

Yoav Dubinsky, Lundquist College of Business

I am an instructor of sports business at the Lundquist College of Business and in the past six years I have been teaching courses on the intersections between sports and society in American universities in the SEC and the PAC-12. Since joining the University of Oregon, hundreds of students have taken my Sports Business & Society course (SBUS250), including dozens of student-athletes. As we all see, the current collegiate system is wrong and exploitative, capitalizing on racial and gender inequalities and injustice.

The way the University of Oregon, the PAC-12 and the NCAA have been using college sports before and during the Covid19 pandemic have been ongoing ethical failures of leadership. As educators, we are failing our students, and that must stop. Change must happen, including fighting for immediate implementation of NIL (name, image, likeness) for every student-athlete, finding a just compensation model for revenue-generating sports (see the suggested bill by Sen Cory Booker), while keeping Title IX, including zero tolerance for any form of sexual assaults of student athletes or by student athletes.

The paradox of college football, that to have access to the expensive American education system and strive for social mobility by improving cognitive skills, football players from lower income populations risk concussions which can lower their cognitive skills and are not compensated for that while different stakeholders generate hundreds of millions, is fundamentally wrong. Furthermore, the high percentage of sexual assaults in colleges, the numerous scandals in athletic departments, and the colossal failure of top American institutions on the Larry Nassar case, are shameful stains on sports in America.

Our student-athletes are a source of pride and part of the DNA of our community, and with every vote I will fight for them to improve our system. We should be leaders of change, not the ones on the wrong side of history.

For more information about myself, my professional and academic background, visit my faculty page: <https://business.uoregon.edu/faculty/yoav-dubinsky>

Walk on with hope in your heart and you'll never walk alone.

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