Anastasiya Khomutova University of Brighton, United Kingdom

Dr Anastasiya Khomutova is a lecturer in sport business and strategic management.

Being a cross-cultural researcher in psychology, sport sociology and management, her research and practice focus on the functioning of culturally diverse teams (in sport and business) and the adaptation and acculturation of immigrated athletes and workers, with the aim disseminate cultural awareness in sport and business through educational workshops.

Originally from Donetsk, Ukraine, Anastasiya holds a PhD in kinanthropology (specialising in sport psychology) and a Master's degree in psychology, both awarded by Palacký University in Olomouc, Czech Republic.



She is part of the managing council of The European Network of Young Specialists in Sport Psychology (ENYSSP), and co-coordinates their education department. Anastasiya is also a chartered member of the British Psychological Society.

Topics for the 10th ITW:

1. Functioning of culturally diverse teams

This lecture will provide the students with necessary theoretical background on sport migration, cultural sport psychology and acculturation of immigrated athletes. The practical part of the lecture will include students reflecting on their own cultural background, as well as the application of the newly acquired theoretical knowledge to the applied case-studies.

2. Competition preparation: concentration, imagery, relaxation

This lecture will be provided in a form of workshop. The session will introduce some of the main techniques used by sport psychologists for the preparation of their athletes for upcoming competitions. Several theoretical clusters will be followed by practical exercises, which will allow the students to apply their knowledge into practice.