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Determinants of the Returns to Sports Cards, Evidence from the NBA

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Mountain Plains Business Conference. 3.
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**DETERMINANTS OF THE RETURNS TO SPORTS CARDS, EVIDENCE FROM THE
NBA**

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DETERMINANTS OF THE RETURNS TO SPORTS CARDS, EVIDENCE FROM THE NBA

This is the first study to investigate the role of NBA player performance on the value of NBA rookie cards of Basketball athletes. Previous studies have found that a player's race does not affect the price of one's rookie card. This is the first study to investigate the impact of performance variables, including points per game, rebounds, assists, and steals significantly affect a player's salary, as well as one's race, signing a new contract, winning a championship, and appearing in the "all-star" game on the annual change in price of one's rookie card during the same time period. Utilizing data from the 2013-14 NBA season to the 2018-19 season, this study empirically tested this relationship. Data from the 2019-20 season was not utilized due to the market disruptions from the Covid19 pandemic. Initial regression results suggest that player on-the-court performance metrics do significantly impact the price of one's rookie basketball card during each NBA season.