

CURRICULUM VITAE

Carlos Gomez-Gonzalez

October 25, 2022

PERSONAL INFORMATION

Birth date: August 23, 1992

Email: carlos.gomez@business.uzh.ch — carlogomez.id@gmail.com

Phone: +41 (0)44 634 53 14

Professional address: Chair of Services & Operations Management, Plattenstrasse 14, 8032 Zurich (Switzerland)

Profiles: ⇨ [Website](#) — [Google Scholar](#) — [Orcid](#) — [Linkedin](#)

ACADEMIC POSITIONS

Postdoc research and teaching associate 2019-present
Department of Business Administration, University of Zurich
Supervisor: Prof. Dr. Helmut Dietl

Research and teaching associate 2015-2019
Department of Economic Analysis, University of Castilla-La Mancha
Supervisor: Prof. Dr. Julio del Corral

Research fellow 2014-2019
Research Group IGOID, University of Castilla-La Mancha
Supervisor: Prof. Dr. Leonor Gallardo Guerrero

EDUCATION

Ph.D. in Economics and Business - *Cum Laude* 2019
University of Castilla-La Mancha, Spain

M.A. in Research in Sports Science - Management track 2015
University of Castilla-La Mancha, Spain

B.A. in Sports Science - with honors 2014
University of Castilla-La Mancha, Spain

ACADEMIC VISITS

University of CEMA and University of Chicago, Buenos Aires (Upcoming) 2023
Joint Initiative for Latin American Experimental Economics
Visiting scholar. Hosts: Julio Elias & John List (8 weeks)

Humboldt University of Berlin, Germany 2020
Berlin Institute for Integration and Migration Research (BIM)
Visiting scholar. Host: Tina Nobis (12 weeks)

Southern Utah University, USA Department of Economics and Finance Visiting scholar. Hosts: David Berri & Joshua Price (26 weeks)	2019
University of Valencia, Spain Department of Economic Structure Visiting scholar. Host: Juan A. Sanchis Llopis (8 weeks)	2018
University of Zurich, Switzerland Center for Research in Sports Administration Visiting scholar. Host: Helmut Dietl (52 weeks)	2015
University of North Carolina at Greensboro, USA International student exchange program (39 weeks)	2013
Comenius University of Bratislava, Slovakia Erasmus student program (39 weeks)	2012








RESEARCH INTERESTS

Field experiments/quantitative methods to explore behaviour and effectiveness of policies

- Particular focus on gender, ethnic, and racial inequalities in sports


PUBLICATIONS

Research Articles:

1. Dur, R., **Gomez-Gonzalez, C.**, and Nessler, C. (2022). [How to reduce discrimination? Evidence from a field experiment in amateur soccer](#) . DOI: 10.1080/1369183X.2022.2071688. *Journal of Ethnic and Migration Studies*. JCR IF: 5.340 (Demography)
2. Parshakov, P., Naidenova, I., **Gomez-Gonzalez, C.**, and Nessler, C. (2022). [Do LGBTQ-supportive corporate policies affect consumer behavior? Evidence from the video game industry](#) . *Journal of Business Ethics*. DOI: 10.1007/s10551-022-05137-7. JCR IF: 6.430 (Business)
3. Nobis, T., **Gomez-Gonzalez, C.**, Nessler, C., and Dietl, H. (2021). [\(Not\) being granted the right to belong - Amateur football clubs in Germany](#) . *International Review for the Sociology of Sport*, 57(7), 1157-1174. JCR IF: 3.780 (Sociology).
4. **Gomez-Gonzalez, C.**, del Corral, J., and Rodriguez, P. (2021). [The who and the what of the journal of sports economics - 20th anniversary edition](#) . *Journal of Sports Economics*, 23(6), 637-658. JCR IF: 2.213 (Economics).
5. **Gomez-Gonzalez, C.**, Nessler, C., and Dietl, H. (2021). [Mapping discrimination in Europe through a field experiment in amateur sport](#)  *Humanities and Social Sciences Communications*, 8(95), 1-8. JCR IF: 2.731 (Social Sciences) [Video Abstract](#) 
6. Nessler, C., **Gomez-Gonzalez, C.**, Dietl, H., and del Corral, J. (2020). [Race and employment: The historical case of head coaches in college basketball](#)  *Frontiers in Sociology*, 5(69), 1-16. ESCI JCI: 0.77 (Sociology).

7. Garcia del Barrio, P., **Gomez-Gonzalez, C.**, and Sanchez-Santos, J.M. (2020). [Popularity and visibility appraisals for computing Olympic medal rankings](#)  *Social Science Quarterly*, 101(5), 2137-2157. JCR IF: 1.176 (Political Science).
8. Dietl, H., **Gomez-Gonzalez, C.**, Moretti, P., and Nessler, C. (2020). [Does persistence pay off? Accessing social activities with a foreign-sounding name](#)  *Applied Economics Letters*, 28(10), 881-885. JCR IF: 1.157 (Economics).
9. Nessler, C., **Gomez-Gonzalez, C.**, and Gasparetto, T. (2019). [Head coach tenure in college women's soccer. Do race, gender, and career background matter?](#)  *Sport in Society*, 24(6), 972-989. JCR IF: 1.725 (Sociology).
10. Nessler, C., Dietl, H., and **Gomez-Gonzalez, C.** (2019). [What's in a name? Measuring access to social activities with a field experiment](#)  *Humanities and Social Sciences Communications*, 5(160), 1-7. JCR IF: 2.731 (Social Sciences) [Video Abstract](#) .
11. **Gomez-Gonzalez, C.**, Nessler, C., and Dietl H. (2018). [Does performance justify the underrepresentation of female coaches? Evidence from professional women's soccer](#)  *Sport Management Review*, 22(5), 640-651. JCR IF: 6.577 (Management).
12. **Gomez-Gonzalez, C.**, and del Corral, J. (2018). [The betting market over time: Over-round and surebets in European football](#)  *Economics and Business Letters*, 7(4), 129-136. ESCI JCI: 0.22 (Economics).
13. **Gomez-Gonzalez, C.**, del Corral, J., Jewell, T., García-Unanue, J., and Nessler, C. (2018). [A prospective analysis of competitive balance levels in Major League Soccer](#)  *Review of Industrial Organization*, 54(1), 175-190. JCR IF: 1.054 (Economics).
14. del Corral, J., **Gomez-Gonzalez, C.**, and Sánchez-Santos, J.M. (2017). [A country-level efficiency analysis of the 2016 Summer Olympic Games in Rio: A complete picture](#)  *International Journal of Sport Finance*, 12(3), 265-293. JCR IF: 0.775 (Hospitality, Leisure, Sport, and Tourism).
15. López-Busto, A., García-Unanue, J., **Gomez-Gonzalez, C.**, Barajas, A., and Gallardo, L. (2016). [Incidencia de los resultados deportivos, las variables económicas y administrativas en el rendimiento financiero de los clubes de fútbol](#)  *Cultura, Ciencia y Deporte*, 11, 185-195. SJR: 0.12 (Social Science).
16. **Gomez-Gonzalez, C.**, García-Unanue, J., Sánchez-Sánchez, J., Ubago-Guisado, E., and del Corral, J. (2016). [Evidence on soccer-specific stadiums and attendance: The Major League Soccer case](#)  *Journal of Sport Psychology*, 25(1), 19-22. JCR IF: 0.647 (Applied Psychology).
17. García-Unanue, J., Felipe, J.L., **Gomez-Gonzalez, C.**, del Corral, J., and Gallardo, L. (2016). [External constraints on Spanish municipal sports agencies finances](#)  *Academia Revista Latinoamericana de Administración*, 29(2), 198-215. JCR IF: 1.108 (Business).

Books and Book Chapters:

1. del Corral, J., and **Gomez-Gonzalez, C.** (2021). [Chapter 13. The economics of sports betting and sports betting in economics.](#)  In R. Butler (Ed.), *The Handbook of Sports*

Economics. Newcastle, United Kingdom: Agenda Publishing.

2. **Gomez-Gonzalez, C.**, and del Corral, J. (2019). [Professional tennis in the twenty-first century: Hawk-Eye on competitive balance](#) In P. Rodriguez, S. Késenne, & B.R. Humphreys (Eds.), *Outcome Uncertainty in Sporting Events: Winning, Losing and Competitive Balance*. Cheltenham: Edward Elgar.
3. del Corral, J., and **Gomez-Gonzalez, C.** (2019). [Hitting the ball forward. The economics of racket sports](#) In P. Downward et al. (Eds.), *Handbook of Sports Economics* (pp. 452-461). London: Sage Publications Ltd.
4. del Corral, J., and **Gomez-Gonzalez, C.** (2017). [El uso de datos en la Economía del Deporte: Mirando hacia el futuro](#) Ciudad Real: Ediciones de la Universidad de Castilla-La Mancha.
5. Burillo, P, Colino, E., Felipe J.L., Fernández-Luna, A., Gallardo, A.M., Gallardo, L., García-Unanue, J., **Gomez-Gonzalez, C.**, et al. (2016). [Acciones innovadoras para las instalaciones deportivas](#) Madrid: Grupo IGOID.

Datasets:

1. Nessler, C., **Gomez-Gonzalez, C.**, Dietl, H., and Halser, C. (2022). [Dataset for field experiments analyzing discrimination in amateur soccer](#) *Data in Brief*, 40, 1-6. ESCI JCI: 0.20 (Multidisciplinary Sciences).

Work in Progress:

1. Nessler, C., **Gomez-Gonzalez, C.**, and Dietl, H. (2021). A nations future lies in its past: Examining discrimination against Jews in Italy ([Social Science Registry No. AEARCTR-0008258](#)).
2. **Gomez-Gonzalez, C.**, Dietl, H., Berri, D., and Nessler, C. (2021). Gender bias in perceived quality. An experiment with elite soccer performance. *R&R - Sport Management Review* ([SSRN - UZH Business Working Paper Series, No. 391](#)).
3. **Gomez-Gonzalez, C.**, del Corral, J., Cordero, J. M., and Polo, C. (2021). Foreign investments and managerial efficiency of English football clubs. *R&R - International Journal of Sport Finance* (<https://fitpublishing.com/journals/ijsf>).
4. **Gomez-Gonzalez, C.** (2022). Welcome to motherland. A field experiment with newcomers and football clubs in Argentina. In progress.
5. Nessler, C., **Gomez-Gonzalez, C.**, Dietl, H., and Gasparetto, T. (2022). Families in the sharing economy. Premium or penalty? In progress.

OTHER RESEARCH ACTIVITIES

Invited Talks:

Estudios de discriminación en economía del deporte

Universidad Iberoamericana Ciudad de México (March 2022)

Constructive alignment. Assessing social and personal competences

Workshop in Teaching Economics, University of Alicante (September 2021)

Perception and reality. A blinded experiment with high-skilled soccer players

NTNU Spring Seminar, Center for Sport and Culture Management Research (March 2021)

Introduction to sport economics concepts

MBA Real Madrid, European University of Madrid (November 2020)

Los viejos problemas en la nueva normalidad

Ciudad de Mexico, Anáhuac University (April 2020)

The burden of your name: Measuring social integration with a field experiment

Business Seminar, Southern Utah University (April 2019)

Analyzing barriers for integration: Evidence from a field experiment in Switzerland

Department of Business Administration, University of Zurich (December 2018)

Does the secession movement in Catalonia provoke misbehavior in social activities?

Department of Applied Economics, University of the Balearic Islands (December 2018)

Racial double standards: The case of dismissals of coaches in NBA

Department of Economic Structure, University of Valencia (May 2018)

Balance competitivo y discriminación racial en ligas deportivas profesionales

Department of Quantitative Analysis, Autonomous University of Madrid (November 2017)

La Economía, ¿cuál es su lugar en la ciencia?

Francisco de Vitoria University (November 2016)

Are women or men better team managers? Evidence from professional team sports

Department of Business Administration, University of Zurich (March 2016)

Knowledge transfer:

Podcast host: [The \(weekly\) Sports Piece](#) 







Information about recently published papers in sports sciences (since March 2022)

Blog contributor: [LSE: European Politics and Policy](#)  — [Nature: Behavioural and Social Sciences](#)  — [Nada es Gratis](#) 

Selection of international blogs where I discussed my research and other topics in social sciences

Inspired outcomes: [Austrian Parliament](#) 

Organizations/Institutions using my research to debate and inspire policy

Media: [NZZ](#)  — [Der Spiegel](#)  — [Swiss Info](#)  — [Europa Press](#)  — [Der Standard](#)  — [Yahoo! Sports](#) 

Selection of newspapers and magazines featuring my research

TEACHING EXPERIENCE

Completed courses:

Logistikmanagement (1) BA in Business Administration University of Zurich, Switzerland (Total 3 ECTS -German)	Spring 2022
Trends in the sport business (1) MA in Business Administration University of Zurich, Switzerland (Total 3 ECTS -English)	Spring 2022
Service and operations management (1) MA in Business Administration University of Zurich, Switzerland (Total 6 ECTS -English)	Since 2021
Inequality in sports and service organisations (1) BA in Business Administration University of Zurich, Switzerland (Total 3 ECTS -English)	Since 2021
The global economics of sport (4) MA in Sports Science Anáhuac University, Mexico (Total 24 ECTS -Spanish)	Since 2018
Sport management (1) Guest lecturer, MA in Research in Sports Science University of Castilla-La Mancha, Toledo, Spain (Total 1.5 ECTS -Spanish)	2021
Quantitative methods in micro- and macroeconomics (3) BA in Business Management and Administration University of Castilla-La Mancha (Total 18 ECTS -Spanish)	2016-2019
Quality control and customer service (1) BA in Sports Science, European University of Madrid (Total 9 ECTS -English)	2017

Bachelor/Master thesis:

Master theses: (1) Juan Martin Hernández Velázquez, UZH, September 2020; (2) Seraina Waldburger, UZH, October 2020; (3) Canluca Koymen, UZH, January 2021; (4) Fabienne Blanc, UZH, February 2021; (5) Elia Colombo, UZH, September 2021; (6) Anna Citterio, UZH, September 2021; (7) Marina Sirbu, UZH, August 2022.

Bachelor theses: (1) Laura Bermejo Camacho, UCLM, July 2016; (2) Alberto García Sumozas, UCLM, March 2017; (3) Sandra Balmaseda, UCLM, July 2017; (4) Tomás Hidalgo, UCLM, July 2017; (5) Rodrigo López de la Franca, UCLM, September 2017; (6) Miguel Gómez Doménech, UCLM, June 2018; (7) Pilar María Flor Pérez, UCLM, June 2018; (8) David Gómez-Pantoja Ruiz, UCLM, February 2019; (9) Jesús Gallego Monroy, UCLM, June 2019; (10) Nicolas Reinhart, UZH, February 2021; (11) Silke Lemmens, UZH, July 2021; (12) Etienne Vokinger, UZH, July 2021; (13) Christina Leu, UZH, September 2021; (14) Markus Bartoszonek, UZH, November 2021; (15) Gian Luca Kaiser, UZH, June 2022; (16) Fabian Bleuer, UZH, July 2022; (17) Jan Ackermann, UZH, September 2022; (18) Gordan Kauric, UZH, September 2022; (19) Amin Benhamza, UZH, expected October 2022.

Continuing Education:

Certificate of Advanced Studies in Higher Education, Part I - Teaching Skills. [University of Zurich - Certificate](#) (Spring 2021).

Awards and other teaching merits:

1. Supervisor Award. Faculty of Business Administration UCLM, Ciudad Real. BA thesis. [Desigualdad de género en el mundo laboral: Análisis a través de la distribución salarial y del territorio español](#) (Daniel Rojas Peña, UCLM, July 2019).
2. Supervisor Award. 3rd position - National Contest Arquímedes, Spain (Social Sciences). BA thesis. [Análisis de rankings universitarios: Liderazgo femenino y techo de cristal](#) (Teresa Romero Madrid, UCLM, June 2018).
3. Official economic impact report. Financed by Ciudad Real City Council and Liga Nacional de Fútbol Sala (LNFS). [Impacto económico y calidad percibida en la copa de España de fútbol sala 2017](#) (Rodrigo López de la Franca, BA thesis, UCLM, September 2017).
4. Research article. [Are unusual schedules decreasing sport attendance? The case of La Liga](#) (Laura Bermejo Camacho, BA thesis, UCLM, 2016).

PARTICIPATION IN RESEARCH PROJECTS/CONTRACTS

[5 Principal Investigator (PI) – 11 Team Member (TM)]

1. **Forschungskredit. Field experiments on ethnic discrimination and low-cost interventions in sports** (PI)
Financed by UZH Postdoc Grants (FK-22-024), 72,853 CHF (2022)
2. **Spark project. Detecting social integration through sports clubs participation** (PI)
Financed by Swiss National Science Foundation (CRSK-1-190264), 96,000 CHF (2020)
3. **Research dissemination. What's in a name? Measuring access to social activities with a field experiment** (PI)
Financed by The Social Observatory - La Caixa Foundation, 500 EUR (2020)
4. **Impacto económico de la Copa de España de Fútbol Sala en Ciudad Real** (TM)
Collaborating UCLM, LNFS, and City Council of Ciudad Real (March-July 2017)
5. **Estudio tecnología y equipamiento en el sector del fitness: aciertos, desaciertos y futuras tendencias** (TM)
Financed by Fundación Vida Activa y Saludable (June-December 2016)
6. **¿Por qué se inscriben los clientes en los centros deportivos?** (TM)
Financed by Fundación Vida Activa y Saludable (June-December 2016)
7. **Estudio de costes en el centro deportivo de Fuentelavero** (TM)
Financed by CDT Fuentelavero S.L.U. (January-March 2016)

8. **Estudio in-situ de las propiedades mecánicas de los campos de césped artificial: C.F. Montrove y C.F. Os Regos** (TM)
Financed by 3C Calidad y Control S. Coop. Galega (September-October 2016)
9. **Predoctoral fellowship, UCLM R&D** (PI)
Financed by European Social Fund (E-13-2015-0166134), 92,000 EUR (2015-2019)
10. **Research fellowship sport management** (PI)
Financed by Swiss Government Excellence Scholarship (2015.0316), 23,040 CHF (2015)
11. **Curso de formación para el diseño e impartición online del curso: “Aspectos clave en la gestión y el mantenimiento de instalaciones deportivas”** (TM)
Financed by Junta de Comunidades de Castilla-la Mancha (September-November 2015)
12. **Desarrollo de la investigación: ¿dónde se dirigen nuestros exclientes?** (TM)
Financed by Fundación Vida Activa y Saludable (June-December 2015)
13. **Concepción, clasificación y valoración de la nueva construcción del campo de fútbol en Iruña de Oca** (TM)
Financed by City Council of Iruña de Oca (April-June 2015)
14. **Análisis de la calidad y satisfacción de los eventos deportivos de la región de Murcia** (TM)
Financed by Government of Murcia (2015-2016)
15. **Economic impact and values of basketball in the 2014 Mundobasket** (TM)
Financed by Haaga-Helia University (September 2014)

CONFERENCE ORGANIZATION

Seminario especialización. Retos de la economía mundial ante la crisis (UCLM)
Ciudad Real, Spain (April 2018)
Co-organizer

VIII Congreso Iberoamericano de Economía del Deporte
Ciudad Real, Spain (June 2017)
Secretary - Local Organizer Committee

XXIV Encuentro de Economía Pública
Toledo, Spain (January 2017)
Collaborator - Local Organizer Committee

CONFERENCE CONTRIBUTIONS

> **30 Oral presentations in international conferences**

Management, Economics, and Sociology:

- Advances with Field Experiments (AFE)
- Economic Science Association (ESA)
- European Association for Sociology of Sport (EAAS)
- Annual Meeting of the American Economic Association (AEA)
- Conference of the International Association of Sports Economists (IASE)

- Annual Conference of the Western Economic Association International (WEAI)
- International Conference on Sport Economics & Sport Management (SESM)
- Annual Conference of the European Sports Economics Association (ESEA)
- Conference of the World Association for Sport Management (WASM)
- Academic Conference on Economic and Social Development (HSE Moscow)
- International Conference on Economic Development and Social Sustainability (EDaSS)
- Gijón Conference on the Economics of Leisure, Culture and Sport
- Congreso Iberoamericano de Economía del Deporte (CIED)
- World Congress of Science and Football
- Congreso Internacional de la Asociación Española de Ciencias del Deporte (AECD)

Teaching Innovation and Education:

- Meeting of the Economics of Education Association (AEDE)
- Jornadas de Docencia en Economía
- Congreso Internacional de Innovación y Tendencias Educativas
- Congreso de Investigación en Comunicación e Información Digital (CICID)

MEMBERSHIPS, PEER REVIEW, AND SCIENTIFIC COMMITTEES

Membership in scientific societies

Economic Science Association (ESA)

International Association of Sports Economists (IASE)

Western Economic Association International (WEAI)

Lateinamerika-Zentrum Zurich (LZZ) — Sociedad Española Economía del Deporte (SEED)

Consejo General de la Educación Física y Deportiva (COLEF)

Referee contributions

- | | | |
|-----------------------------|--------------------------------|-----------------------------|
| (1) J. Sports Econ. | (5) Comp. Migr. Stud. | (9) Asia-Pac. J. Oper. Res. |
| (2) J. Appl. Econ. | (6) Eur. J. Hum. Mov. | (10) Kronos |
| (3) J. Sports Econ. Manage. | (7) J. Reg. Res. | (11) Retos |
| (4) Econ. Model. | (8) Int. J. Sport Manag. Mark. | (12) SAGE Open |
-

Scientific committees

Journal editorial board:

(1) Humanities and Social Sciences Communications (Nature), 2021-present

International conference:

(1) XII Ibero-american conference on sports economics

PhD thesis:

(1) Dr. Enrique Colino, UCLM (2020) — (2) Dr. Silvio Addolorato, UCLM (2020) —

(3) Dr. Alejandro Díaz, U. Oviedo (2021) — (4) Dr. Álvaro Muñoz, U. Oviedo (2022)

LANGUAGES AND TECHNICAL STRENGTHS

Languages	Mother tongue: Spanish Foreign tongues: English (Advanced) — German (Intermediate)
Statistical Tools	Stata, SPSS, Mathematica
Other Tools	MS Office, Latex

AWARDS AND OTHER MERITS

Student Academic Advisor. Management and Economics Program of the University of Zurich. 2022-present.

Higher Continuing Education - Lateral Skills Courses:

- Project management for postdocs (UZH), October 2022.
- Teaching in the English-speaking classroom (ETH/UZH), June 2021.
- Getting the most out of your university's online learning platform (ETH/UZH), May 2021.
- Cornerstones of fair examination procedures (ETH/UZH), March 2021.
- Lateral leadership skills (UZH), June 2020.
- Voice training and public speaking skills (UZH), March 2020.

Young Investigator Awards. IX Congreso Iberoamericano de Economía del Deporte, Málaga (Spain), 6-8 June 2018 — International Congress of Sciences and Football, Valenciennes (France), 1-4 March, 2016.

Science Slam World Cup Participant. German Sport University Cologne (Germany), 19-24 November 2018.

Undergraduate Degree with Honors. University of Castilla-La Mancha. Best academic record of 10th promotion of Sports Science. Grade: 9.33/10, 2014.

Selection to the Dean's List. University of North Carolina at Greensboro. Excellence in Academic Performance. Grade: 4.0/4.0 point ratio, Fall 2013.

Football/Futsal monitor in summer camps. Real Madrid Campus (Madrid), 2013 & 2014 — Andreu Linares Campus (Toledo), 2015.