



AASM 2019

ASIAN ASSOCIATION FOR SPORT MANAGEMENT CONFERENCE

Symposium 3

Role of Big Data in Sport Policy

Lesson-learning from London 2012 and preparing for and beyond Tokyo 2020

Overview

UK government started to collect and use data for sport and sport-related policy-making, with the London Olympic Game as a trigger. Though evidence-based policy making is now a trend, there are not so many concrete good examples, making the case worth investigating. There are several plans to use Big Data, especially in the field of healthcare, not only to personalise treatment but also for prevention. Furthermore, social prescribing is entering into implementation stage. This symposium discusses on sport and sport-related policy-making, from both practical and academic points of view with two UK experts of data and sport policy and a Japanese evidence-based policy-making expert as a discussant.

Speaker	Dr. Joyce Liddle	Organization: Newcastle Business School, University of Northumbria NEWCASTLE, UK Position: Professor of Public Leadership & Enterprise, Director of Research & Innovation
	Ms. Felicity Bennée	Organization: Department for Digital, Culture, Media and Sport Position: Head of Data Governance
	Dr. Takeo Arimoto	Organization: National Graduate Institute for Policy Studies (GRIPS), Japan Science and Technology Agency (JST) Position: Deputy Director, STI Policy Research Center and Visiting Professor, National Graduate Institute for Policy Studies (GRIPS), Principal Fellow, Japan Science and Technology Agency (JST)
Moderator	Dr. Hiroko Kudo	Organization: Chuo University Position: Professor

Date August 9, 2019 [Fri] 16:00

Venue Century Tower 8F

Host Organization : Chuo University

