

Template for applicants for EASM Board elections 2019

Candidate Details	
Last Name:	Ahonen
First Name:	Aila
Gender:	Female
Nationality:	Finnish
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Current Employment	
Current Employer:	JAMK University of Applied Sciences
Position Held:	Senior Lecturer, Team Leader
Brief description of duties: (<i>max. 100 words</i>)	As a team leader of Sport Business School team in JAMK University, I am responsible of the curriculum development of the undergraduate and graduate Sport Business Management programmes. My main work tasks are: teaching, research projects, co-operation with international partner universities, development projects together with local and national sport organisations, thesis supervision and some administrative duties.
EASM Board Criteria	
Please demonstrate your experience, skills and competences with regards to the following criteria: (<i>max. 100 words per section</i>)	
Current & previous EASM Involvement:	My current position is Treasurer from 2018-2019. Before that, I have been a board member for 3 years. I have never missed any board meetings. I have been attending EASM Conferences from 2011 every year. Our Sport management students have been taking part in EASM

¹ All details marked with * will not be made publicly available. These data are required for the case of questions and internal communication.

	<p>Summer School and EASM Student Seminar for several years.</p>
<p>Strategic Management & Leadership:</p>	<p>I work as a team leader in my current position, leading the development of our sport management education and research in JAMK University. Together with my colleagues, we have developed first, an undergraduate, and then a graduate sport business management programmes within our business school. We have created and systematically implemented a strategic plan to develop our actions (research, development projects and education) further in Finland. JAMK University is the only one offering full time sport business management studies in Finland.</p>
<p>Learning & Teaching:</p>	<p>I am responsible for the curriculum development of both our undergraduate and graduate programmes. I teach and supervise thesis in both levels. I have completed a separate university teacher education diploma.</p>
<p>Research & Scholarly Activity:</p>	<p>JAMK University Sport Business School Finland is very active in conducting research and development projects in Finland. We collaborate closely with KIHU – Research Institute for Olympic Sports in Finland, and have done together various research projects, such as “The structure of the fitness and sports industry in Finland” or “Sport city branding”. Sport Business School has also developed e.g. a concept of economic impact studies for sport companies and event organisers in Finland.</p> <p>I have recently published a “Routledge Handbook for International Sport Business” together with Mark Dodds and Kevin Heisey.</p>

<p>Practitioner & Sport Industry Experience:</p>	<p>Currently I am a board member of the Finnish Athletics Federation (SUL). Earlier I have also been a board member in Finland's best Track & Field Club (JKU) and local Basketball Club (Honsu). I practise basketball and track & field as my hobby, and I have coached young athletes in jumps for about 15 years. Lately, I have been working with the branding and marketing of Sports Lab Jyväskylä, which is the testing laboratory of the Research Institute of Olympic Sports, offering unique fitness testing, physiotherapy and coaching services to top athletes. I have also been one of the co-writers of Finnish Olympic committee's Olympic and Paralympic report in Finland.</p>
<p>Internationalisation:</p>	<p>I am responsible for our Sport management programme's internationalisation issues, and we have created quite a large network in terms of student and staff exchange possibilities but also in terms of research collaboration. I am very active member of EASM and I enjoy working in international environment. I have guest lectured in several universities across Europe and USA. I was a visiting Fulbright Scholar in the University of Florida in Spring 2019.</p>
<p>Marketing:</p>	<p>I have done marketing as my profession before my academic career. I have conducted market research as a part of my previous jobs as well as a part of my current position. Within the Sport Business School we have consulted multiple sport organisations in their marketing actions, including e.g. sponsorship and partnership development or social media marketing.</p>
<p>Project Management:</p>	<p>I have been part of multiple project teams, both inside and outside the university. I am good in networking with different stakeholder groups within the academia and sports industry, and I have developed and managed multiple R&D projects in the field of sports. One example of these projects to mention "Hippos 2020</p>

	<p>structure report” which was part of the pre research for the 300 Million Euro Hippos sport facility development plan.</p>
<p>Finance & Budgeting:</p>	<p>I have served as a treasurer in EASM board now for a year. Earlier, I have been responsible for our family company’s accounting for about ten years. In addition to that, I have worked as auditor for a fist league sports club for few years. I am responsible for our Sport Business School project budget in my current position.</p>
<p>Legal:</p>	<p>Nothing worth mentioning.</p>
<p>Additional personal statement: <i>(max. 100 words)</i></p>	<p>I have enjoyed working with my colleagues in EASM Board and I would love to continue serving as EASM treasurer for longer than the current one-year period. I think my altogether four years is quite a short time to work in an organisation as big as the EASM network. I enjoy working with people from different cultures and I have wide personal international network. I have good presentation skills and usually get positive feedback from my audiences; students, colleagues and sports industry. I am enthusiastic about and committed to sports and education.</p>

Nominees & Declaration

Nominee 1 – Full Name, Email & Phone number	Vassil Girginov vassil.girginov@brunel.ac.uk +447792731079
Nominee 2 – Full Name, Email & Phone number	Claas Christian Germelmann c.c.germelmann@uni-bayreuth.de +491756293797

Statement to be Signed by the Applicant

Please complete the following declaration and sign it in the appropriate place below. If this declaration is not completed and signed, your application will not be considered:

I agree that EASM can create and maintain computer and paper records of my personal data (excluding correspondence address, contact telephone number, email address, and skype address) and a profile of my candidacy will be posted on the EASM website and if necessary presented during the Annual General Meeting.

I confirm that all the information given by me on this form is correct and accurate and I understand that if any of the information I have provided is later found to be false or misleading, any offer of representing EASM as a Board member may be withdrawn or terminated.

Please enclose a portrait picture in high resolution to your application, free of rights.

Signed: 

Date: 23.7.2019

