

CONTACT INFORMATION	Department of Economics Macquarie University NSW, 2109, Australia	Phone: +61 (0)2 9850 7421 E-mail: paul.crosby@mq.edu.au WWW: Research Profile   Website
EDUCATION	Macquarie University, Sydney, Australia  PhD, Economics, 2018  BEC (First Class Honours), 2014	
APPOINTMENTS	Senior Lecturer, Macquarie University  Lecturer, Macquarie University	January 2022 to present  November 2017 to December 2021
VISITING APPOINTMENTS	Visiting Scholar, New York University  Visiting Scholar, University of Melbourne	April 2024  November 2023
REFEREED JOURNAL PUBLICATIONS	Air travellers' attitudes towards carbon emissions: evidence from the Google Flights interface (with Dylan Thompson and Rohan Best), <i>Journal of Sustainable Tourism</i> , epub ahead of print (October 2024).  Cultural affinity and international trade in motion pictures: Empirical evidence using categorised internet search activity (with Sunny Y. Shin and Jordi McKenzie), <i>Economic Modelling</i> , 136 (July 2024), 106732.  No such thing as a free movie? Cross-country evidence on the potential impact of AVOD streaming services (with Jordi McKenzie, Alan Collins and Thorsten Chmura), <i>Journal of Cultural Economics</i> , epub ahead of print (February 2024).  Coagents as intermediaries in the book industry (with Jordi McKenzie), <i>Poetics</i> , 102 (February 2024), 101867.  Choosing an economics principles textbook: A perspective on the CORE project (with David Orsmond), <i>Advances in Economics Education</i> , 2(2) (December 2023), 163–178.  Don't look back? Backward compatibility in the video gaming industry (with Joe Cox and Jordi McKenzie), <i>Strategy Science</i> , 8(3) (September 2023), 323-404.  Psychological momentum among non-experts: Evidence from club golfers Authors (with Andrew E. Evans and Sunny Y. Shin), <i>Journal of Behavioral and Experimental Economics</i> , 104 (June 2023), 102016.  Netflix chills and revamps its viewing metrics: Preliminary analysis and opportunities for research (with Jordi McKenzie and Sunny Y. Shin), <i>Poetics</i> , 96 (February 2023), 101738.  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.	

Should subscription-based content creators display their earnings on crowdfunding platforms? Evidence from Patreon (with Jordi McKenzie), *Journal of Business Venturing Insights*, 16 (November 2021), e00264.

It takes two, baby! Feature artist collaborations and streaming demand for music (with Jordi McKenzie and Liam Lenten), *Journal of Cultural Economics*, 45(3) (September 2021), 385-408.

Public acceptance of carbon taxes in Australia (with Rohan Best and Mara Hammerle), *Energy Economics*, 101 (September 2021), 105420.

When does managerial experience matter? Evidence from Major League Baseball, *Applied Economics*, 53(51) (June 2021), 5877-5882.

Super-sizing renewable energy investment: Examining the portfolio preferences of superannuation fund members (with Rohan Best and Mara Hammerle), *Economic Record*, 97(317) (June 2021), 267-284.

Does a cool head beat a hot hand? Evidence from professional golf (with Andrew Evans), *Economic Modelling*, 97 (April 2021), 272-284.

Don't judge a book by its cover: Examining digital disruption in the book industry using a stated-preference approach, *Journal of Cultural Economics*, 43 (December 2019), 607-637.

Experimental evidence on demand for "on-demand" entertainment (with Jordi McKenzie, Joe Cox and Alan Collins), *Journal of Economic Behavior & Organization*, 161 (May 2019), 98-113.

Sentiment and bias in performance evaluation by impartial arbitrators (with Jordi McKenzie and Liam J. A. Lenten), *Economic Modelling*, 76 (January 2019), 128-134.

Social media followers as music fans: Analysis of a music poll event (with Jordi McKenzie and Liam J. A. Lenten), *Economics Letters*, 168 (July 2018), 85-89.

REFEREED BOOK CHAPTERS More than economics: cultural value and the Australian book industry (with David Throsby) in *Publishing and Culture* (eds. Dallas Baker and Donna Brien), Cambridge Scholars Publishing, (May 2019).

GRANTS AWARDED Macquarie Minds and Intelligences Initiative Early Career Researcher Funding, A\$5,000, April 2024 to December 2024.

Chief Investigator, "Legal and social dynamics of eBook lending in Australia's public libraries" (with Rebecca Giblin, Kimberlee Weatherall and Julian Thomas), Australia Research Council Linkage Project (LP160100387), A\$262,170, September 2016 to December 2023.

Macquarie Minds and Intelligences Initiative Early Career Researcher Funding, A\$5,000, October 2023 to December 2023.

Chief Investigator, "2021 Survey of Australian Book Authors" (with David Throsby), Australia Council for the Arts and the Copyright Agency, A\$47,930, July 2021 to November 2022.

Macquarie University Teaching and Leadership Support Scheme, A\$6,551, June 2021 to December 2021.

Macquarie University Early Career Researcher Enabling Scheme, A\$2,463, July 2021 to December 2021.

Macquarie University Early Career Researcher Support Scheme, A\$10,000, January 2021 to December 2022.

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.

Macquarie University Postgraduate Research Fund, A\$3,300, April 2018.

Macquarie University Research Excellence Scholarship, A\$75,000, July 2014 to July 2017.

OTHER  
PUBLICATIONS

Untapped potential: Results from the Australian Literary Heritage Project (with Tessa Barrington, Airlie Lawson and Rebecca Giblin), The University of Melbourne, October 2024.

Examining the potential disruption from ad-supported streaming services (with Jordi McKenzie, Alan Collins and Thorsten Chmura), EconomistsTalkArt.org, April 2024.

Why are Taylor Swift tickets so hard to get? The economics are complicated, The Conversation, June 2023.

2022 National Survey of Australian book authors (with Jan Zwar and David Throsby), Macquarie University, November 2022.

Two thirds of Australian authors are women – our new research finds they earn just \$18,200 from their writing (with Jan Zwar and David Throsby), The Conversation, November 2022.

The economic and cultural value of the Australian book industry deserves more government support (with David Throsby and Jan Zwar), The Conversation, September 2022.

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.

Literary festivals as cultural destinations: the case of the Ubud Writers and Readers Festival (with David Throsby and Jan Zwar), SSRN, January 2022.

Success story - international rights sales of Australian-authored books (with Jan Zwar, Airlie Lawson and Sunny Y. Shin), Macquarie University, October 2021.

New research finds a growing appetite for Australian books overseas, with increased demand in China (with Jan Zwar), The Conversation, October 2021.

Assessing public support for carbon taxes in Australia (with Rohan Best and Mara Hammerle), Austaxpolicy.com, August 2021.

The more video streaming services we get, the more we'll turn to piracy (with Jordi McKenzie), The Conversation, August 2021.

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.

#### INVITED SEMINARS

New York University, New York, April 2024

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

11th European Workshop on Applied Cultural Economics, Segovia, September 2024

99th Western Economic Association International Conference, Seattle, June 2024

17th International Conference on Arts and Cultural Management, Lisbon, June 2024

1st China Association of Cultural Economics International Convention, Xi'an, April 2024

Cultural Data Analytics Conference 2023 (CUDAN 2023), Tallinn, December 2023

98th Western Economic Association International Conference, San Diego, July 2023

22nd International Conference on Cultural Economics, Bloomington, June 23

92nd Southern Economic Association Annual Meeting, Fort Lauderdale, November 2022

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

IFLA Information Futures Summit, Brisbane, September 2024

IFLA World Library and Information Congress, online, August 2023

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 University Vice-Chancellor's Awards for Excellence in Education Student-Nominated Award - Winner, 2024

Macquarie Business School Research Impact Story Prize, 2024

Macquarie University Early Career Researcher Showcase - Finalist, 2023

Macquarie Business School Research Impact Story Prize, 2022

Macquarie Business School Early Career Researcher Showcase - 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

"Lights, camera, no ads: How going to the movies could change", Sydney Morning Herald, November 9, 2024

"Untapped releases findings report", Books+Publishing, October 3, 2024

"Why can't three airlines survive in Australia?", Herald Sun, September 9, 2024

"Why can't Australian airlines stay in the air?", The Lighthouse (Macquarie University), August 1, 2024

"Why tickets to your favourite live events may soon cost you thousands", Choice, April 11, 2024

“How to keep your music career going: 3 tips from a Ghanaian star”, The Conversation, April 11, 2024.

“How retailers engineered a Swift mini-boom to get fans to spend big”, Sydney Morning Herald, February 15, 2024

“They’re advertised ‘from’ \$249. But an algorithm has blown out tickets by thousands”, Sydney Morning Herald, January 19, 2024

“Spotify has taken on Audible in the audiobook market. What does it mean for authors and readers?”, ABC News, October 11, 2023

“Australian authors’ works feature in Books3 dataset of pirated ebooks used to train generative AI”, ABC News, September 29, 2023

“Gigonomics and the Swifties”, ABC Radio National, July 27, 2023

“Calabash showcases vibrancy of literature, St Elizabeth community spirit”, The Gleaner (Jamaica), June 9, 2023

“Survey finds self-published author income increasing”, Books+Publishing, April 18, 2023

“They’re not having a lend, this really is the rights stuff for writers”, The Australian, January 27, 2023

“Australian authors to receive compensation for e-book loans for first time”, Sydney Morning Herald, January 27, 2023

“Don’t give up your day job: how Australia’s favourite authors are making ends meet”, The Guardian, December 17, 2022

“Most authors can’t make a living from books alone: survey”, The Lighthouse (Macquarie University), December 12, 2022

“National Survey of Australian Book Authors 2022 findings released”, Books+Publishing, November 29, 2022

“‘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

“Growth in children’s book sales”, ABC Radio Melbourne, 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

Executive Secretary-Treasurer, Association for Cultural Economics International, January 2024 to present

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

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

THESIS  
SUPERVISION

Yuqing Yang, PhD, Macquarie University, 2024 – present

Shujie Liang, MRes, Macquarie University, 2024 – present

Mohamed Al-Bekaa, MRes, Macquarie University, 2024 – present

Harry Good, MRes, Macquarie University, 2021 – 2022

Viona Mokeira, MRes, Macquarie University, 2021 – 2022

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)

Decision Making for Business (1st year undergraduate)

Introductory Econometrics (2nd year undergraduate)

Microeconomic Analysis (2nd year undergraduate)

Current Issues in Economics (3rd year undergraduate)

Agility and Excellence in Business (3rd year undergraduate)

Economic Analysis (postgraduate)