

## Template for applicants for EASM Board elections 2022

| <b>Candidate details</b>  |  |
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| Last name:  | Ahonen   |
| First name:   | Aila   |
| Gender:   | Female   |
| Nationality:  | Finnish  |
| <b>Affiliation</b>  |  |
| Name of the organisation:   | JAMK University of Applied Sciences  |
| Position held:  | Principal Lecturer, Team Leader  |
| Brief description of duties:  | 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.   |
| <b>EASM Board</b>   |  |
| Please, briefly describe your experience, skills and competences (if any) in the following areas that you consider useful for a position in the EASM Board. |  |
| Current & previous EASM involvement:  | My current position is Treasurer from 2019-2022. 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 Summer School and EASM Student Seminar for several years.   |
| Strategic management & leadership:  | I work as a team leader in my current position, leading the development of our sport management education and research in JAMK's sport business programme. Together with my colleagues, we have developed an undergraduate, and 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 |

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|   | sport business management studies in Finland.   |
| Learning & teaching:                      | 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.   |
| Research & scholarly activity:            | Sport Business by JAMK is very active in conducting research and development projects in Finland. We collaborate closely with KIHU – Research Institute for Olympic Sports in Finland, Ministry of Education and Culture’s Sport department and multiple Sport Federations. Sport Business by JAMK has also developed a concept of sport event studies for sport companies and event organisers in Finland.<br>List of publications available upon request.   |
| Practitioner & sport industry experience: | 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 train basketball and track & field as my hobby, and I have coached young athletes in jumps for about 15 years.<br>Lately, I have been working with the Ministry of Education and Culture’s Sport department in developing the evaluation for sport events and their management in Finland. I have also been one of the co-writers of Finnish Olympic committee’s Olympic and Paralympic report in Finland. |
| Internationalisation:                     | I am responsible for our Sport management programme’s internationalisation, 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.  |

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| Marketing:                     | 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 by JAMK we have consulted multiple sport organisations in their marketing actions, including e.g. sponsorship and partnership development or social media marketing.  |
| Project management:            | 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.  |
| Finance & accounting:          | I have served as a Treasurer in EASM board now for 4 years and I think I can help with the change of Secretary General after the upcoming elections.<br>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.   |
| Legal:                         | Nothing worth mentioning.  |
| Additional personal statement: | I have enjoyed working with my colleagues in EASM Board and I would love to continue serving as EASM Treasurer.<br>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. |
| <b>Nominators</b>              |  |
| Nominator 1                    | Prof, Dr. Claas Christian Germelmann   |
| Nominator 2                    | Prof, Dr. Guillaume Bodet  |