Apr 14th, 10:00 AM - 11:00 AM

The Finance Behind Conference Realignment

Brian Piotrowski  
*Illinois Wesleyan University*

Elisabeta Pana, Faculty Advisor  
*Illinois Wesleyan University*

Follow this and additional works at: [https://digitalcommons.iwu.edu/jwprc](https://digitalcommons.iwu.edu/jwprc)

Part of the Business Administration, Management, and Operations Commons

[https://digitalcommons.iwu.edu/jwprc/2012/oralpres2/2](https://digitalcommons.iwu.edu/jwprc/2012/oralpres2/2)

This Event is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).  
©Copyright is owned by the author of this document.
The landscape of college sports, specifically football, has been changing due to the rapid pace of conference realignment among schools in the “Big Six” conferences. In this study, we identify the main determinants of the decision to switch conferences and assess the immediate financial impact triggered by such a decision. Using hand-collected data on Division 1 college football for the period of 2002-2011, we investigate the role played by school-specific and economic factors on conference realignment.