

Application for EASM Board elections 2022

The application regards the position as **Vice President**

Candidate Details	
Last Name:	Book
First Name:	Karin
Gender:	Female
Nationality:	Swedish
Current Employment	
Current Employer:	Department of Sport Sciences, Malmö University
Position Held:	Senior Lecturer in Sport Science (since 2005) PhD in Human Geography
Brief description of duties:	<ul style="list-style-type: none"> • Research and academic writing • Teaching and supervising • Director of the Sport Management Programme • Programme/course development • Coordination of the cooperation between Malmö University and Malmö Sport Academy (focus: development of sport management) • Communication with sport organisations and practitioners • Columnist in Idrottens Affärer (Sport Business) • Lectures outside the university • Board work <p>Etc.</p>
EASM Board Criteria	
Please demonstrate your experience, skills and competences with regards to the following criteria:	
Current & previous EASM Involvement:	<ul style="list-style-type: none"> • President/head of the Local Organising Committee of the 26th EASM Conference in Malmö 2018. • Member of EASM Board since 2018. • Track chair of Public Health and Physical Activity Management since 2018. • Reviewer of short papers for the EASM conference since 2019. • Area Editor of the area Public Health and Physical Activity Management. • EASM Liaison for Innsbruck 2022. • Head of the Working group on the sustainability of EASM Conferences. • Head of the Membership working group. • Regular attendance at EASM conferences since 2010.
Strategic Management & Leadership:	<ul style="list-style-type: none"> • Director of the Sport Management Programme (bachelor level), Malmö University, 2018- • Director of the Master's Programme in Sport Sciences, Malmö University, 2011-2017. • Director of the Leisure Studies Programme (bachelor level), Malmö University, 2006-2012.

	<ul style="list-style-type: none"> • Extensive experience of course leadership. • President of the South Swedish Geographical Society, 2016-2021. • President/head of the Local Organising Committee of the EASM Conference in 2018. • Faculty representative in the Council for a Sustainable University. • Responsible for the strategic management of the firm Plan Urban.
<p>Learning & Teaching:</p>	<p>Extensive teaching experience at different levels (vocational, bachelor, master, doctoral), including the subjects/fields of urban and economic geography, urban planning, sport studies, sport management, leisure studies, tourism and event management etc. Supervisor for PhD students in sport science.</p> <p>Examples of international teaching assignments:</p> <ul style="list-style-type: none"> • Hong Kong Institute of Education, November-December 2010 (sport science). • Indiana University of Pennsylvania, April 2013 (Health and Physical Education Department and Geography and Regional Planning Department). • University of Pristina, autumn-winter 2013 (Post-Graduate Level, Trainers Programme in Physical Education and Sport). <p>Frequently invited as (keynote)speaker and moderator at conferences and seminars, within the field of sport (science/management) and urban planning and development.</p>
<p>Research & Scholarly Activity:</p>	<p>Main research focus: planning and urban development issues in connection to sport/PA, from an everyday perspective, a sustainability perspective and a marketing and tourism-oriented perspective.</p> <p>Ongoing research projects:</p> <ul style="list-style-type: none"> • <i>CHANGE – Cooperation for change management and innovation in sports</i>, ERASMUS +, in cooperation with ENGSO, 2022-2024. • <i>Movements and Transitions in Everyday School Life</i>, financed by Swedish Research Council (VR), 2022-2025. • <i>The Swedish sports movement's reactions to Covid 19</i>, financed by Swedish National Centre for research in Sports, 2020-2022. <p>Examples of publications:</p> <ul style="list-style-type: none"> • Book, K. & Högdahl, E. (2022). Equalizer: breaking down the barriers at informal outdoor sport and recreational spaces. <i>Leisure Studies</i>, Ahead-of-print, 1-17. • Book, K., Hedenborg, S. & Andersson, K. (2022). New spatial practices in organised sport following COVID-19: the Swedish case, <i>Sport in Society</i>, Vol. 22 No. 7, pp. 1343-1358. • Book, K. & Svanborg Edén, G. (2020). Malmö – The Skateboarding City: A Multi-Level Approach for Developing and Marketing a City through User-Driven Partnerships. <i>International Journal of Sports Marketing and Sponsorship</i>, Vol. 22 No. 1, pp. 164-178.

	<p>For further examples see: https://mau.se/en/persons/karin.book/</p> <p>Editor of the following sport management-related volumes:</p> <ul style="list-style-type: none"> • Bäckström, Å; Book, K. Carlsson, B; Fahlström, P-G. (eds.) (2020) <i>Sport management, del 3. Idrottens marknader och konsumtionskultur</i>. Stockholm: SISU Idrottsböcker. • Bäckström, Å., Book, K., Carlsson, B & Fahlström, P-G. (eds.) (2019) <i>Sport management. Del 2. Styrning och samhällsengagemang inom svensk idrott</i>. Stockholm: SISU Idrottsböcker. • Bäckström, Å., Book, K., Carlsson, B & Fahlström, P-G. (eds.) (2018) <i>Sport management. Del 1. Idrottens organisationer i en svensk kontext</i>. Stockholm: SISU Idrottsböcker. • Book, K. & Carlsson, B. (eds.) (2008) <i>Idrott och city marketing</i>. Förlaget Idrottsforum.org, Malmö. <p>Co-editor of <i>Scandinavian Sport Studies Forum</i>, 2010-2018.</p> <p>Reviewer for several journals.</p> <p>Appointed member of the research council of <i>Swedish Association of Towns and Cities</i>, 2014-</p> <p>See: https://www.linkedin.com/in/karin-book-0b694912/</p>
<p>Practitioner & Sport Industry Experience:</p>	<p>I work in close collaboration with Swedish sport federations and clubs; municipal sport, leisure and planning departments; planning consultants and architects etc. in different projects and activities. For example: 2018-2019 I've been engaged by the Swedish Ice Hockey Federation to develop and evaluate ideas and plans for the ice facilities of the future. I'm regularly engaged by the Swedish Sport Confederation to conduct investigations, the latest concerning "Sport in spatial planning".</p> <p>Part of my employment at the university includes developing a sport management competence field within Malmö Idrottsakademi MIA (Malmö Sport Academy – a competence centre for sustainable elite sport) and coordinate the cooperation between Malmö University and MIA.</p> <p>Extensive voluntary work in youth sport clubs.</p>
<p>Internationalisation:</p>	<ul style="list-style-type: none"> • International cooperation in several research projects (as well as project proposals). • Responsible for the development of an international master's programme in sport science at Malmö University (https://edu.mah.se/en/Program/LAIDT). • Active member of international associations such as Active Cities Network since 2016; IAKS (International Association for Sport and Leisure Facilities) since 2017; EASM.

	<ul style="list-style-type: none"> • Active partner in the Nordplus Horizontal project “Sportpreneurship: Sustainable and Smart Sport Business”, 2020-2023. • Regular visits at universities outside Sweden (see examples above). <p>Etc.</p>
Marketing:	Extensive experience of marketing of conferences, projects, events and courses/programmes.
Project Management:	<p>Examples:</p> <ul style="list-style-type: none"> • Project manager of several research projects, since 1997. • Head of several educational programmes. • Head of LOC EASM2018.
Finance & Budgeting:	<p>Examples:</p> <ul style="list-style-type: none"> • Responsible for sponsors, grants and partners for the 26th EASM Conference in Malmö. • Research grant budgeting.
Legal:	
Additional personal statement:	<p>The application regards the post as vice president. During my four years as a board member, I’ve mainly focused on conference issues, membership issues and sustainable development.</p> <p>I have a strong interest in developing the sport management field to further focus social issues (such as inclusion, integration, public health, etc.). The societal value of sport management must be further developed.</p> <p>One of my main aims for EASM is to make the organisation as well as the events more sustainable. In January this year, we started the Working group on the sustainability of EASM Conferences, headed by me. The overall aim for more sustainable EASM conferences and other activities is to maximise the social footprint (e.g. outreach) of the conference/event, while at the same time minimise the ecological footprint without compromising (but rather develop) the economic and membership base of EASM. Also, a sustainability strategy for the board is to be developed.</p> <p>As president of the EASM conference 2018, I have good insight into the EASM conference bidding, planning and implementation process. This includes overall planning, budget issues, theme and profile, programme planning, student seminar planning, social events, and not least information and communication with different sectors and actors. As the conference is one of the main activities of EASM, my knowledge and critical eye concerning this is an important contribution to the work of the board.</p> <p>Moreover, I’m interested in further developing contacts and co-operation with different sport organisations. During my first period as a</p>

	board member, I've established a co-operation and MoU between EASM and ENGSO (European Non-Governmental Sports Organisation).
Nominees & Declaration	
Nominee 1	Per Göran Fahlström Dr, Senior lecturer Former president of EASM Linnaeus University, Växjö
Nominee 2	Ruth Crabtree Head of International Development Vice President of the World Association of Sport Management Northumbria University, Newcastle