

## Template for applicants for EASM Board elections 2022

Candidate details	
Last name:	Gerke
First name:	Anna
Gender:	Female
Nationality:	German
Affiliation	
Name of the organisation:	Audencia
Position held:	Associate Professor
Brief description of duties:	<p>My duties for Audencia consist of research, teaching and institutional activities. Research should benefit the academic purpose but also business practitioners, students, and society. My research covers strategy, innovation, organisational theory and sustainable development in the sport context. My teaching focusses on my research topics and I also teach research methods. All my classes are at master level. Finally, institutional duties represent various representational, administrative, and managerial tasks. In this context, I am elected faculty representative to defend the faculty's interests during evaluation periods. Furthermore, I am member of various scientific boards (e.g., French Observatory for Sport Economy) and executive boards (Think tank Sport &amp; Citizenship). I was the head of programme of my institution's Master in Management of Sport Organisations. Currently I'm heading a couple of courses in sport mgmt. and marketing as well as on sustainable business models.</p>
EASM Board	
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:	<p>Nomination Committee member 2018-2021 Track Chair for E-Sport, Innovation, and Technology since 2021</p>

	Regular conference participant: 2012, 2013, 2015, 2017, 2018, 2020, 2021, 2022
Strategic management & leadership:	Teaching and research in strategic management; leading Master programme in sport management; creating and leading a Sport Hub in my institution
Learning & teaching:	Teaching strategic management., innovation strategies, sport marketing, research methods, and sustainable/circular business models
Research & scholarly activity:	<ul style="list-style-type: none"> <li>- 13 articles published in peer-reviewed journals</li> <li>- Numerous editorials, book chapters, book reviews and conference presentations</li> <li>- Involvement in academic institutions as SIG Chair at EURAM and track chair at EASM</li> <li>- Guest Editor and Associate Editor for Sport, Business and Management: An International Journal (SBM)</li> <li>- Guest Editor for European Sport Management Quarterly (ESMQ)</li> <li>- Editorial Board member of International Journal of Sports Marketing and Sponsorship, SBM and French Sport Mgmt journal (Revue Management &amp; Organisations du Sport))</li> </ul>
Practitioner & sport industry experience:	<p>Member of various boards of practitioner organisations:</p> <ul style="list-style-type: none"> <li>- Think Tank Sport &amp; Citizenship</li> <li>- French Observatory of Sport Economy</li> <li>- Numerous company relations to sport organisations through student and research projects</li> </ul>

Internationalisation:	<ul style="list-style-type: none"> <li>- International academic network through research collaborations, notably in Europe and Oceania but also with some contacts in the US</li> </ul>
Marketing:	N/A
Project management:	<ul style="list-style-type: none"> <li>- Management of international research projects with academics from across the world and local research assistants involved.</li> <li>- Student project management as head of programme.</li> </ul>
Finance & accounting:	Financial planning and follow-up of research projects.
Legal:	N/A
Additional personal statement:	<p>I would like to serve the European sport management academy by advancing and strengthening the scientific community and knowledge built over the past few decades within EASM. I believe, I can notably contribute on the scientific and international aspects related to a board director position at EASM as I have experience and good networks with these regards. Therefore, I put my candidature forward for a position at the EASM board. Please contact me for any further questions or suggestions.</p>
<b>Nominators</b>	
Nominator 1	Herbert Woratschek
Nominator 2	Kathy Babiak
Nominator 3 –	Tim Breitbarth