

How NIL Changes Incentives for College Basketball

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Abstract

This paper studies how the NCAA's Name, Image, and Likeness (NIL) policy introduced in 2021, has changed the incentive in college basketball. The analysis emphasizes how NIL creates financial incentives for domestic athletes but gives international students a disadvantage due to F1 Visa restricting them from profiting off their name. Using data from the 2015-2024 NBA drafts, the analysis shows a decrease in international students attending NCAA school post NIL, considering the disincentivize is due to the restriction of benefits. A regression analysis is made across the four Major NCAA conferences, and it shows a variety of impacts on team performance, with Women and Men schools in conferences like the Big-12 and Pac-12 responding differently to the NIL policy. The results show that NIL not only changes incentives, but it also motivates recruiting strategies, and competitive balance. Addressing these differences is important to make sure of a more general and balanced NCAA league.

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Introduction

The NCAA's official mission statement is to "provide a world-class athletics and academic experience for student-athletes that fosters lifelong well-being "(NCAA.com). This mission emphasizes the importance of equal competition, academics and opportunities for personal development. Nevertheless, the introduction of NIL policies in June 2021 has essentially changed the scene of college athletics, specifically in basketball. The NCAA'S policy states "Individuals can engage in NIL activities that are consistent with the law of the state where the school is located" (NCAA,2021). This alteration has given NCAA basketball athletes with new opportunities to make money off their personal brand, affecting how players and schools approach recruiting, and developing for the future of their institutions.

The capability for athletes to make money from the NIL policy has given new incentives into the NCAA basketball system, reshaping the priorities for players. For the student-athletes, NIL gives them chances to make the most of marketing themselves, but it also alters team performance due to building individual brands. For schools, NIL has become a big factor in recruiting the best players, increasing the competition with other schools to propose the best offers to students. The NIL policy elevates questions about the future of college basketball and how it effects the incentives for players and the schools. This paper examines how the NIL changes incentives for college basketball coaches, players and the schools. This analysis of the economic, and the competitive consequence of NIL looks to clarify how NIL has changed the incentives in NCAA college basketball.

Literature Review

Background

Prior to the transformative regulations established by the NCAA in June of 2021, the organization had strict policies that prevented student athletes playing in their leagues from profiting from brand endorsements. Primary factors that contributed to this resistance for participating athletes to monetize their brands were the 'amateur' status of players, concerns regarding fairness in leveraging endorsements based on a school's reputation, and the weariness of corrupting the league overall in using the appeal of NIL deals to influence players to attend particular universities. The push-back came mostly from coaches and athletic directors a part of these division one collegiate leagues, however the NCAA as a whole resisted the idea of monetizing their athletes' brands. Although that sentiment changed officially in 2021, the fight to allow for-profit endeavors for these athletes strengthened little by little in the preceding years; California made waves in 2019 when they became the first state to pass legislation permitting college-level athletes to receive financial compensation via their Name, Image and Likeness being used by for-profit organizations. The "Fair Pay to Play Act" took effect in September of 2021 and although the NCAA had already changed their brand monetization policies by that time, the organization initially spoke out against the Act deeming it "'harmful', 'unconstitutional' and an 'existential threat' to college sports." (Tucker, 2022)

California inspired more than twenty states to follow suit in the attempt to pass laws similar to the Fair Pay to Play Act, and the NCAA began to strategize on how to handle these legal advocacy efforts and even held meetings in Atlanta the following month on how to revise their policies in face of this legislation. Such discussions in Atlanta ended up holding no weight as the new year of 2021 resonated in , given that the NCAA withdrew their commitment to

amend their policies. By the early summer of 2021, twelve states had passed laws granting collegiate athletes the right to profit from brand endorsements leading Mark Emmert, the president of the NCAA at the time to subsequently testify in front of the U.S. Senate. While the NCAA had ultimately dodged the pressure to enact new regulations in face of these laws for more than half of a year, the United States Supreme Court ruled that the organization couldn't limit education-related benefits to participating athletes later that month. (Tucker, 2022) The NIL policies has changed incentives for college basketball players, specifically how the colleges and athletes how marketing, and player brands influences recruiting, and player performance.

The Starters and The Bench-Players of NIL Deals

The legal advocacy efforts led to the NCAA introducing a new interim policy by July of 2021, which explicitly declared Individuals can engage in NIL activities that are consistent with the law of the state where the school is located. (NCAA, 2021) This policy presented issues that still persist to this very day for division one college athletes and officials respective to NCAA leagues. (Green 2023) conceptualized the primary conflicts that the allowance of such Name, Image and Likeness deals have introduced, which he designates as avoiding illegal inducement of potential student athletes and navigating the mental health concerns stemming from managing yet another demand on student athletes' time and self-image. The very issues that NCAA coaches and athletic officials once warned against are coming to life as NIL deals grow larger in real time; sports programs have begun to capitalize on this potential to entice students pursuing amateur college level athletics to commit to universities through the appeal of such NIL deals. Beyond such exploitative practices at the university level, the competitive culture brought about by NIL endorsements has created a landscape that is mentally demanding for student athletes

given that it adds more onto their plate amidst their navigation to balance full-time academics while participating in collegiate sports. Additionally NIL opportunities have proven to change incentives among NCAA leagues, with only basketball and football leagues garnering significant profit margins. Other inequalities plaguing NIL deals that are even more concerning are those that disproportionately harm athletes of color, even the ones who are eligible to participate in such lucrative endeavors. Professor Green points out that the more profitable football and basketball leagues that have looming liabilities surrounding them at the hands of NIL deals have more than 80% of young black men susceptible to being caught in the mix. Although they may have new opportunities to navigate, there are additional obstacles posed to these young athletes of color who have long been profited off of by participating universities in the NCAA.

The World reporter Bianca Hillier builds on the incentives of foreign athletes of color and minority based change of the NIL policy . In her report Hillier highlights the various perspectives of several legal and government experts, who all point out that the fine print of F-1 visas limits the eligibility of foreign-born student athletes playing sports in North America. An F-1 student visa is a temporary visa that grants the majority of international student athletes the opportunity to study in the United States but limits them from enjoying certain leisure's that domestic students are lucky to pursue solely based on their citizenship status. Access to off-campus employment for foreign students studying on an F-1 visa is prohibited completely during their first year of school, and in the remaining years of their academics is strictly limited to Curricular Practical Training, Optional Practical Training and STEM Optional Practical Training (USCIS, 2023). Professor David Weber spoke to the severity of students violating their F-1 visa status, telling Hillier "if they engage in that activity while they're in the U.S., they would violate the terms of their student visa, and they would open themselves up for deportation". (Hillier, 2024)

While there are alternative visas students may pursue to study in the states that indeed permit employment opportunities, they are often costly and are not as easily accessible as the F-1 visa. This has left foreign students disparately excluded from participating in NIL endeavors and has sparked considerable advocacy efforts from institutions and philanthropists to allow such students a level playing field with their domestic-born counterparts.

Although the common sentiment is that international student athletes are completely excluded from participating in NIL deals via new NCAA regulations, they actually can participate via a loophole allowed by passive NIL ventures. However distinguishing active and passive NIL deals is quite complex, and young, full-time students who are additionally balancing full-time athletics often do not have the necessary guidance to lead them from profiting from passive engagements. Passive NIL engagements do not entail active labor from an individual, but rather allow them to leverage their brand via allowing an individual or company to use their likeness in exchange for a percentage of profit (Henderson, 2023).

Henderson (2023) distinguished the difference between passive and active NIL engagements through the example of EA Sports using the likeness of international NCAA student athletes in their latest video game, which does not violate the criteria attached to F-1 visas. Although passive NIL ventures do allow international students to reap some benefits from these new NCAA policies, they are minimal opportunities for profit when you compare them to the financial prospects of active NIL deals. In the first year following the introduction of NIL deals by the NCAA college athletes made an estimated \$917 million collectively, which will only grow in time. Looking more recently at profits made possible by NIL policies, there are contenders such as Bronny James from the University of Southern California who are currently valued at about \$5 million from their brand engagements along with several other NCAA

athletes in the top rankings, who are valued in the millions. (Dosh, 2024) The new College Football 25 video game EA Sports will only pay \$600 to student athletes who allow their name, image and likeness to be used in the game in addition to receiving a copy of the game, which will sell for \$70 when it hits shelves later this year (Bushard, 2024).

What is particularly concerning about this economic inequity between foreign-born and American-born student athletes playing in NCAA leagues is the requirement to prove sufficient funds for their academic term, given that international players are being prevented from participating in active NIL engagements. Larger scale passive NIL engagements such as the launching of billboards using the image and likeness of four Canadian-born footballers playing at Penn State showed potential for more lucrative and profitable opportunities for student athletes, however such ventures entail more than one would anticipate. Organizations like Student Athlete NIL have been fighting for foreign-born student athletes playing in the NCAA to achieve better economic engagements and opportunities through licensing of name, image and likeness, however such passive NIL ventures can be delicate and more often than not entail a long and complicated process. Beyond the long and complex process, even student athletes who are aware of such passive NIL engagements often pass on pursuing them or don't see them all the way through if they do seek them due to the low-pay grade of such deals. (Henderson, 2023) When considering the fairness of these circumstances for players in the NCAA, we must keep in mind the paradox of the experiences between American-born student athletes and international student athletes; the foreign-born athletes typically bear more expenses traveling to and residing in a foreign country, and typically do not have the leisure of leaning on their families if they are in need of food, shelter, emotional or physical support, or solid health care.

Amateurs versus Professionals

A significant point of contention that is often lost in translation when having these discussions regarding the controversies of NIL deals for NCAA league athletes is the very mission and purpose of the athletic nonprofit organization itself. The NCAA's very own mission statement is to "provide a world-class athletics and academic experience for student-athletes that fosters lifelong well-being." (NCAA, n.d.) How do these world-class athletics become funded? The NCAA distributes around 60 % of their annual revenue to Division 1 member schools and conferences, however that apparently doesn't cut it to cover a majority of athlete scholarships. A popular sentiment among the public is that all or most Division 1 college athletes receive full or partial scholarships when they sign contracts to play on teams at schools, however NCAA statistics tell us otherwise. In fact only 58% of Division 1 student athletes receive some level of financial aid for their participation in athletic programs at NCAA certified universities. While playing Division 1 sports does create opportunities for such student athletes to financially profit later down the line, that means that almost half of these athletes are responsible for paying their tuition without being compensated. Now imagine where this leaves the college athletes who immigrate here and try to pursue their dreams playing division 1 sports; they not only are limited in their employment opportunities due to restrictions of the F-1 visa, they are unable to participate and profit from NIL opportunities, are not financially compensated for their athletic contributions, and must additionally worry about paying off student debt if they are among the unlucky 42 % who do not receive academic or athletic aid. (NCAA) A 2019 study furthers the scary reality for student athletes who do not have scholarships, with 24% of participating division 1 athletes reporting that they were food insecure on at least one occasion in the month

prior to the survey. Even scarier, the study found that 14% of participating athletes reported being homeless at least once in the year prior. (Goldrick-Rab et al., 2020)

Aside from the inequity being posed to foreign-born student athletes by the NCAA's NIL policies, American born players are even posed with obstacles from these new regulations. While American native student athletes generally reap more benefits than negatives in comparison to their foreign-born counterparts, the incentivization of NIL deals is potentially damaging to the opportunities for native NCAA players given that most of these endeavors are based off of popularity rather than talent. The very nature of NIL ventures are centered around publicity and the popularity of a student athletes brand, as NIL deals allow for profit coming from social media appearances, autograph sales, podcasts and various other lines of work in publicity. Essentially NIL engagements resemble the lifestyle and work ethic of an influencer than that of a student athlete. One might propose that this is an early life and career lesson for aspiring athletes who plan to pursue careers in professional sports post graduation; the lesson being that sometimes popularity trumps talent in the real world. However it is important for young athletes who are motivated and dedicated enough to division one athletics to be granted an equal playing ground for opportunity that focuses on their talent rather than how much of an online presence they have. (Kleen, 2023)

Drawing back to the discourse regarding international student athletes and how NIL deals put them at a disadvantage in comparison to their American native counterparts, they are additionally posed with more obstacles when it comes to garnering publicity. Sports players immigrating to America and chasing their dreams are already at a disadvantage when it comes to the nature of NIL deals and how they may lead to inequity beyond college level athletics; these international athletes often are moving to an entirely new place where they have never lived or

possibly even visited prior to their admission to college and thus lack the network and online presence that some of the native athletes may already have to their credit. Now this is not to take away anything from American native student athletes who leverage their online presence to profit through NIL brand endeavors, however it speaks more to the vast amount of obstacles that international student athletes must overcome in building their career and brand in college athletics. It comes as no shock that 90% of the top 10 highest followed college athletes on social media are American born players, which goes to illustrate the advantage that domestic athletics have in leveraging their online presence. Furthermore, the fact that international student athletes are only able to participate in passive NIL engagements that are controlled by other organizations, a limited social media presence could potentially signal low demand for their likeness to be used by organizations and hinder their professional opportunities. (Butler, 2022)

What the data highlighted in this chart tells us is that NIL laws vary and are ever-changing on a state to state basis. Generally speaking that means that student athletes, coaches and all those who participate in NCAA division 1 sports need to be constantly aware and updated on the dynamic laws that govern whether or not eligible college athletes can participate in NIL deals and engagements. While this may not seem like too big of a task for a division one athlete to keep up with, violation of these ever-changing laws presents serious consequences and punishment for international students who may be teetering on the law of violating them. What these state specific laws also show us is the inability to regulate and centralize NCAA policies permitting NIL deals, leaving deals in the hands of whatever agent, organization or franchise that may wish to cut a deal with a student athlete. (Marsh et al.)

This ambiguity and decentralized nature of the league allowing these deals to be cut allows for exploitation of student athletes at the hands of organizations and franchises, given that

they are nonetheless young adults who do not have the business or legal expertise to sign contracts for brand deals on their own nor do they typically have the funds to hire legal counsel to protect during this process. For example, an article in Bloomberg Law highlighting the manipulative practices that target young college athletes during these brand agreements recovered two contracts that targeted these students. The first obtained contract detailed an organization attempting to take a 40% commission on profits from the division one athlete, and the following contract did not state who would be in control of said athletes intellectual property rights even post-graduation. When the investigative journalists received a statement from Tim Buckley, the then Vice President of External Affairs for the NCAA, he responded "there is widespread agreement that the entire system around name, image and likeness needs updating, that process is underway now." Since that statement was given by Buckley, there have still not been any major developments or amendments to open up the policy to be inclusive of international students nor has it been centralized. (Sadek and Greene, 2023).

Data

This section examines the evidence of how the NIL impacts college basketball incentives.

The data used to make the two graphs were collected from wikipedia.com. The data I collected from the NBA drafts from 2015-2024 was the players that went drafted/ undrafted, their nationality, and whether they attended NCAA schools or not before they entered the draft. I put the numbers into percentage form so it would be clearer to see if the NIL influenced the incentives of players.

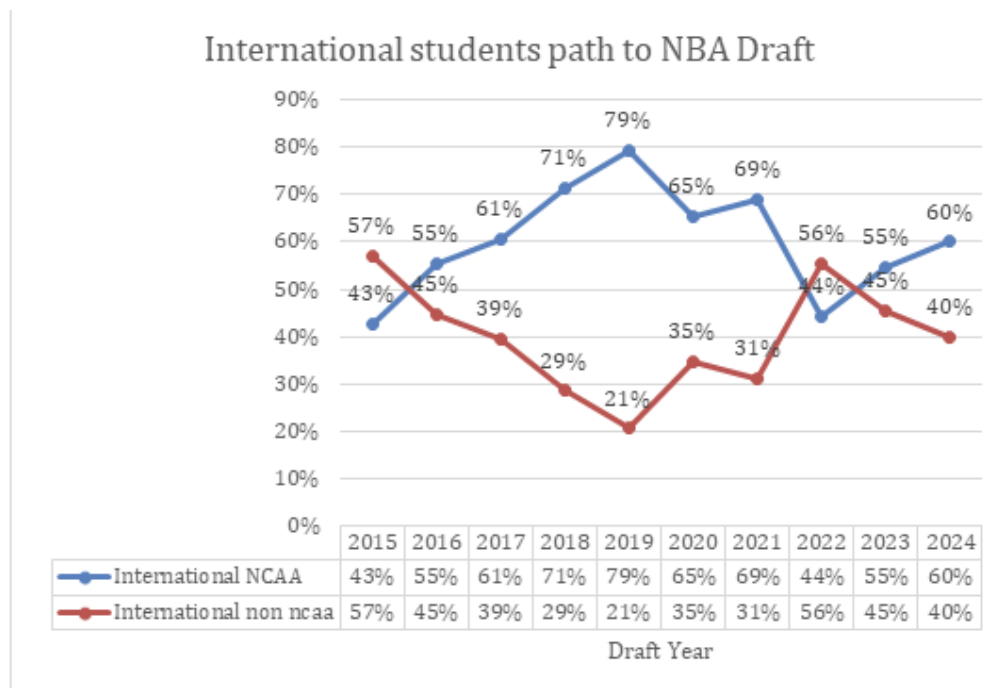


Figure 1

Source: https://en.wikipedia.org/wiki/2023_NBA_draft

Figure 1 shows the percentage of international players who chose to play overseas versus those who chose to go to college before they were drafted. The NCAA has been a steppingstone for international students to get recognized in America so they can get drafted. Before the NIL policy was passed in 2021, there was a rise of international students going to college before they

were drafted from 2015-2021. The percentage of international students getting drafted from 2015-2021 went from 43% to 69%. After the NIL deal was passed in 2021 the percentage of international students dropped 2021-2024. This decrease of international students can be due to the fact that their F1-visa prevents them from benefitting from the NIL deals. The NIL policy increases the students opportunity cost to attend university.

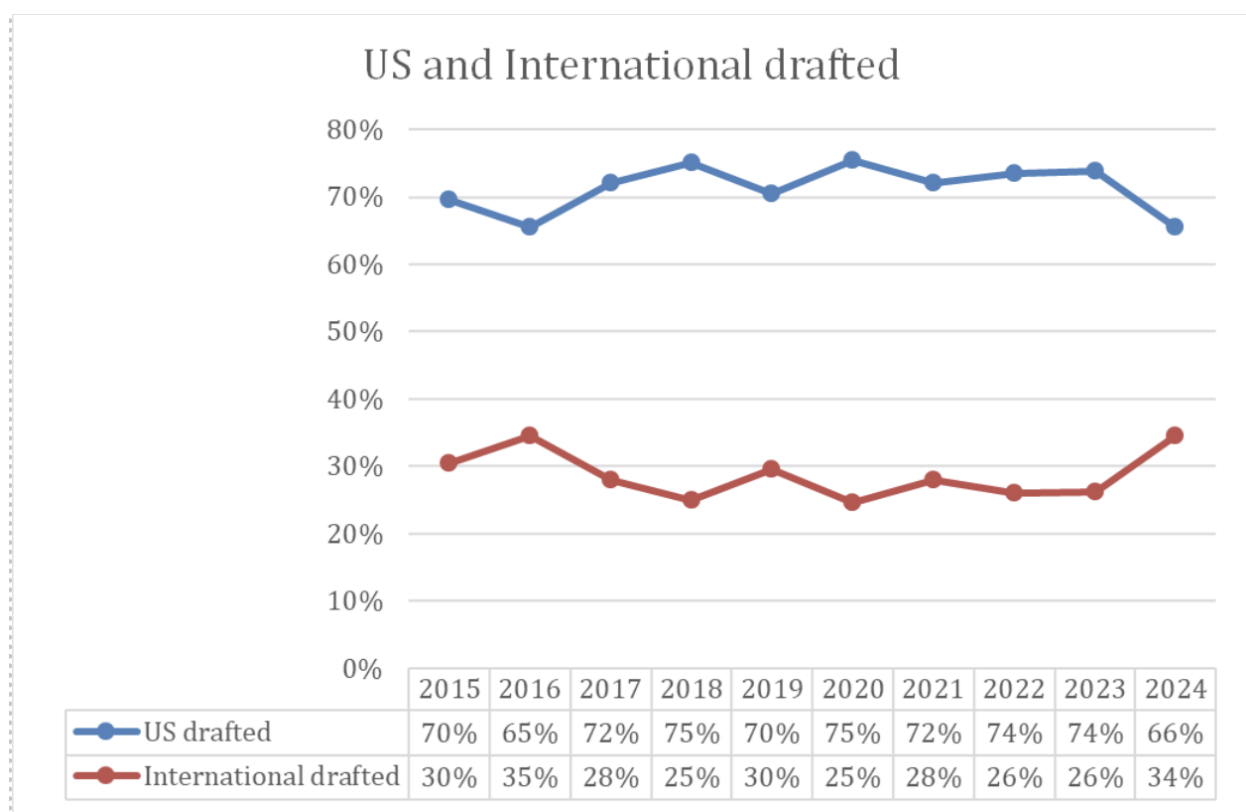


Figure 2

Source: https://en.wikipedia.org/wiki/List_of_undrafted_NBA_players

Figure 2 shows the nationality of players drafted from 2015-2024. The United States dominates the draft, but the increasing number of international students effects the culture of college basketball. The NIL policy was introduced in 2021 and as you can see there was a decrease in international student's drafted the two years after the law was implemented. The NCAA basketball league is the biggest basketball platform in the world for prospects to get

recognized for the NBA draft. Due to visa restrictions international students can't benefit from the NIL benefits so fewer international students want to go to America to compete in the NCAA making it harder for them to get recognized by scouts for the NBA draft.

Table 1. NIL Status in Different States by Conference

State	NIL Passed	Date Passed	Date Effective
Big 12			
Texas	Yes	June 14, 2021	July 1, 2021
Iowa	No		
Kansas	No		
Oklahoma	Yes	May 28, 2021	Permitted immediately
West Virginia	No		
Ohio	Yes	June 28, 2021	July 1, 2021
Utah	No		
Florida	Yes	July 12, 2020	July 1, 2021
Big Ten			
Illinois	Yes	June 29, 2021	July 1, 2021
Indiana	No		
Iowa	No		
Maryland	Yes	May 18, 2021	July 1, 2023
Michigan	Yes	December 30, 2020	December 31, 2022
Minnesota	No		
Nebraska	Yes	February 25, 2020	July 1, 2023
Ohio	Yes	June 28, 2021	July 1, 2021
Pennsylvania	Yes	June 30, 2021	June 30, 2021
New Jersey	Yes	September 14, 2020	2024-2025 Academic Year

ACC

Massachusetts	No		
South Carolina	Yes	May 6, 2021	Suspended
North Carolina	Yes	July 2, 2021	July 2, 2021
Florida	Yes	July 12, 2020	July 1, 2021
Georgia	Yes	July 12, 2020	July 1, 2021
Kentucky	Yes	June 24, 2021	July 1, 2021
Pennsylvania	Yes	June 30, 2021	June 30, 2021
New York	No		
Virginia	No		
Indiana	No		

PAC 12

Arizona	Yes	March 26, 2021	July 23, 2021
California	Yes	September 27, 2019	January 1, 2023
Colorado	Yes	March 20, 2020	January 1, 2023
Oregon	Yes	June 29, 2021	July 1, 2021
Utah	No		
Washington	No		

Source: <https://www.saul.com/nil-legislation-tracker>

Table 1 emphasizes the different approval and implementation of the NIL policy across different conferences and states, highlighting differences in NIL opportunities across the United States. Big 12, Big 10, ACC, and Pac-12 states show a variety of dates of when the NIL policy was implemented. Particularly, states like Florida, Texas, and Oklahoma were the earlier states to pass the NIL, generating competitive advantage for those schools. In contrast, states like Utah, Kansas, and Iowa did not pass the NIL policy, potentially putting their schools at a competitive disadvantage. South Carolina who play in the ACC who passed the NIL then later suspended it.

These irregularities change the recruitment and performance of NCAA basketball teams, as players can be incentivized to commit to schools in the states that have the full benefits the NIL offers. This difference highlights how state legislation effects competitive balance in NCAA basketball.

For tables 2 and 3 I collected data from Sports-reference.com specifically on the Men and Women basketball schools who are in the conferences Big 12, Big 10, ACC, and the Pac-12. The regression independent variables indicate that takes value 1 after a state passed NIL. In the models are **(NIL States)**: The states before they passed the NIL, **(Passed)**: the states that passed the NIL, **(NILxPassed)**: the interaction between the NIL states and the passed, and finally **(SOS)**: the strength of each school's schedule. The dependent variable is the Win/Loss percentage of each school. The analysis emphasizes how NIL policies influence competitive performances. These results underline the varied influence NIL policies have on NCAA performance, changing by conference and gender.

Table 2: The effect NIL has on Men in the Big12,Big10,Acc, and Pac-12

Men	Big12	Big12SOS	BigTen	BigTenSOS	Acc	AccSOS	Pac12	Pac12SOS
NIL State	-0.073* (0.039)	0.069* (.039)	0.083* (.042)	-0.0114** (.0425)	0.001*** (.036)	0.015** (0.035)	0.0946* (.0522)	0.0816* (.0532)
Passed	0.082*** (0.047)	-0.079*** (0.047)	0.0244** (0.057)	-0.001*** (0.046)	0.056*** (0.047)	0.022** (.047)	0.013** (0.073)	-0.009*** (0.075)
NILxpassed	0.128* (0.060)	0.135* (0.060)	0.054 (0.072)	-0.047 (0.058)	0.003 (0.058)	0.008 (0.056)	-0.032 (0.086)	-0.029 (0.086)
SOS		0.011 (0.011)		-0.003 (0.0086)		0.026 (0.0084)		0.014 (0.012)
R Squared	0.048		0.031		0.06		0.036	
Observations	104		140		150		120	

Table 2: Source https://www.sportsreference.com/cbb/#site_menu_link

Table 2 contains data from Sportsreference.com to analyze the Men's NCAA conferences examining severable variables to measure the impact NIL has on team performances. The states pre NIL have shown to have a negative impact on the Big 12 (-0.0732) but has a positive effect on the Big 10 (.0838). The states after the NIL policy was passed usually has negative coefficients, Big 12 (-.0824) and Acc (-.056) who were affected the most, meaning the performances in the Big 12 and Acc declined after the NIL was passed. **(NILx Passed)** analyzes the combination of the NIL existence and the passing of the policies effects, this resulted in positive impacts in the Big ten (.05446) and Big 12 (.01282) with negative results in Pac-12 (-.03226). Finally, (SOS) which means strength of schedule, impacts Acc (.02595) the most. These variables show the impact the NIL policy has on the Men's NCAA team performance on these 4 conferences.

Table 3: The effect NIL has on Women in the Big12,Big10,Acc, and Pac-12

Women	Big12	Big12SOS	Big Ten	BigTenSOS	Acc	AccSOS	Pac12	Pac12SOS
NIL State	0.15*	0.136	0.032**	0.028**	-0.018	-0.008	0.118*	0.112*
	(.063)	(.062)	(0.053)	(.050)	(.040)	(.038)	(.048)	(.049)
Passed	0.114*	0.064**	0.019*	-0.064	-0.007	-0.043	0.01**	-0.007
	(.076).	(.078).	(.069).	(.069).	(.053).	(.052).	(.067).	(.070).
NILxpassed	-0.189	-0.166	-0.055	-0.033	0.005	-0.025	-0.024	-0.018
	(.097)	(.096)	(.090)	(.086)	(.065)	(.062)	(.079)	(.079)
SOS		0.022*		0.031*		0.022*		-0.017
		(90.011)		(0.0078)		(.0056)		(.0064)
R Squared	0.095		0.111		0.100		0.075	
Observations	104		139		149		118	

Table 3: Women's NCAA Big10,Big12,Acc,Pac-12

Source: <https://www.sports-reference.com/>

Table 3 examines the same variables in figure 3 but focuses on the Women's conferences. The **(NIL state)** has a significantly positive impact on the Big 12 (.1504), Pac-12 (.11798), and the Big 12 SOS (.13641), signifying that the policy has a positive impact on team performance in these conferences. **(Passed)** has positive effects on the Big 12 (.1144) and Pac-12 (.0103). The **(NILxPassed)** variable is mostly negative with Big 12 (-.18937), Big 10 (-.05536), and Pac-12 (-.02364) all negatively impacted. This means the Acc is the only conference that performed better within the variable **(NILxPassed)**. Lastly, in the **(SOS)** variable the Big ten SOS (0.03154), and Acc (.0222) improved their performance even with the tougher schedule. All in all these variables prove that the passing of the NIL had a positive effect on most of the conferences, showing us that the teams performed better after the law was passed.

Conclusion

In this paper I have found that the introduction of the NIL policy has impacted College basketball incentives, changing the way players, managers, and schools think when recruiting, performing, and marketing themselves. The data results from the 2015-2024 NBA drafts show a significant change in player behavior and schools' attitude, emphasizing the impact the NIL has on player incentives.

The 6 years leading up to the passing of the NIL from 2015-2021, there was an increase of international players attending NCAA schools before they entered the draft, increasing up to even 69%. After the passing of NIL in 2021 the results show a decrease in those percentages. The F-1 visa restricted international students from benefiting from the policy. This disincentivized international students from attending NCAA schools due being excluded from NIL benefits. The regression analysis indicates the impact NIL had on Men's and Women's team performances. Specifically focusing on the BIG 12, Big10, Acc, and Pac-12 conferences. The Big 10 conference performed better when the NIL was introduced while the Big 12 and Acc performed worse when the policy was introduced. For the Women's, Pac-12 and Big 12 schools had a significant effect on them as they performed better when the policy was introduced. The four conferences I chose to do the regression on are the biggest in the NCAA so getting the analysis on which schools performed better, or worse post NIL really gave me an idea of how the policy impacted major conferences.

These findings show that the NIL policies disincentivize international students who want to attend schools in America due to being excluded from NIL benefits. Addressing these challenges international students face will require the NCAA to find a solution so that more international students would want to come to colleges in America to play basketball. These

findings of the impact of NIL also have varied effects on the performance of teams from the four major conferences. This suggests that the NIL not only changes individual incentives, but it also affects the overall competitive balance in the NCAA basketball league. Furthermore, the NCAA should address whatever issue students face when it comes to the NIL policy so that it doesn't cause any negative incentives.

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