

Research Focus

Dr. Troy Frank, Professor of Business Administration at Lincoln University School of Business, possesses a diverse educational background and extensive experience in academia, coupled with a rich history of professional engagement in the sports industry and community development initiatives. His multifaceted career trajectory and robust involvement in various professional organizations have shaped his research focus towards elucidating the intersection of sports management, market dynamics, and community development strategies.

Market Dynamics in Sports Management: Dr. Frank's research delves into the intricate dynamics of sports markets, particularly focusing on oligopoly power structures and their implications on market dominance. Drawing from his background in economics and sports management, he employs game-theoretic approaches to analyze the power dynamics among stakeholders within the sports industry, offering insights into strategic decision-making and competitive behaviors. His work not only contributes to theoretical advancements in sports economics but also informs practical strategies for sports organizations to navigate complex market landscapes effectively.

Community Engagement and Development through Sports: Leveraging his prior experience as Director of the St. Louis Sports Foundation and Manager of Media and Public Relations for the St. Louis Gateway Classic Sports Foundation, Dr. Frank explores the role of sports as a catalyst for community development. His research examines how sports events and initiatives can be leveraged to foster social cohesion, economic growth, and youth development within local communities. By conducting empirical studies and case analyses, he identifies best practices in community engagement strategies and advocates for inclusive and sustainable approaches to sports programming and infrastructure development.

Diversity and Inclusion in Higher Education and Sports Management: Dr. Frank's scholarship extends to issues of diversity and inclusion within higher education and sports management contexts. Drawing from his experiences as a Black professor in predominantly White institutions, he critically examines the challenges and opportunities faced by minority scholars and practitioners in academia and the sports industry. Through qualitative research methods and personal narratives, he sheds light on systemic barriers and offers actionable recommendations for promoting diversity, equity, and inclusion in educational and organizational settings.