

# AASM NEWSLETTER

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## News form Thailand

General Yutthasak Sasiprapha, the Chairman of Sport Reform Commission, National Reform Council appointed Dr. Chai Nimakorn, the President of Sport Management Association of Thailand, as the member of sport management study sub-committee. On 22nd January, 2015, Dr. Chai Nimakorn is the chairman in the seminar session topic "Sport Industry Development" at Sripatum University, Bangkok. This seminar drew various groups in sport circle, government officials, sport entrepreneur, scholars, athletes, media, representatives from Thai Sport Trade Association and executives from national sport associations.



## Women Leadership in Sport Conference 2015

Japanese Center for Research on Women in Sport (JCRWS) organized the "Women Leadership in Sport Conference 2015" at the Jutendo University on February 14, 2015

Various efforts to strengthen female coaches and leaders that are widely practiced in the National Collegiate Athletic Association, Anita White Foundation, and the Canadian Association for the Advancement of Women and Sport and Physical Activity were also introduced. Dr. Etsuko Ogasawara, executive director at the JCRWS announced the establishment of "Japanese Women Coaches Academy", which fleshed out the details of female coaches' education. Its purposes are to provide high quality education, updated information of scientific coaching, supporting career development, strong networking, and mentors from around the world.

The conference began with a video message from Ms. Moya Dodd as an executive committee member of FIFA who was involved in the proposal and adoption of the "Women's football - 10 key development principles", which was adopted at the Federation Internationale de Football Association (FIFA) 64th General Assembly in 2014.

In the first part of the conference, Ms. Marlene Bjornsrud, executive director of the Alliance of Women Coaches explained the overview of the curriculum and management of the "Woman Coaches Academy" in the United States. She introduced that the purpose of the academy was to strengthen the "voice" and "presence" of women in coaching positions, and also explained that the academy aims to put women in coaching positions and carry out efforts to increase the number of women.

Important themes that were common in these overseas programs were "self-establishment", "communication skills", "life work balance", "symbiosis of men and women", and "making strong networking".

Finally, at the end of the conference, Dr. Anita White of the United Kingdom stated, "it is time for us to work together to increase women to take part in positions with power. Now is the time to stand up and show what we can do since people all over the world are watching the movement of Tokyo 2020. Go women!"





# A Quick Glance at Sport Management Movement in Thailand

## The Briefing of SMAT

Sport Management Association of Thailand (SMAT) is a non-profit organization established in 2009 by the Sport Management Departments from universities to working to enhance the sport management education and strength the career paths of the practitioners as well as helping the sport development in Thailand. Currently, Dr. Chai Nimakorn, is under the leadership of President of SMAT (2013-2015)



## The Situation

According to the 5<sup>th</sup> National Sport Development Plan (2012-2016) of Thailand, six directions are defined, including: Fundamental Sport Development, Sport for All, Elite Sport, Professional Sport, Sport Science, and Sport Management.

Thailand has about 73 sport associations registered under Sport Authority of Thailand (SAT). There are demands of sport management to ensure the success of sponsorship, marketing and management. Sport Science was in this stage sometime around 1990 which sport Management is 20 to 25 years behind Sport Science in Thailand.

Recently, Professional Sports have emerged to confirm that Thailand is good potential athletes despite of a century of amateur management style. Again, at this moment people start looking at sport management, sport marketing, sport media, sport sponsorship, the transition from Amateur sports to professional sports. There are conflicts of interest, and arguments of who are right without previous arrangement or agreement of new incomes of the athletes and coaches or the association, then signing contracts and negotiation and arbitrations indicate of the need for education for the related sport lawyers, sport agents.

The Sport Management Education is established since some 20 years but not as popular until the initial success of professional leagues. Besides, commercial and advertising are bidding to get the broadcasting rights and sponsorship of the sports and stars the price has gone over few hundred percent each year which indicate the demand for professional sports, and the management of athletes, the clubs, the leagues, the amateur association to become professional association.

Now it is time to check up the quality of the sport management education of Thailand to be good enough for the market demands and up to the trends of international sports.

## The Key Activities of SMAT

1. Publishing of the Journal of Sport Management Association of Thailand since 2012
2. Co-organized the symposium Sports Management as Kasetsart University, and other Universities.
3. Hosted the International Conference on Sports Management for AASM on "Professional Sports Development in Asia"
4. SMAT signed MOU with the Federation of Nation Sport Association (FONSA), covers 27 key Sport Federations in Thailand.
5. Sport fund raising: golf and bowling fundraising for SMAT activities.
6. SMAT Network: the network of sports management Universities, to learn about the movements of sport in Thailand and international arena. And get to know each other in the field of Sport Management Education for future cooperation.
7. President of SMAT invited as speaker at IPE International Conference on "The Future of Asian Sport Industry: the Sport Business Perspective"
8. Being invited as speaker at Sport Authority of Thailand on "Provincial Personnel Development"
9. Being invited as panel speaker at the 50<sup>th</sup> Anniversary of Sport Authority of Thailand on "Thai Sport Development in next decade".
10. Joining the activities of Asian Association for Sport Management, and World Association for Sport Management, and encouraging bilateral cooperation among Thai universities and ASSM member universities in many countries.



# THE 11th ASIAN ASSOCIATION OF SPORTS MANAGEMENT CONFERENCE

## AASM 2015, 26th - 28th AUGUST 2015



**LANGKAWI ISLAND, MALAYSIA**  
**THEME: "REINVENTING SPORT GOVERNANCE:  
POLICIES, PROCESSES AND PATHWAYS  
FOR THE FUTURE"**



### INTRODUCTION

Globally, sport management begins in the United States more than 50 years ago. Initially, it is known as sport administration before it evolved into what is now known as sport industry, based on the current needs of the global community. Nowadays, it is a revenue-generating area in many countries of the world, with some scholars describing the evolution as the globalization and commercialization of sports. In this sense, the sport management practitioners had come together to establish sport management associations at domestic, regional and international levels. One of the earliest regional associations is the North American Society for Sport Management (NASSM) established in 1986. Currently there are six (6) continental associations. All the continental associations are actively promoting the sport management academic activities, including research and innovations in the hosting of continental conferences within each continent. AASM as the continental association for Asia is also actively promoting the sport management movement through the hosting of continental conference in Asia. This year's conference is 11th in the series. The theme for the series is "Reinventing Sport Governance: Policies, Processes and Pathways for the Future".

The Call for Paper is now on for this Conference.

Please send an email to [aasm.lgk2015@gmail.com](mailto:aasm.lgk2015@gmail.com) or log on to [www.masmasports.com](http://www.masmasports.com) for more information.

### INTERNATIONAL SPEAKERS

#### KEYNOTES:

Professor Packianathan Chelladurai - Professor Emeritus of Sport Management, Troy University, Alabama USA  
Professor Ming Li - Dean, School of Education, Western Michigan University, USA  
Professor David Stotlar - Sport Management Professor, University of Northern Colorado USA  
Professor Damon Andrew - Sport Management Professor, University of Louisiana USA

#### PANELISTS:

- Professor Paul Jonson - President WASM (AUS)
- Professor Christine Greene - President NASSM (USA)
- Professor Yeh Kong Ting - President AASM (TPE)
- Professor Goran Fahlstrom - President EASM (SWE)
- Professor Rosa Lopez D'Amico - President ALGEDE (VEN)
- Professor Mombi Thairu - President ASMA (KEN)
- Professor Geoff Dickson - President SMAANZ (AUS)
- Professor G. Kishore (IND)
- Professor Kam Lian Toh (SIN)
- Professor Etsuko Ogasawara (JPN)
- Professor Karen Danylichuk (CAN)
- Professor Munehiko Harada (JPN)
- Professor Lam Quanh Tranh (VIE)
- Dato' Zaiton Othman (MAS)
- Dr. Chai Nimakorn (THA)

### WHO SHOULD ATTEND

- Sport Managers
- Sport Academics
- Sport Governors
- Sport Management Researchers
- Sport Management Students
- Sport Industry Stakeholders
- School Sport Governors
- Community Sport Governors
- Sport Sponsors
- Elite Sport Governors
- Sport Associations/Organizations

### CONFERENCE PROGRAMS

- ☑ Keynotes by Sport Management Gurus
- ☑ Pre Conference Workshops
- ☑ Poster Presentations
- ☑ Sport Management Expositions
- ☑ Tour of Langkawi Island
- ☑ Dinner Cruise
- ☑ And more!!

**REGISTER  
NOW!**

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Asian Sport Management Review  
Call for Papers for Research Notes  
Topic: International Cooperation on Sport Facility

#### Overview

Asian Association for Sport Management (AASM) has elected new President and has outlined a new framework for future development. International cooperation among the AASM member countries is one of the primary tasks. However, international cooperation is not an easy task; instead, it requires a lot of communications and negotiations. How to start this challenging task among AASM countries becomes critical. Therefore, Editor-In-Chief of ASMR (Dr. Cheng-Nan Kang) believes that inviting a short essay (called Research Notes) regarding a specific topic from each country in AASM may be a possible way to start off. All the Research Notes will be compiled in the Asian Sport Management Review (ASMR) to enrich the content of the journal. Additionally, all perspectives and opinions collected from Research Notes will serve as a solid basis for further discussions on future cooperation among AASM countries in the Executive Committee meetings. As a result, ASMR will invite all the AASM delegates to provide a Research Note on a regular basis (every 3 months) on different topic including (but not limited to) international cooperation on human resources and international cooperation on sport events.

#### Research Notes

We therefore invite contributions from all the AASM delegates to provide a Research Notes comprising your own perspective on International Cooperation on Sport Facility Management among AASM Countries.

#### Further Information

For questions regarding the content of Research Notes, please contact Editor-In-Chief of ASMR: Dr. Cheng-Nan Kang, [kang@ntu.edu.tw](mailto:kang@ntu.edu.tw)



**CALL FOR PAPERS FOR A SPECIAL ISSUE**  
**Topic: Sport Organization Governance**

Submission Deadline for Manuscript: May 1, 2015

#### Overview

Since the founding of the Asian Sport Management Review (ASMR), various topics of sport management have grown both in scope and depth. The papers published in the early issues of ASMR focused mainly upon conceptual papers as well as empirical research on spectator sport. Asian Association for Sport Management (AASM) has elected new President and has outlined a new framework for future development. International cooperation among the AASM member countries is one of the primary tasks. As such, it is critical to fully understand either domestic or international sport organization governance in Asian countries in order to carry out actual cooperation among AASM member countries. For these reasons, the Editor-In-Chief of ASMR believes that a Special Issue of ASMR comprising SPORT ORGANIZATION GOVERNANCE has the potential to make an important contribution to both the practice and the literature for the future development of the field.

#### Papers

We therefore invite contributions to a Special Issue of ASMR comprising SPORT ORGANIZATION GOVERNANCE. Our interest is in papers that fully discuss the issues regarding sport organization governance. Proposals are also welcomed.

#### Further Information

For questions regarding the content of this special issue, please contact Editor-In-Chief of ASMR:

Dr. Cheng-Nan Kang, [kang@ntu.edu.tw](mailto:kang@ntu.edu.tw)