

Curriculum Vitae



Personal information

Name **Aila Ahonen**
Address JAMK University of Applied Sciences, Sport Business School Finland
Rajakatu 35, 40200 Jyväskylä, FINLAND
Telephone Work: +358 50 592 1143
Personal: +358 40 548 9878
WWW www.jamk.fi; www.sportbusinessschool.com
E-mail aila.ahonen@jamk.fi
Nationality Finnish

Current employment **Senior Lecturer 2011-, Team leader 2017-
JAMK University of Applied Sciences, Jyväskylä, Finland, School of Business
Sport Business School Finland**

Previous work experience Senior Lecturer in Northern Middle Finland's Education Centre 2008-2011
Key Customer Manager, Suur-Jyväskylän Lehti newspaper 2005-2008
Marketing manager, Tosiviihde Oy, 1999-2005
Export Manager, Geepap stationery 1997-1999

Volunteer work Campaign manager for Finnish MP Sinuhe Wallinheimo 2015-
Track and Field coach in Jyväskylä T&F Club 2007-2016

Position of trust **Board member of the European Association for Sport Management (EASM) 2015-
Board member of the Finnish Athletics Federation 2018-**

Previous positions Board member of Honsu basketball club 2014-2015

of trust Board member of JKU athletics club 2009-2013
Member of the city council and board in Jyväskylän municipality 2004-2008

Education and training **PhD candidate**, University of Lappeenranta, FIN, Topic: Growth Entrepreneurship in Sport Business, estimated graduation 2018
2009 MSc in Business Economics, Jyväskylä University, School of Business and Economics, FIN, Major: Entrepreneurship, Minors: Deutsche Kulturstudien, Pedagogical studies
2009 Teacher's pedagogical qualification, Jyväskylä University, Faculty of Education, FIN
1997 Bachelor of Arts of Business Administration with Honours, Coventry University, Business School, UK, Major: Marketing, Minor: International tourism

Languages	<p>Finnish – Mother tongue</p> <p>English – Proficient user, work language</p> <p>German – Independent user</p> <p>Swedish – independent user</p>
Publications	<p>2018 Handbook of International Sport Business, Routledge, Editor with Kevin Heisey and Mark Dodds</p> <p>2015 Sport Business Intelligence – Case WRC Neste Oil Rally Finland, Editor, JAMK University of Applied Sciences, JAMK University of Applied Sciences Publication Serie</p> <p>2012 The Image of Football – Case FIFA South Africa 2010, Editor, JAMK University of Applied Sciences Publication Serie, No 131</p>
Books	<p>2017 The importance of entrepreneurship in small and medium size sport enterprises, in Dodds, Heisey, Ahonen; Routledge Handbook of International Sport Business</p> <p>2017 How did a small town Ice Hockey club become a European Trophy winner? The case of Jyväskylä Ice Hockey Club, Finland. Arthur, Beech & Chadwick; <i>International Cases in the Business of Sport</i>, UK: Routledge</p> <p>2016 Sport city branding of a mid-size city in Finland, <i>Acta Touristica</i></p> <p>2016 What kind of leadership is the key in success of elite sports in Finland? Blog, <i>Finnish Business Review</i></p> <p>2015 The Economic Impact of WRC Neste Oil Rally Finland, WRC Neste Oil Rally Finland 2011-2014, <i>JAMK Publication Serie</i></p> <p>2013 The growth entrepreneurship in Sport Business – Cases in Finland, Research methodology and design, EASM PhD seminar publication</p> <p>2007 Liiketoimintamahdollisuuksien hahmotusta Keuruun seudulla, (Business opportunity recognition in Keuruu area), <i>Jyväskylä University's publication serie</i>, No 165/2007</p>
Articles	<p>2017 Hippos 2020, Esiselvitys (Study of business opportunities for Hippos multipurpose sport center) Regional Council of Central Finland, City of Jyväskylä</p> <p>2013 Liikunta ja urheilutoimiala Keski-Suomessa, selvitys toimialan rakenteesta ja osaamistarpeista (Fitness and Sport Industry in Central Finland, Study of Industry Structure and Know-how), report, Regional Council of Central Finland, ISBN: 978-951-594-453-5</p>
Specialist reports	<p>2018 ICTR, Finland, City branding and Sports</p> <p>2016 NASSM, Orlando, Growth entrepreneurship in elite sport business – Two cases from Finland</p> <p>2016 Irnist Sport and Tourism conference, Zagreb, Sport city branding of a mid-size city in Finland – Stakeholder perceptions</p> <p>2015 EASM, Dublin; Case-based learning approach applied to online and on-campus teaching</p> <p>2014 EASM, Coventry, Economic impact of WRC Neste Oil Rally Finland 2013</p> <p>2013 Key Note Speaker, Sport Business Symposium Buenos Aires; The Image of Football, Case FIFA 2010</p> <p>2013 EASM, Istanbul; The Role of Leadership in the Success of Elite Sport in Finland</p>
Recent Conference presentations	<p>2018 ICTR, Finland, City branding and Sports</p> <p>2016 NASSM, Orlando, Growth entrepreneurship in elite sport business – Two cases from Finland</p> <p>2016 Irnist Sport and Tourism conference, Zagreb, Sport city branding of a mid-size city in Finland – Stakeholder perceptions</p> <p>2015 EASM, Dublin; Case-based learning approach applied to online and on-campus teaching</p> <p>2014 EASM, Coventry, Economic impact of WRC Neste Oil Rally Finland 2013</p> <p>2013 Key Note Speaker, Sport Business Symposium Buenos Aires; The Image of Football, Case FIFA 2010</p> <p>2013 EASM, Istanbul; The Role of Leadership in the Success of Elite Sport in Finland</p>
Courses taught	<p>Sport Management</p> <p>Sport Marketing</p> <p>Sport International</p> <p>Sport Digital Marketing</p> <p>Sport and Tourism</p>
Research Interests	<p>Entrepreneurship in Sport Business</p> <p>Sport Branding</p> <p>Leadership issues related to Elite Sports in Finland</p> <p>Mega events; Customer satisfaction, Fan values & image profile, Impacts</p>
Other Interests	<p>Basketball, Track & Field</p>