and Management.

**2019:** Extraordinary PhD Award (2017-18), University of Vigo.

**2018:** CIED Award for the Best Research in Sports Economics, IX Congreso Iberoamericano de Economía del Deporte.

**2016:** CIED Award for the Best Young Researcher in Sports Economics, VII Congreso Iberoamericano de Economía del Deporte.

## PUBLISHED PEER-REVIEWED PAPERS

---

**2020:** “Football fans’ emotions: uncertainty against brand perception.” *Frontiers in Psychology*. (with Angel Barajas and Elena Shakina).

**2020:** “Management in a complex scenario: World Cup, alternative stadiums and demand for tickets?” *Managerial and Decision Economics*. (with Angel Barajas).

**2020:** “Diverse effects of thermal conditions on performance of marathon runners.” *Frontiers in Psychology*. (with Cornel Nesseler).

**2020:** “The Role of Tournament Relevance for Football Matches on Free-To-Air Television” *International Journal of Sport Finance*. (with Angel Barajas).

**2020:** “Head coach tenure in college women’s soccer. Do race, gender, and career background matter?” *Sport in Society*. (with Carlos Gomez-Gonzalez & Cornel Nesseler).

**2020:** “Socio-economic factors that affect the demand for tickets in all Brazilian league tiers”, *Sport in Society*. (with Angel Barajas and Plácido Rodríguez Guerrero).

**2019:** “At the stadium or at home: the effect of broadcasting matches”, *Sport, Business and Management: An International Journal*. (with Angel Barajas and Elena Shakina).

**2018:** “Fan preferences: one country, two markets and different behaviours”, *European Sport Management Quarterly*. (with Angel Barajas).

**2018:** “The determinants of sporting success in the Brazilian Football League”, submitted to *International Journal of Sport Finance*. (with Angel Barajas).

**2018:** “Brand teams and distribution of wealth in Brazilian State Championships”, *Sport, Business and Management: An International Journal*. (with Carlos M Fernández-Jardón & Angel Barajas).

**2018:** “Muito Barulho por Nada? O Streaming no Futebol Brasileiro”, *Revista Brasileira de Futsal e Futebol*. (with Angel Barajas).

**2017:** “Application of MCDA to evaluate financial fair play and financial stability in European football clubs”, *Journal of Sports Economics & Management*. (with Angel Barajas & Oscar Castro-Limeres).

**2016:** “Reanalyzing the competitiveness in football leagues: Accumulated Points Difference”, *Revista de Administração de Empresas*. (with Angel Barajas).

**2016:** “Playoffs or Just League: A Debate in Brazilian Football”, *The Open Sports Sciences Journal*. (with Angel Barajas).

**2016:** “Influence of championships in the revenues generation”, *Revista de Psicología del Deporte*. (with Angel Barajas).

**2014:** “Análise do público nas novas arenas: Campeonato Brasileiro de 2013”, *Revista Brasileira de Futebol*.

**2013:** “Football as a business: one financial comparison with other segments”, *Revista Brasileira de Ciências do Esporte*.

**2013:** “Panorama econômico-financeiro dos clubes cariocas entre as temporadas de 2006 e 2011”, *FIEP Bulletin*.

**2013:** “Internationalization of the Brazilian football clubs”, *Revista Intercontinental de Gestão Desportiva*.

**2012:** “Relationship between wages and sports performance”, *The Empirical Economics Letters*.

**2012:** “Relação entre custo operacional e desempenho esportivo: Análise do Campeonato Brasileiro de futebol”, *Revista Brasileira de Futebol*.

## **BOOK CHAPTERS**

---

**2020:** “Inspecting the competitiveness on football at national teams-level”. Chapter 7 in: *New Approaches to Outcome Uncertainty and Competitive Balance in Sport* (eds. Rodríguez, Kesenne & Humphreys). (with Angel Barajas).

**2018:** “Leagues, tournaments, and competitions”, *Routledge Handbook of Football Business and Management*. Chapter 21. Book edited by Simon Chadwick, Daniel Parnell, Paul Widdop & Christos Anagnostopoulos. (with Ángel Barajas).

## **WORKING PAPERS**

---

**2014:** “Brand Teams and Distribution of Wealth in Brazilian State Championships”, *National Research University Higher School of Economics n° WP BRP 30/MAN/2014*. (with Carlos M Fernández-Jardón & Ángel Barajas).

## **UNDER REVIEW**

---

**2020:** “Wage dispersion and team performance: The Role of Club Size.” *Journal of Sports Economics*. (with Angel Barajas).

## **PAPERS IN PROGRESS**

---

“Coach dismissal: Does gender matter? An empirical analysis.” (with Cornel Nessler, Carlos Gomez-Gonzalez and Helmut Dietl). Target Journal: *Frontiers in Psychology*.

“Does beauty affect salaries? An empirical analysis of Major League Soccer data.” (with Petr Parshakov, Elena Shakina and N. Votintseva). Target Journal: *Sport Management Review*.

“Determinants of Formula 1 Attendances.” (with Anton Vernikovskiy and Marina Orlova). Target Journal: *Sport Management Review*.

“Who wants professional football back? Brazilian fans and COVID-19.” (with Ary Rocco Jr.). Target Journal: *European Sport Management Quarterly*.

## **REVIEWER**

---

Applied Economics Letters

International Journal of Financial Studies

International Journal of Sport Finance

Journal of Consumer Behaviour

Journal of Sports Analytics

Journal of Sports Economics

Journal of Sports Economics & Management

Management & Organizational History

Revista Brasileira de Ciências do Esporte

Revista Intercontinental de Gestão Desportiva

SAGE Open

Sport in Society

## **SUPERVISED UNDERGRADUATE STUDENTS**

---

**2019-20:** Alexey Konovalov – “Football in The Eyes of The Fans: What Has Changed After VAR?”.

**2019-20:** Anton Vernikovskiy – “Determinants of Attendance in Formula One Races”.

**2019-20:** Ilya Gubanov – “Football in The Eyes of The Fans: What Has Changed After VAR?”.

**2019-20:** Kim Do Sen – “Streaming demand for Cybersport Leagues: Activision Blizzard's Overwatch”.

**2019-20:** Marina Orlova – “Determinants of Attendance in Formula One Races”.

**2019-20:** Svytoslav Zborovsky – “What Drives Competitive Balance on European Football? An Analysis Under Bosman Ruling”.

**2018-19:** Anastasia Bulavskaya – “The development of sports management in Russia under the influence of FIFA World Cup 2018 in Russia”.

**2018-19:** Andrey Dmitrievich Skorik – “Determinants of revenue of Russian football clubs”.

**2018-19:** Artemii Alexandrovich Sokolov – “Research and development of the Russian betting industry: its features and characteristics”.

**2018-19:** Ekaterina Kirillovna Gridina & Daria Sergeevna Miakisheva – “Popularity of wheelchair tennis in Saint-Petersburg: Current Situation and Recommendations”.

**2018-19:** Ivan Dmitrievich Voronin – “Spectator demand in Russian Premier League”.

**2018-19:** Konstantin Leonidovich Kalinin – “Explaining competitive balance in the Russian Premier League”.

**2018-19:** Maksim Vladislavovich Bushuev – “The factors that influence the motivation of people to attend Zenit football club matches at the new stadium”.

**2018-19:** Maxim Chapliev – “Estimation of brand value of Top-16 Russian football clubs”.

## **TEACHING**

---

**2020/21-:** “Sports Economics and Finance”. Higher School of Economics (Saint Petersburg). Master Program in Management and Analytics for Business.

**2020/21-:** “Fans, Media and Technology: The Commercial Side of Sports”. Higher School of Economics (Saint Petersburg). Master Program in Management and Analytics for Business.

**2020/21-:** “Managing sports events: facilities, operations and economic impact”. Higher School of Economics (Saint Petersburg). Master Program in Management and Analytics for Business.

**2020/21-:** “Sports Performance”. Higher School of Economics (Saint Petersburg). Master Program in Management and Analytics for Business.

**2019/20:** “Staffing Analytics.” Higher School of Economics (Saint Petersburg). Master Program in Management and Analytics for Business.

**2019/20:** “Analytics Communication and Data Visualization.” Higher School of Economics (Saint Petersburg). Undergraduate Program in Management.

**2018/19:** “Summer School on Sports Economics.” Higher School of Economics (Saint Petersburg). Summer School for International Undergraduate Students.

**2018/19:** “Conducting International Football Competitions.” HSE/FIFA/CIES Executive Programme in Sport Management.

**2018/19:** “Features of Sports Facilities Management.” HSE/FIFA/CIES Executive Programme in Sport Management.

**2018/19:** “Analytics Communication and Data Visualization.” Higher School of Economics (Saint Petersburg). Undergraduate Program in Management.

**2017/18:** “Analytics Communication and Data Visualization.” Higher School of Economics (Saint Petersburg). Undergraduate Program in Management.

**2017/18:** “Financing and Taxation of Sports: Financing the Olympic Games.” University of Vigo. Master Program in Sport Management.

**2016:** “Economic Issues in Brazilian Football.” Sport Business Center, Birkbeck, University of London. Open Seminar.

## **CONFERENCES AND SEMINAR PRESENTATIONS**

---

**2020:** “Wages dispersion and productivity: The Role of Firm Size”, 28th EASM European Sport Management Virtual Conference.

**2020:** “Does Beauty Affect Salary? An empirical analysis of MLS data”, 28th EASM European Sport Management Virtual Conference.

**2019:** “A Economia do Futebol Brasileiro”, Projeto Futebol UFJF, Faculdade de Educação Física e Desportos da Universidade Federal de Juiz de Fora.

**2019:** “Wage dispersion and football club performance”, 3<sup>rd</sup> International Conference on Economics of Football.

**2019:** “Wage dispersion and club performance”, X Congreso Iberoamericano De Economía Del Deporte.

**2019:** “Wage dispersion and football club performance: evidence from a football game simulator”, XIV Gijón Conference on Sports Economics.

**2018:** “Influence of Uncertainty of Outcome and Tournament Relevance on TV Audience”, 2<sup>nd</sup> International Conference on Economics of Football.

**2018:** “Demand for Tickets for all Brazilian League Tiers”, 2<sup>nd</sup> International Conference on Economics of Football.

**2018:** “Is the professional football more balanced now than before?”, Analytics for Management and Economics Conference.

**2018:** “Demand for tickets for all Brazilian League tiers”, Analytics for Management and Economics Conference.

**2018:** "Influence of Uncertainty of Outcome and Tournament Relevance on TV Audience?", XIII Gijón Conference on Sports Economics.

**2017:** "How Does The Quality Of Stadiums Affect Fans Behaviour?", XII Gijón Conference on Sports Economics.

**2017:** "Demanda de entradas en las cuatro divisiones del fútbol brasileño", VIII Congreso Iberoamericano de Economía del Deporte.

**2017:** "Squad cap on professional football leagues", VIII Congreso Iberoamericano de Economía del Deporte

**2016:** "Economic Issues in Brazilian Football", Birkbeck Business Center.

**2016:** "The demand for tickets in the whole Brazilian League: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> division", 8<sup>th</sup> ESEA European Conference on Sports Economics.

**2016:** "Efectos de los diferentes torneos en la generación de ingresos", VII Congreso Iberoamericano de Economía del Deporte.

**2016:** "Determinants of demand for broadcast football matches: Brazilian league", XI Gijón Conference on Sports Economics.

**2016:** "Financial stability in top European football clubs", XVII April International Academic Conference on Economic and Social Development.

**2015:** "Market Potential of Brazilian Football Clubs", 3rd Summer School on Intangible-Driven Economy.

**2015:** "Alternative Measure of Competitiveness in Football Leagues", European Association for Sport Management Conference.

**2015:** "Demand for Football Matches in Brazil", International Conference in Applied Research in Economics.

**2015:** "The Determinants of Sporting Success in the Brazilian Football League", X Gijón Conference on Sports Economics.

**2015:** "Análisis del Balance Competitivo por la Diferencia de Puntos Acumulada (DPA)", XXV Jornadas Hispanolusas.

**2014:** "Economic Analysis of the Brazilian State Championship", European Association for Sport Management Conference.

**2014:** "Análise do público das novas arenas: Campeonato Brasileiro de 2013", I Simpósio Internacional de Futebol da UFJF.

**2014:** "Reparto de Ingresos de TV y Equilibrio Competitivo en Brasil: 2016-2018", V Congreso Iberoamericano de Economía del Deporte.

**2014:** "Average Attendance and Financial Results of the Brazilian State Championships", XVI IASE International Conference in Sport Economics.

**2012:** "Futebol: Um péssimo negócio para os clubes", 2º Congresso do Conselho Regional de Educação Física da 7ª Região.

**2012:** "Correlação entre receitas e desempenho nos Campeonatos Europeus de futebol", 35º Simpósio Internacional de Ciências do Esporte.

**2012:** “Os problemas econômicos e financeiros dos clubes de futebol” & “Análise do potencial de mercado de equipes brasileiras”, II Congresso Internacional de Futebol.

**2011:** “Relação entre salários de atletas e desempenho esportivo: Uma análise dos Campeonatos Brasileiros entre os anos de 2008 e 2010”, 34º Simpósio Internacional de Ciências do Esporte.

## REFERENCES

---

**Ángel Barajas**

National Research University Higher  
School of Economics, Russian Federation

[balonso@hse.ru](mailto:balonso@hse.ru)

+34 988 36 87 13

**Elena Shakina**

National Research University Higher  
School of Economics, Russian Federation

[eshakina@hse.ru](mailto:eshakina@hse.ru)

+7 812 644 59 11

**Dennis Coates**

University of Maryland, United States

[coates@umbc.edu](mailto:coates@umbc.edu)

+1 410-455-3243

**Sean Hamil**

Birkbeck, University of London, UK

[s.hamil@bbk.ac.uk](mailto:s.hamil@bbk.ac.uk)

+44 020-7631 6763