Υ Π Ο Μ Ν Η Μ Α

ΙΩΑΝΝΗ Σ. ΔΟΥΒΗ

ΔΙΔΑΚΤΟΡΑ (Ph. D)

ΠΑΝΕΠΙΣΤΗΜΙΟΥ

ΚΟΝΝΕΚΤΙΚΑΤ

ΗΝΩΜΕΝΩΝ ΠΟΛΙΤΕΙΩΝ

ΑΜΕΡΙΚΗΣ

Π Ε Ρ Ι Ε Χ Ο Μ Ε Ν Α

ΣΕΛΙΔΑ

ΣΥΝΤΟΜΟ ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ

ΟΝΟΜ/ΝΥΜΟ	: **Ιωάννης Δουβής**
ΤΟΠ. ΓΕΝΝΗΣ.	: **Αθήνα**
ΕΤΟΣ ΓΕΝΝΗΣ.	: **1974**
ΟΙΚ. ΚΑΤΑΣΤΑΣΗ	: **Έγγαμος με ένα τέκνο**
ΕΙΔΙΚΟΤΗΤΑ	:**Μάρκετινγκ Επαγγελματικού Αθλητισμού**
ΔΙΕΥΘΥΝΣΗ	: **Ναυσικάς 61 - Π. Φάληρο, 17564**
ΤΗΛΕΦΩΝΟ	: **210-9825583**
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ΠΡΟΠΤΥΧΙΑΚΕΣ ΚΑΙ ΜΕΤΑΠΤΥΧΙΑΚΕΣ ΣΠΟΥΔΕΣ ΚΑΙ ΤΙΤΛΟΙ

2000

Πτυχίο Διδάκτορα στην Οργάνωση και Διοίκηση Αθλητισμού από το Πανεπιστήμιο του Κοννέκτικάτ, Ηνωμένων Πολιτειών Αμερικής.

1998

Πτυχίο Μάστερ στην Οργάνωση και Διοίκηση Αθλητισμού από το Πανεπιστήμιο του Κοννέκτικατ, Ηνωμένων Πολιτειών Αμερικής.

1997

Διεθνές Δίπλωμα Προπονητού Αντισφαίρισης από την United States Professional Tennis Registry.

1996

Πρόγραμμα Μάστερ στην Προπονητική στο Δημοκρίτειο Πανεπιστήμιο Θράκης. (συμπλήρωση 30 εκ των 33 διδακτικών μονάδων).

1996

Δίπλωμα Προπονητού Αντισφαίρισης Ά Κατηγορίας, Ελληνική Φίλαθλος Ομοσπονδία Αντισφαίρισης, Γ. Γραμματεία Αθλητισμού, Αθήνα.

1996

Πτυχίο Τ.Ε.Φ.Α.Α. του Εθνικού και Καποδιστριακού Πανεπιστημίου Αθηνών, με Ειδικότητα στην Αντισφαίριση.

1992

Αποφοίτηση από το Λεόντειο Λύκειο Αθηνών (Νέα Σμύρνη).

ΔΙΔΑΚΤΙΚΟ ΕΡΓΟ

2008-Σήμερα

- Εκλογή στην βαθμίδα του Αναπληρωτή Καθηγητή, Σχολή Επιστημών Ανθρώπινης Κίνησης και Ποιότητας Ζωής, Τμήμα Οργάνωσης και Διαχείρισης Αθλητισμού του Πανεπιστημίου Πελοποννήσου, στο γνωστικό αντικείμενο του Μάρκετινγκ Επαγγελματικού Αθλητισμού.
- Διδασκαλία στο Πρόγραμμα Μεταπτυχιακών Σπουδών του Τμήματος Οργάνωσης και Διαχείρισης Αθλητισμού του Πανεπιστημίου Πελοποννήσου με τίτλο « Οργάνωση και Διοίκηση Αθλητικών Οργανισμών και Φορέων» (δίδαξα τα μαθήματα: Αθλητικό Μάρκετινγκ, Οργάνωση και Διαχείριση Αθλητικών Εγκαταστάσεων, Διαχείριση Αθλητικής Χορηγίας)
- Διδασκαλία στο Διεθνές Πρόγραμμα Μεταπτυχιακών Σπουδών του Τμήματος Οργάνωσης και Διαχείρισης Αθλητισμού του Πανεπιστημίου Πελοποννήσου με τίτλο «Ολυμπιακές σπουδές, Ολυμπιακή Εκπαίδευση και Οργάνωση Ολυμπιακών δραστηριοτήτων» (δίδαξα το μάθημα: Αθλητικό Μάρκετινγκ και Διαχείριση Χορηγιών στους Ολυμπιακούς Αγώνες).

2014 & 2015.

- Διδασκαλία και προετοιμασιά εκπαιδευτικού υλικού στο Ευρωπαικό προγραμμα «Διπλή καριέρα αθλητών».
- Διδασκαλία στο πρόγραμμα δια βίου μάθησης για την επικαιροποίηση γνώσεων αποφοίτων Α.Ε.Ι. «ΟΡΓΑΝΩΣΗ ΚΑΙ ΔΙΟΙΚΗΣΗ ΑΘΛΗΤΙΚΩΝ ΟΡΓΑΝΙΣΜΩΝ ΚΑΙ ΜΕΓΑΛΩΝ ΓΕΓΟΝΟΤΩΝ».
- Διδασκαλία στο Πρόγραμμα: Επικαιροποίηση Γνώσεων αποφοίτων ΑΕΙ :Αθλητικοί Θεσμοί και Ευρωπαϊκό Θεσμικό Πλαίσιο, το οποίο λαμβάνει χώρα στο πλαίσιο του

Προγράμματος Δια Βίου Μάθησης του Υπουργείου Παιδείας (δίδαξα το μάθημα: Μάρκετινγκ στον Αθλητισμό).

2007

- Διδασκαλία σε επιμορφωτικά σεμινάρια για τους υπαλλήλους της Γενικής Γραμματείας Αθλητισμού, με αντικείμενο την «Οργάνωση και Διοίκηση Αθλητικών Εγκαταστάσεων».
- Σχολή Προπονητών Γ' Κατηγορίας (Jujitsu) της Γενικής Γραμματείας Αθλητισμού. Υπεύθυνος διδάσκων για τα μαθήματα της Οργάνωσης και Διοίκησης Αθλητισμού-Αθλητικού Μάρκετινγκ.

2006

Πανεπιστήμιο Πελοποννήσου, Σχολή Οργάνωσης και Διαχείρισης Αθλητισμού. Δίδαξα το μάθημα: «Αθλητικός Τουρισμός» (με Π.Δ. 407/80).

2005

- Πανεπιστήμιο Πελοποννήσου, Σχολή Οργάνωσης και Διαχείρισης Αθλητισμού. Δίδαξα τα μαθήματα: «Οργάνωση Αθλημάτων Ρακέτας» και «Αθλητικός Τουρισμός» (με Π.Δ. 407/80).
- Σχολή Προπονητών Γ' Κατηγορίας (Badminton) της Γενικής Γραμματείας Αθλητισμού. Υπεύθυνος διδάσκων για τα μαθήματα της Οργάνωσης και Διοίκησης Αθλητισμού-Αθλητικού Μάρκετινγκ.

2004

Εκλογή στην βαθμίδα του λέκτορα, Τμήμα Επιστήμης Φυσικής Αγωγής και Αθλητισμού του Εθνικού και Καποδιστριακού Πανεπιστημίου Αθηνών, στο γνωστικό αντικείμενο της Οργάνωσης και Διοίκηση Αθλητισμού.

2002-2004

- Εθνικό και Καποδιστριακό Πανεπιστήμιο Αθηνών, Τμήμα Επιστήμης Φυσικής Αγωγής και Αθλητισμού. Δίδαξα τα παρακάτω μαθήματα: «Εργαστήριο Οργάνωσης και Διοίκησης Αθλητικών Οργανισμών», «Ειδικά Θέματα Οργάνωσης και Διοίκησης Αθλητισμού» (με Π.Δ. 407/80).
- Ελληνογερμανική Αγωγή, Τμήμα Φυσικής Αγωγής και Αθλητισμού. Σύμβουλος Οργάνωσης του καλοκαιρινού προγράμματος ΑΘΛΟπαιδεία camp, πρόγραμμα Ολυμπιακής Παιδείας και Εθελοντισμού, σεμινάρια οργάνωσης και διοίκησης για προπονητές καλαθοσφαίρισης με καρότσι (Ευρωπαϊκό πρόγραμμα Leonardo).

2003

Σχολή Προπονητών Γ' Κατηγορίας (Jujitsu) της Γενικής Γραμματείας Αθλητισμού. Υπεύθυνος διδάσκων για τα μαθήματα της Οργάνωσης και Διοίκησης Αθλητισμού-Αθλητικού Μάρκετινγκ .

1998-2000

Πανεπιστήμιο Κοννέκτικατ, Τμήμα Κινησιολογίας. Δίδαξα τα παρακάτω μεταπτυχιακά μαθήματα: ESLE 301, "Research Methods in Sport Leisure and Exercise settings", ESLE 395, "International Sport Tourism" και ESLE 308, "Sport and Leisure Management/Marketing".

1997-Σήμερα

Επιστημονικός σύμβουλος στο τμήμα Κινησιολογίας του Πανεπιστημίου του Κοννέκτικατ. Laboratory for Leisure Tourism and Sport (παροχή συμβουλευτικών υπηρεσιών, ερευνητική δραστηριότητα στην διοίκηση αθλητισμού και το αθλητικό μάρκετινγκ, εκπαίδευση φοιτητών σε εφαρμογές Η/Υ-στατιστικές αναλύσεις και μεθοδολογία έρευνας). Μέλος της ερευνητικής ομάδας στα έργα: "TOP Connecticut corporations favor Patriots' move to Harford" και "Perceived impacts of UCONN Basketball on the residents of the state of Connecticut".

1996-1997

Προϊστάμενος προπονητής στον Όμιλο Αντισφαιρίσεως Σαλαμίνας (μέλος ΕΦΟΑ).

1992-1996

Προϊστάμενος προπονητής στον Αθλητικό Σύλλογο «ΠΕΡΑ» Π. Φαλήρου (μέλος ΕΦΟΑ), Τμήμα Αντισφαίρισης.

ΜΕΛΟΣ ΕΠΙΣΤΗΜΟΝΙΚΩΝ ΕΠΙΤΡΟΠΩΝ

2013

- Advances in Sport Management Research Journal. Associate Editor.

2012

- Μέλος της Επιστημονικής Επιτροπής του 13ου Πανελληνίου Συνεδρίου της Ελληνικής Εταιρίας Διοίκησης Αθλητισμού ΕλλεΔΑ, σε συνδιοργάνωση με το Τμήμα Οργάνωσης και Διαχείρισης Αθλητισμού του Πανεπιστημίου Πελοποννήσου.

2011-Σήμερα

- Μέλος των επιτροπών: Προβολής, Χορηγιών, Διασύνδεσης με την Αθλητική Αγορά και Διεθνοποίησης του Τμήματος Οργάνωσης και Διαχείρισης Αθλητισμού του Πανεπιστημίου Πελοποννήσου.

- Μέλος της Συντονιστικής Επιτροπής του Προγράμματος Μεταπτυχιακών Σπουδών με τίτλο «Ολυμπιακές Σπουδές, Ολυμπιακή Παιδεία, οργάνωση και Διαχείριση Ολυμπιακών Εκδηλώσεων» του Τμήματος Οργάνωσης και Διαχείρισης του Αθλητισμού Του Πανεπιστημίου Πελοποννήσου.

2007

- Μέλος της Συντονιστικής Επιτροπής του Προγράμματος Μεταπτυχιακών Σπουδών με τίτλο «Οργάνωση και Διοίκηση Αθλητικών Οργανισμών και Φορέων» του Τμήματος Οργάνωσης και Διαχείρισης του Αθλητισμού Του Πανεπιστημίου Πελοποννήσου. (μέχρι σήμερα)

- Μέλος της Διοικούσας Επιτροπής του Τμήματος Οργάνωσης και Διαχείρισης του Αθλητισμού Του Πανεπιστημίου Πελοποννήσου.

- Μέλος της Επιστημονικής Επιτροπής και ειδικός γραμματέας, Παγκόσμιο Συνέδριο Διοίκησης Αθλητισμού, Τμήμα Οργάνωσης και Διοίκησης Αθλητισμού, Πανεπιστημίου Πελοποννήσου, Σπάρτη 7-10 Ιουνίου 2007.

- Αντιπρόσωπος του ΤΕΦΑΑ του Εθνικού και Καποδιστριακού Πανεπιστημίου Αθηνών στην Ομοσπονδία Πανεπιστημιακού Αθλητισμού (ΟΠΑ).
- Μέλος της συντακτικής επιτροπής του περιοδικού «Χορηγία». (μέχρι σήμερα)

2005

- Ίδρυμα Κρατικών Υποτροφιών. Μέλος της επιτροπής αξιολόγησης για την χορήγηση υποτροφιών και επιβλέποντας καθηγητής μεταπτυχιακών υποτρόφων, στα γνωστικά αντικείμενα της Διοίκησης Αθλητισμού και του Αθλητικού Μάρκετινγκ. (μέχρι σήμερα)
- Υπουργείο Τουριστικής Ανάπτυξης. Μέλος της Επιτροπής για την Αναθεώρηση των Προδιαγραφών των Τουριστικών Καταλυμάτων. Εισηγητής σε θέματα αθλητικών εγκαταστάσεων και εγκαταστάσεων αναψυχής.
- International Journal of Sport Management and Marketing. International Centre for Technology and Management, UK. Member of the Editorial Board.
- Hellenic Centre of Research on Sports Law (H.C.R.S.L.)- 3nd Panhellenic Sports Law Congress. Member of the Scientific Committee. Athens-Greece, 30th November to 2nd December 2006.

2005

Μέλος της Επιστημονικής Επιτροπής και ειδικός γραμματέας, Παγκόσμιο Συνέδριο Διοίκησης Αθλητισμού, Τμήμα Οργάνωσης και Διοίκησης Αθλητισμού, Πανεπιστημίου Πελοποννήσου, Σπάρτη 3-5 Ιουνίου 2005.

2002-Σήμερα

- Ελληνική Ολυμπιακή Επιτροπή. Μέλος της Επιτροπής Μάρκετινγκ.
- Επιστημονικός Συνεργάτης Τ.Ε.Φ.Α.Α. Εθνικού και Καποδιστριακού Πανεπιστημίου Αθηνών για το πρόγραμμα "EQUAL Αθλητικό Επιχειρείν".

ΛΟΙΠΗ ΕΠΑΓΓΕΛΜΑΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ

2012-2017

Αναπληρωτής Πρόεδρος του Συμβουλίου Διοίκησης του Πανεπιστημίου Πελοποννήσου.

2014-2016

Σύμβουλος Μάρκετινγκ και Εμπορικής Ανάπτυξης ΚΑΕ ΑΕΚ.

2005-2007

Υπουργείο Τουριστικής Ανάπτυξης. Σύμβουλος Υπουργού σε θέματα Αθλητισμού.

2002-2005

Οργανωτική Επιτροπή Ολυμπιακών Αγώνων Αθήνα 2004. Διεύθυνση Λειτουργιών Ολυμπιακών Εγκαταστάσεων. Διευθυντής Ολυμπιακής Εγκατάστασης Καλαθοσφαίρισης.

2001-2002

Υπουργείο Εθνικής Άμυνας. Σύμβουλος Υπουργού σε θέματα Αθλητισμού και προετοιμασίας για τους Ολυμπιακούς Αγώνες του 2004.

2000

Ολυμπιακοί Αγώνες, Σίδνεϋ 2000. Επιστημονικός σύμβουλος της Ελληνικής Ομοσπονδίας Αντισφαίρισης. Διαπιστευμένος επιστημονικός παρατηρητής των Ολυμπιακών εγκαταστάσεων Αντισφαίρισης (Tennis Venue, Sydney 2000).

1998-2000

Σύμβουλος του NBA (National Basketball Association) στο τμήμα (Player and Basketball Development) που ασχολείται με την ανάπτυξη προγραμμάτων και την οργάνωση εκδηλώσεων, με σκοπό τη διάδοση του προϊόντος του NBA σε παγκόσμιο επίπεδο. Διαχείριση των ακόλουθων έργων : 1998&1999 McDonalds Open, 1999 & 2000 NBA Draft , 1999 NBA All Star Game, 1999 Olympic Qualification Tournament of The Americas, 1999 Minnesota Timberwolves Exhibition Game in Tokyo – Japan, NBA Summer Leagues, Basketball Hall of Fame International Inductions. Δημόσιες σχέσεις μεταξύ του NBA της FIBA και Εθνικών Ομοσπονδιών Καλαθοσφαίρισης, ανάπτυξη προγραμμάτων εκπαίδευσης και ενημέρωσης των παικτών του NBA καθώς και προγραμμάτων για την βελτίωση της εικόνας του NBA μέσω κοινωνικής προσφοράς.

1998

Επιτροπή δημοσίων σχέσεων της Ελληνικής Ομοσπονδίας Καλαθοσφαίρισης στο Παγκόσμιο Πρωτάθλημα Μπάσκετ, Αθήνα.

1997-2000

Το Πανεπιστήμιο του Κοννέκτικατ διαθέτει ένα από τα πιο φημισμένα αθλητικά προγράμματα στην Αμερική (Men's Basketball NCAA Champions 1999, 2002 & 2004, Women's Basketball NCAA Champions 1997,1999-2004). Στο τμήμα Αθλητικού Μάρκετινγκ του προγράμματος εργάστηκα ως σύμβουλος από το 1997 έως το 2000.
1997-2000

Εκπρόσωπος της εταιρίας αθλητικού μάρκετινγκ ACT (μετέπειτα Octagon-Hellas) στην Ανατολική Περιφέρεια των ΗΠΑ.

1995

Επιτροπή δημοσίων σχέσεων της Ελληνικής Ομοσπονδίας Καλαθοσφαίρισης στο Πανευρωπαϊκό Πρωτάθλημα Μπάσκετ, Αθήνα.

ΜΕΤΑΠΤΥΧΙΑΚΑ ΜΑΘΗΜΑΤΑ

Κατά τη διάρκεια των σπουδών μου στην Αμερική παρακολούθησα επιτυχώς τα παρακάτω μεταπτυχιακά μαθήματα (GPA: 3.9/4.0):

1. Sport Marketing (Αθλητικό Μάρκετινγκ)
2. Sport Management (Οργάνωση και Διοίκηση Αθλητισμού)
3. Sport Law (Αθλητικό Δίκαιο)
4. Leadership -Team Effectiveness (Διοίκηση Ανθρώπινου Δυναμικού –Ηγεσία-Μεγιστοποίηση Αποδοτικότητας Ομάδων).
5. Economics and Budgeting in Educational and Sport Settings (Λογιστική και Οικονομική Ανάλυση στην Εκπαίδευση και τον Αθλητισμό).
6. Drug and Alcohol/suicide/violence prevention and counseling in sports (Πρόληψη και Αντιμετώπιση Ειδικών Προβλημάτων στον Αθλητισμό).
7. Sport Facilities Management (Διοίκηση Αθλητικών Εγκαταστάσεων).
8. Strategic Marketing Planning (Σχεδιασμός Στρατηγικού Μάρκετινγκ).

9. Doctoral Sport Marketing Research Seminar (Διδακτορικό Σεμινάριο Έρευνας στο Αθλητικό Μάρκετινγκ).

10. PR/Negotiations and Communications in Sports Organizations Seminar (Σεμινάριο Δημοσίων Σχέσεων και Διαπραγματεύσεων και Επικοινωνίας σε Αθλητικούς Οργανισμούς).

11. International Sport Tourism (Διεθνής Αθλητικός Τουρισμός).

12. Advanced Multivariate Statistics (Προχωρημένη Στατιστική Ανάλυση)

13. Neural Network Modeling (Statistical Analysis) (Στατιστική Ανάλυση βασισμένη στη λειτουργία των Νευρωνικών Δικτύων).

14. Research Methodology (Μεθοδολογία Έρευνας).

ΓΝΩΣΕΙΣ ΗΛΕΚΤΡΟΝΙΚΩΝ ΥΠΟΛΟΓΙΣΤΩΝ

Microsoft Office Applications(Word, Excel, PowerPoint, Access, Front Page) Adobe PhotoShop, Publisher, SPSS (statistical analysis package), LISREL (Structural Equation Modelling Package), Neural Connection 2.1 (Classification, prediction, time series forecasting and clustering building of models), Έρευνα σε βάσεις δεδομένων Έρευνα στο Διαδίκτυο, Δημιουργία Ιστοσελίδων. Google Analytics, Διαχείριση πολλαπλών εφαρμογών κοινωνικής δικτύωσης σαν εργαλεία στρατηγικής μάρκετινγκ.

ΓΛΩΣΣΕΣ

Άριστος γνώστης της Αγγλικής (Μεταπτυχιακοί τίτλοι Πανεπιστημίου ΗΠΑ) και της Γαλλικής γλώσσας (Πτυχίο Πανεπιστημίου Σορβόννης, Γαλλίας). Γράφω και ομιλώ την Ισπανική γλώσσα σε καλό επίπεδο (ολοκλήρωσα το δεύτερο επίπεδο του συστήματος εκμάθησης Berlitz).

ΤΙΜΗΤΙΚΕΣ ΔΙΑΚΡΙΣΕΙΣ

1998-1999

- Μέλος της Pi Lambda Theta, Honor and Professional Association in Education (for academic excellence, leadership development and professional growth).
- Μέλος the Phi Kappa Phi Honor Society (for top 10% academic performance, excellence and achievement in the graduate field of specialization).
- Dean's List Award, Πανεπιστήμιο Κοννέκτικατ. (GPA: 3.9/4.0)
- International Graduate School Scholarship, Πανεπιστήμιο Κοννέκτικατ.

1997

Predoctoral Fellowship Award, Πανεπιστήμιο Κοννέκτικατ, Τμήμα Κινησιολογίας.

1993

Τιμητική Βράβευση για Υψηλή Ακαδημαϊκή Απόδοση. Πανεπιστήμιο Αθηνών, Τ.Ε.Φ.Α.Α.

ΑΘΛΗΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ

1994 & 1996

Πρωταθλητής Ελλάδος Ανδρών στην Αντισφαίριση.

1993-1996

- Professional ATP Tour, Grand Prix tournaments.
- International Tennis Federation (ITF) Professional Sattelite and Futures Tour.

1989-1992

- Πρωταθλητής Ελλάδος Εφήβων στην Αντισφαίριση.

- Μέλος των Εθνικής Ομάδων Παίδων-Εφήβων σε κορυφαίες διεθνείς διοργανώσεις της Διεθνούς Ομοσπονδίας Αντισφαίρισης (ITF) : (Orange Bowl – Miami USA, Sunshine Cup – Boca Raton USA, Port Washington – Long Island USA, Eddie Herr – Ft. Lauderdale USA, Crystal Cup – Prague CZE, HEAD Cup – Vienna AUT etc)

ΜΕΛΟΣ ΕΠΑΓΓΕΛΜΑΤΙΚΩΝ ΕΝΩΣΕΩΝ

2004

Μέλος της Ελληνικής Εταιρείας Διοίκησης Αθλητισμού (ΕΛΛΕΔΑ).

2000

Μέλος της EASM (European Association Of Sport Management).

1998

- Μέλος της NASM (North American Sport Management Association).
- Μέλος της NASSS (North American Sport Sociology Society).

1997

Μέλος της USPTR (United States Professional Tennis Registry).

1996

Μέλος ΣΠΑΕ (Σύνδεσμος Προπονητών Αντισφαίρισης Ελλάδος).

ΕΠΙΣΤΗΜΟΝΙΚΗ – ΕΡΕΥΝΗΤΙΚΗ ΔΡΑΣΤΗΡΙΟΤΗΤΑ

α) ΣΥΜΜΕΤΟΧΗ ΣΕ ΣΥΝΕΔΡΙΑ

- 3° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού
  19-21 Μαΐου 1995, Κομοτηνή.
- 4ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού
  17-18 Μαΐου 1996, Κομοτηνή.
- 5° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού
  Μάιος 1997, Κομοτηνή.
- Συνέδριο United States Professional Tennis Registry, February 1997, Hilton Head, South Carolina.
- 6° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού
  Μάιος 1998, Κομοτηνή.
- Συνέδριο North American Society of Sport Sociology NASSS, November 1998, Las Vegas, Nevada.
- 7° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού
  Μάιος 1999, Κομοτηνή.
- 8° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Μάιος 2000, Κομοτηνή.
- 9ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Μάιος 2001, Κομοτηνή.
- 4° Διεθνές Συνέδριο για την Έρευνα στην Εκπαίδευση. Athens Institute for Education and Research (A.T.IN.E.R.), Μάιος 2002, Αθήνα
- 7TH Annual Congress of the European College of Sport Science, July 2002, Athens.
- 10th European Sport Management Congress, September 2002, Jyvaskyla-Finland.

- 3° Αθλητικό Συνέδριο Πτυχιούχων Φυσικής Αγωγής. Λαμία, 7-9/11/03
- 5ο Παγκόσμιο Συνέδριο της Διεθνούς Ολυμπιακής Επιτροπής για τον Αθλητισμό, το Περιβάλλον και τη Βιωσιμότητα των Αθλητικών Εγκαταστάσεων. 2-3 Δεκεμβρίου 2003, Τορίνο, Ιταλία (Εκπρόσωπος της Ελληνικής Ολυμπιακής Επιτροπής).
- 8° Πανελλήνιο Συνέδριο ΠΕΠΦΑ. Αθήνα, 7-9/5/04
- Παγκόσμιο Συνέδριο Αθλητικής Διοίκησης, Τμήμα Διοίκησης Αθλητισμού Πανεπιστημίου Πελοποννήσου, Σπάρτη 3-5 Ιουνίου, 2005
- Universiade 2005 İzmir FISU Conference. August 2005, Izmir, Turkey.
- Universiade 2007 İzmir FISU Conference. August 2007, Bangkok, Thailand.
- Παγκόσμιο Συνέδριο Αθλητικής Διοίκησης, Τμήμα Διοίκησης Αθλητισμού Πανεπιστημίου Πελοποννήσου, Σπάρτη 7-10 Ιουνίου, 2007
- European Marketing Academy Conference, Copenhagen , 1-4 June 2010.
- 3rd Euromed Conference Proccedings, Nicosia , Cyprus , 4-5 November 2010.
- European Association for Sport Management (easm) Conference Proceedings, Prague , 15-18 September, 2010.
- Academy of Marketing Conference 2011, "Marketing fields for ever", 5-7 July, Liverpool UK.
- 19th International Product Development Management Conference. June 17-19, Manchester, UK.
- 7th American Marketing Association SERVSIG International Service Research Conference, "Innovative Service Perspectives". June 7-9 Helsinki, Finland.
- 13ο Πανελλήνιο Συνέδριο Διοίκησης Αθλητισμού και Αναψυχής " Καινοτομία και Επιχειρηματικότητα στον Αθλητισμό: Η Απάντηση στις Προκλήσεις του Σήμερα και του Αύριο ". Σπάρτη, 7-9 ΔΕΚΕΜΒΡΙΟΥ 2012.
- 21ST EASM Conference. Sport Management for Quality of Life. Istanbul Turkey, 11-15 September 2013.

- Winter Universiade Conference 2013. University Sport: Inspiring Inovation. Rovereto, Italy, 9-10 December 2013.
- 2nd World Congress GENEDIS. Sparta-Greece, 20-23 Oct. 2016.
- 13TH HSSS International Conference. Systemic Organizational Excellence. 2-3 June 2017. Sparta-Greece.
- 4TH International IACUDIT Conference. Innovative approaches to Tourism and Leisure, Culture, Places and Narratives in a sustainability context. Athens-Greece. 25-27 Mai 2017.

β) ΔΙΔΑΚΤΟΡΙΚΗ Δ Ι Α Τ Ρ Ι Β Η

FACTORS ASSOCIATED WITH SPECTATOR NON-ATTENDANCE AT PROFESSIONAL BASKETBALL GAMES IN GREECE

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Basketball has been Greece's national sport for nearly two decades. Despite its rapid growth, in the last few years the Greek professional basketball league has been concerned with the significant decrease in the general interest surrounding the sport, which has resulted in a fewer number of fans attending the league's games.

The present study had two objectives: first to identify, describe and explain (demographic and socio-motivational variables) the different population segments that do not attend professional Greek basketball league games, and second, to investigate how these three groups differ in their reasons for non-attendance at professional Greek basketball league games. In terms of the three Non-Attendance groups under investigation, Never-Attenders are people who never attended a Greek professional basketball league game, Past-Attenders are people who formerly attended Greek professional basketball league games, but do not attend any more and finally Infrequent-Attenders are people who attend very few Greek professional basketball league games (up to 5 games in a 36 game season). Using the basketball Spectator Non-Attendance Scale (Douvis, Yiannakis & Douvis 1999) as the instrument, data were collected by phone from a systematic random sample (combined with quota sampling) of 450 residents of the city of Athens. The data were analyzed using SPSS crosstabulations and discriminant analysis.

Initial data analysis suggests that infrequent-attenders, never-attenders and past-attenders differ in significant ways and their reasons may be attributed to a combination of motivational, structural and background factors. The performance of their team is not a major

concern for any of the non-attendance groups. All three groups blamed live TV coverage of the games and the large number of games being broadcast on TV for their lack or low frequency of game attendance. Never-attenders seem to be affected mostly by the small number of Greek players participating in the league and the inappropriate behavior of the fans. A more effective control of the inappropriate behavior of the fans is very important in order to market the games as a family entertainment option. Past-attenders seem to be concerned by the unattractive promotion of the league and the difficulty of approaching and interacting with the players. This is probably because a few years ago, when these people used to attend, the league was smaller and the players where more approachable. In addition to that, Past-atteders should become the target of a more sophisticated and intense promotional campaign. Finally, Infrequent-attenders blamed the low entertainment value of the games for their limited attendance. These occasional fans have no sense of devotion to a team and are more interested in absorbing the stimulation and excitement surrounding the games.

This exploratory study is the first one to focus on the investigation of the non-attending segments of the population. Most of the existing research is on attendance. By identifying the non-attendance and socio-motivational factors that are associated with each non-attendance group, and combining this information with the demographic characteristics of their members, it is now possible to more accurately target these segments for the purpose of increasing their attendance frequency at Greek professional basketball league games.

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ΕΠΙΒΛΕΨΗ ΜΕΤΑΠΤΥΧΙΑΚΩΝ ΚΑΙ ΔΙΔΑΚΤΟΡΙΚΩΝ ΔΙΑΤΡΙΒΩΝ

Έχει επιβλέψει ως κύριος επιβλέπων μία ολοκληρωμένη Διδακτορική Διατριβή με τίτλο «ΟΙ ΚΑΤΑΔΥΤΙΚΕΣ ΔΡΑΣΤΗΡΙΟΤΗΤΕΣ ΩΣ ΜΟΧΛΟΣ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΠΤΥΞΗΣ: Ο έλεγχος και η εφαρμογή της θεωρίας των εμπλεκόμενων φορέων στην βιομηχανία του καταδυτικού τουρισμού στην Ελλάδα», ενώ επιβλέπει άλλες τέσσερεις οι οποίες είναι σε εξέλιξη.

Έχει επιβλέψει ως κύριος επιβλέπων 15 ολοκληρωμένες Μεταπτυχιακές Διατριβές και ως μέλος της τριμελούς επιτροπής άνω των 25, ενώ πολλές ακόμη είναι σε εξέλιξη.

ΠΕΡΙΛΗΨΕΙΣ ΕΠΙΣΤΗΜΟΝΙΚΩΝ ΕΡΓΑΣΙΩΝ

Δουβής Ι., Γρίβας Ν., Αντωνίου Π., Μάντης Κ.

Αποτελεσματικότητα Κτυπημάτων στο Τένις.

4° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού. Μάιος 1996, Κομοτηνή.

Σκοπός της εργασίας είναι η εξέταση της αποτελεσματικότητας των κτυπημάτων στο τέννις. Εξετάστηκαν συνολικά 34 αθλητές και αθλήτριες 13-16 ετών με θέση στην εθνική κατάταξη μεταξύ Νο 1 – Νο 16 (κατηγορία κάτω των 14 ετών αγόρια n=5, κορίτσια n=9, κατηγορία κάτω των 16 ετών: αγόρια n=12, κορίτσια n=8) κατά τη διάρκεια επίσημου πρωταθλήματος

(Ιανουάριος 1995) σε χωμάτινα γήπεδα. Καταγράφηκε σε ειδικά πρωτόκολλα το τελευταίο χτύπημα όλων των πόντων σε 34 αγώνες, όπου η καταγραφή περιελάμβανε έναν αθλητή ανά αγώνα. Η ανάλυση των αποτελεσμάτων έδειξε ότι τα λάθη υπερέχουν των νικηφόρων κτυπημάτων σε όλες τις ηλικίες και φύλα (p<.01), ενώ η σχέση η σχέση μεταξύ λαθών και νικηφόρων κτυπημάτων είναι αγόρια <14=1.7, κορίτσια < 14=3.1, αγόρια < 16=2.8, κορίτσια < 16=4.4. Στα νικηφόρα χτυπήματα υπερέχουν τα αγόρια <14 έναντι των αγοριών <16 (p<.05) και τα αγόρια συνολικά έναντι των κοριτσιών συνολικά (p<.05). Ο αριθμός των διπλών λαθών είναι μεγαλύτερος στα κορίτσια <16 έναντι των αγοριών <16 (p<.05) και ο αριθμός των λαθών στο χτύπημα βολλέ είναι μεγαλύτερος στα αγόρια συνολικά έναντι των κοριτσιών συνολικά (p<.01). Τα παραπάνω στοιχεία παρέχουν σημαντική πληροφόρηση και μπορούν να αξιοποιηθούν για την τροποποίηση της προπονητικής διαδικασίας σε σκοπό τη βελτίωση της αποτελεσματικότητας των αθλητών.

Δουβής Ι., Τσιότσου Ρ.

Χορηγία, Απαραίτητη Προϋπόθεση για την Ανάπτυξη και Διάδοση του Ελληνικού Τέννις. 5° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού. Μάιος 1997, Κομοτηνή.

Το τέννις στην βρίσκεται στις τελευταίες θέσεις σε σύγκριση με άλλα αθλήματα, από άποψη συμμετοχής αθλουμένων και προσέλκυσης θεατών. Βασικό αίτιο αυτής της κατάστασης είναι η οικονομική αδυναμία της Ομοσπονδίας και των μελών της ομίλων, που καθιστά απαγορευτική τη διεξαγωγή δυνατού εθνικού πρωταθλήματος μεταξύ των συλλόγων καθώς και την οργάνωση διεθνών αγώνων υψηλού επιπέδου με συμμετοχή κορυφαίων ονομάτων. Στηριζόμενη πάνω στην «Θεωρία της Ανταλλαγής» (Blalock and Wilken, 1979), σκοπός της παρούσας έρευνας είναι η τεκμηριωμένη πρόταση μεθόδων εξεύρεσης χορηγιών που θα συμβάλουν στη διάδοση και περαιτέρω ανάπτυξη του αθλήματος.

Δουβής Σ., Τραυλός Α., Δουβής Ι.

Καταγραφή και αξιολόγηση των σφυριγμάτων στη διαιτησία της καλαθοσφαίρισης. 7° Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Κομοτηνή, Μάιος, 1997.

Στη παρούσα έρευνα έγινε ακριβής καταγραφή των σφυριγμάτων της διαιτησίας της καλαθοσφαίρισης με σκοπό την αξιολόγηση τους και την επίπτωση τους στην εξέλιξη του αγώνα. Καταγράφηκαν επακριβώς όλα τα σφυρίγματα (παραβάσεις. Σφάλματα – τεχνικά και

προσωπικά) κατά την διάρκεια 42 αγώνων της Α1 κατηγορίας του πρωταθλήματος καλαθοσφαίρισης 1994-95. Για την καταγραφή των σφυριγμάτων εκπαιδεύτηκαν 21 φοιτητές ειδικότητας και διαιτητές καλαθοσφαίρισης οι οποίοι χωρίστηκαν σε 7 ομάδες καταγραφής των σφυριγμάτων (3 άτομα ανά ομάδα). Η καταγραφή γινόταν κατά τη διάρκεια του αγώνα και έγινε επιβεβαίωση στο 25% των αγώνων με την διεξοδική παρακολούθηση του video των αγώνων. Στην έρευνα καταγράφηκαν και αξιολογήθηκαν για την ομάδα έδρας –Α και την φιλοξενούμενη –Β (α) οι συχνότητες παραβάσεων (έξοδος της μπάλας, βήματα, διπλή ντρίμπλα, μπρος-πίσω, 3΄΄, 5΄΄, 10΄΄ και 30΄΄), (β) οι συχνότητες των αμυντικών σφαλμάτων (χρησιμοποίηση χεριών, μπλοκάρισμα, χρησιμοποίηση χεριών σε προσπάθεια για σουτ, κράτημα, σπρώξιμο και αντιαθλητικό), και (γ) οι συχνότητες των επιθετικών σφαλμάτων (πέσιμο πάνω σε αντίπαλο, αντικανονική χρησιμοποίηση χεριών, αντικανονικό σκριν, αντιαθλητικό, τεχνικές ποινές). Η ανάλυση για το σύνολο των συχνοτήτων μεταξύ των ομάδων Α και Β έγινε με το απαραμετρικό στατιστικό στατιστικό χ^2 και βρέθηκε ότι στο σύνολο των σφυριγμάτων δεν υπήρξε στατιστική διαφορά μεταξύ της ομάδας έδρας και της φιλοξενούμενης. Η αξιολόγηση των σφυριγμάτων ανά κατηγορία συνέβαλε στη δημιουργία ειδικού φύλλου παρατήρησης της διαιτησίας στην καλαθοσφαίριση και σχετικού μνημονίου παρατηρητή.

Δουβής Σ., Τραυλός Α., Δουβής Ι.

Δημιουργία φύλλου παρατήρησης διαιτητών καλαθοσφαίρισης: Περιγραφική παρουσίαση της απόδοσης των διαιτητών της καλαθοσφαίρισης.

7ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Κομοτηνή, Μάιος, 1997.

Βασιζόμενη στην καταγραφή των σφυριγμάτων στη διαιτησία της καλαθοσφαίρισης δημιουργήθηκε το νέο Φύλλο Παρατήρησης και Αξιολόγησης του διαιτητή της καλαθοσφαίρισης. Όλα τα ευρήματα της έρευνας που έγινε από τους Δουβή, Τραυλό, και Δουβή (1999) συντέλεσαν στο προσδιορισμό των στοιχείων που προδιαγραφούν την ικανότητα του διαιτητή καλαθοσφαίρισης. Κατά τη διάρκεια της Β΄ φάσης του πρωταθλήματος καλαθοσφαίρισης της περιόδου 1994-95 έγιναν 549 παρατηρήσεις σε 276 αγώνες όλων των εθνικών κατηγοριών. Οι αξιολογήσεις έγιναν από τους επίσημους παρατηρητές της Ομοσπονδίας Διαιτητών Καλαθοσφαίρισης Ελλάδος (ΟΔΚΕ). Ανάλογα με τις αδυναμίες των διαιτητών, καταγράφηκε η συχνότητα των περιπτώσεων για κάθε παράγραφο του φύλλου παρατήρησης (παρουσία – προετοιμασία, μηχανική, σήματα, επαφές,

παραβάσεις, συνεργασία με συνάδελφο, έλεγχος παιχνιδιού) για τους διαιτητές όλων των κατηγοριών. Από την αναλυτική παρουσίαση των συχνοτήτων ανά παράγραφο αξιολόγησης και κατηγορίας διαιτητή παρατηρήθηκε ότι οι Έλληνες διαιτητές πρέπει να προσέξουν περισσότερο το κινούμενο σκριν, τη χρησιμοποίηση χεριών από τους αμυνόμενους, τη σχέση ανάμεσα στο επιθετικό – αμυντικό φάουλ, την προληπτική διαιτησία και τα βήματα. Επίσης γίνεται εκτενέστερη παρουσίαση των ευρημάτων για κάθε κατηγορία διαιτητή ανά παράγραφο αξιολόγησης του φύλλου παρατήρησης.

Δουβής Ι., Δουβής Σ.

AIDS και αθλητισμός: Νομικές Επισημάνσεις.

7ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Κομοτηνή, Μάιος, 1999

Σκοπός αυτής της μελέτης είναι να δώσει σαφέστερη πληροφόρηση και γνώση σχετικά με τα ζητήματα που αφορούν τη συμμετοχή σε αθλητικές δραστηριότητες αθλητών φορέων του AIDS και παράλληλα να υποδείξει τρόπους ελαχιστοποίησης των κινδύνων από πλευράς νομικής ευθύνης. Τα ζητήματα είναι: Συμμετοχή των φορέων, κάλυψη αποζημιώσεων για αθλητές που είναι φορείς και τέλος ταξινόμηση των διαφόρων αθλημάτων βάση των πιθανοτήτων για μόλυνση εξαιτίας συμμετοχής. Η ανάπτυξη της μελέτης βασίζεται : α) στην υπάρχουσα διεθνή βιβλιογραφία σχετικά με ζητήματα που αφορούν άτομα αυτής της κατηγορίας και β) στο νομικό πλαίσιο που υπάρχει στις ΗΠΑ για τους αθλητές που είναι φορείς του AIDS.

Douvis J., Douvis S.

"Basketball Spectator Non-Attendance Scale".

8th International Sports and Physical Education Conference, May 2000, Komotini-Greece

The basketball spectator Non-Attendance Scale developed by Douvis and Yiannakis (1999), is an instrument that facilitates the identification of factors associated with non-attendance at professional basketball games in Greece. The scale was successfully tested for internal consistency reliability with a convenience sample of 300 students at the University of Athens. The design of the instrument, its practical applications and the results from our initial findings are reported and explained. Reasons for non-attendance are discussed in the context of current

theoretical perspectives, and tentative recommendations are made for reaching this rather sizable non-attendance market.

Δουβής Γ., Δουβής Σ.

Διερεύνηση των παραγόντων που ευθύνονται για την μη-προσέλευση θεατών, σε αγώνες του Ελληνικού επαγγελματικού πρωταθλήματος μπάσκετ.

9ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Κομοτηνή, Μάιος, 2001.

Basketball has been Greece's national sport for nearly two decades. Despite its rapid growth, in the last few years the Greek professional basketball league has been concerned with the significant decrease in the general interest surrounding the sport, which has resulted in a fewer number of fans attending the league's games. The present study had two objectives: first to identify, describe and explain (non-attendance variables) the different population segments that do not attend professional Greek basketball league games, and second, to investigate how these three groups differ in their reasons for non-attendance at professional Greek basketball league games. Using the basketball Spectator Non-Attendance Scale (Douvis & Yiannakis, 1999) as the instrument, data were collected by phone from a systematic random sample (combined with quota sampling) of 450 residents of the city of Athens. The data were analyzed using SPSS crosstabulations and discriminant analysis. This exploratory study is the first one to focus on the investigation of the non-attending segments of the population. Most of the existing research is on attendance. By identifying the non-attendance factors that are associated with each non-attendance group, and matching this information with the most relevant strategies from the field of sport management/marketing, it is now possible to more accurately target these segments for the purpose of increasing their attendance frequency at Greek professional basketball league games.

Douvis J., Douvis S.

Ways to respond effectively to the challenge of conflict in sports organizations

9ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Κομοτηνή, Μάιος, 2001.

Sports organizations are functioning in the multibillion dollar sport industry, which is a highly uncertain, dynamic and rapidly changing environment. This constant change and the pressure that comes from external (from non-sport organizations) and internal (from other sport

organizations), to that particular environment competition, is that enhances and promotes conflict. For sports organizations stressful situations represent everyday phenomena and that is the reason why they are particularly prone to conflict. The present study provides an exhaustive review of literature in the area of organizational conflict. Its purpose is to indicate the most appropriate strategies and techniques in order to respond effectively to the challenge of conflict in sports organizations. The study discusses practical examples of conflict situations, in the broader theoretical context of organizational behavior in the world of professional sports.

Douvis J., Douvis S.

Socio-motivational and demographic factors associated with spectator attendance at games of the Greek professional basketball league

9ο Διεθνές Συνέδριο Φυσικής Αγωγής και Αθλητισμού, Κομοτηνή, Μάιος, 2001.

Despite its rapid growth, over the last two decades, the Greek professional basketball league has been concerned with the significant decrease in the general interest surrounding the sport, which has resulted in a fewer number of fans attending the league's games. The purpose of this exploratory study is to investigate the socio-motivational factors, which could possibly bring the non-attending segments of the population back to the games. Using the basketball Spectator Non-Attendance Scale (Douvis & Yiannakis, 1999) as the instrument, data were collected by phone from a systematic random sample (combined with quota sampling) of 450 residents of the city of Athens. The data were analyzed using SPSS crosstabulations and discriminant analysis. By identifying the socio-motivational factors and combining them with demographic information on each non-attendance group, it is now possible to more accurately target these segments for the purpose of increasing their attendance frequency at Greek professional basketball league games.

Douvis J.

An investigation of the non-attendance causing factors at games of the Greek professional basketball league.

10th European Sport Management Congress, September 2002, Jyvaskyla-Finland.

Basketball has been Greece's national sport for nearly two decades. Despite its rapid growth, in the last few years the Greek professional basketball league has been concerned with the significant decrease in the general interest surrounding the sport, which has resulted in a fewer number of fans attending the league's games.

The present study had two objectives: first to identify, describe and explain (demographic and socio-motivational variables) the different population segments that do not attend professional Greek basketball league games, and second, to investigate how these three groups differ in their reasons for non-attendance at professional Greek basketball league games. In terms of the three Non-Attendance groups under investigation, Never-Attenders are people who never attended a Greek professional basketball league game, Past-Attenders are people who formerly attended Greek professional basketball league games, but do not attend any more and finally Infrequent-Attenders are people who attend very few Greek professional basketball league games (up to 5 games in a 36 game season). Using the basketball Spectator Non-Attendance Scale (Douvis & Yiannakis, 1999) as the instrument, data were collected by phone from a systematic random sample (combined with quota sampling) of 450 residents of the city of Athens. The data were analyzed using SPSS crosstabulations and discriminant analysis.

Initial data analysis suggests that infrequent-attenders, never-attenders and past-attenders differ in significant ways and their reasons may be attributed to a combination of motivational, structural and background factors. The performance of their team is not a major concern for any of the non-attendance groups. All three groups blamed live TV coverage of the games and the large number of games being broadcast on TV for their lack or low frequency of game attendance. Never-attenders seem to be affected mostly by the small number of Greek players participating in the league and the inappropriate behavior of the fans. A more effective control of the inappropriate behavior of the fans is very important in order to market the games as a family entertainment option. Past-attenders seem to be concerned by the unattractive advertising of the league and the difficulty of approaching and interacting with the players. This is probably because a few years ago, when these people used to attend, the league was smaller and the players where more approachable. In addition to that, Past-atteders should become the target of a more sophisticated and intense advertising campaign. Finally, Infrequent-attenders blamed the low entertainment value of the games for their limited attendance. These occasional fans have no sense of devotion to a team and are more interested in absorbing the stimulation and excitement surrounding the games.

This exploratory study is the first one to focus on the investigation of the non-attending segments of the population. Most of the existing research is on attendance. By identifying the non-attendance and socio-motivational factors that are associated with each non-attendance group, and combining this information with the demographic characteristics of their members, it is now possible to more accurately target these segments for the purpose of increasing their attendance frequency at Greek professional basketball league games.

Δουβής Ι.

Η βιωσιμότητα των αθλητικών οργανισμών δια μέσου της Αθλητικής Διοίκησης.

8ο Πανελλήνιο Συνέδριο Πτυχιούχων Φυσικής Αγωγής που διεξήχθη στην Αθήνα στις 7,8 και 9 Μαίου 2004.

Ο παραδοσιακός τρόπος χρηματοδότησης των αθλητικών οργανισμών, δηλαδή οι συνδρομές των μελών και οι δωρεές συνήθως δεν επαρκούν για την κάλυψη των εξόδων. Η μείωση των κρατικών επιχορηγήσεων και στην χειρότερη περίπτωση η απουσία ή η δραματική συρρίκνωση των εσόδων από την πώληση τηλεοπτικών δικαιωμάτων, κάνουν την κατάσταση ακόμα πιο δύσκολη. Τέλος καθημερινά είναι τα παραδείγματα επενδυτών οι οποίοι πωλούν τα πλειοψηφικά πακέτα μετοχών τους και άλλων που είναι ασυνεπείς ως προς τις υποχρεώσεις τους στις ανάγκες των αθλητικών οργανισμών τους, εξ αιτίας της οικονομικά δυσχερούς περιόδου που διανύουμε. Η ανάγκη λοιπόν εμπλοκής των σωματείων σε μορφές εμπορικών συναλλαγών και πράξεων γίνεται επιτακτική και μπορεί να αποτελέσει αν όχι διέξοδο, έστω ένα μέσω μετρίαση των οικονομικών προβλημάτων για την εξυπηρέτηση των αθλητικών σκοπών του σωματείου.

Σκοπός μας δεν πρέπει να είναι η αμιγής αντιγραφή των διεθνώς δοκιμασμένων τεχνικών αθλητικού μάρκετινγκ, αλλά η προσαρμογή τους στην Ελληνική πραγματικότητα. Αυτό μπορεί να γίνει μόνο διαμέσου της επιστημονικά τεκμηριωμένης έρευνας της Ελληνικής αθλητικής αγοράς, για να κατανοηθούν πλήρως οι ιδιαιτερότητες της.

Απέχοντας πλέον λίγους μόνο μήνες από το μεγαλύτερο γεγονός που έχει αναλάβει να φέρει σε πέρας η χώρα μας, καλό θα ήταν να αναφερθούμε στην πρόκληση που αποτελεί για το χώρο του αθλητικού μάρκετινγκ η νέα τάξη πραγμάτων που θα επικρατήσει μετά το τέλος των Ολυμπιακών Αγώνων του 2004. Ο μεγάλος αριθμός εγκαταστάσεων υψηλών προδιαγραφών αποτελεί πρόσφορο έδαφος για παροχή πολλαπλών υπηρεσιών υψηλού επιπέδου διαμέσου της εφαρμογής των τεχνικών του Αθλητικού μάρκετινγκ. Πολλές από τις

εγκαταστάσεις δεν είναι δυνατόν να καταστούν βιώσιμες με την Ολυμπιακή τους χρήση, αλλά με εναλλακτικές χρήσεις προσαρμοσμένες στην Ελληνική πραγματικότητα. Είναι λοιπόν επιτακτική η ανάγκη για εξειδικευμένα στελέχη στο χώρο της διοίκησης του αθλητισμού και τους αθλητικού μάρκετινγκ τα οποία θα εργαστούν για της εξασφάλιση της επίτευξης αυτού του σκοπού.

Douvis J., Bilionis T., Douvis S.

Implications and consequences of the Bosman ruling for the European sport industry. The case of the Greek Basketball League.

1st World Congress in Sport Management, Sparta 3-5 June 2005

The European Court's decision at the end of 1995, which granted athletes the same freedom of movement as all other professionals within the European Union (EU), changed once and for all the face of sport in Europe. The EU, acting as a supranational organization, changed the rules of the market. The Bosman ruling – named after the Belgian footballer that brought the case to the Court – has since had an immense impact at every level of the industry. Not only have the players from all member states the right to move freely and enjoy the same privileges of domestic citizens, but also the long established transfer process was seriously questioned. The Bosman ruling also declared that the transfer fee that clubs had to pay for out of contract players was against Community legislation, creating significant results for the financial planning of the clubs and raising questions for their future survival. Apart from the economic consequences of the ruling, an important aspect of the case was the affection it had on the sporting/cultural side of the industry. The present study examined the general implications and consequences of the Bosman ruling for the industry, at every level that is affected. The theory was then applied – through primary research – to the Greek Basketball league, confirming the theory only in part and revealing once more the controversial face of this ruling.

Douvis, J., Barros, C., Douvis, S.

Comparative Analysis of Football Efficiency Among two Small European Countries: Portugal and Greece

1st World Congress in Sport Management, Sparta 3-5 June 2005

This paper estimates changes in total productivity, breaking this down into technically efficient change and technological change by means of data envelopment analysis (DEA) applied to a representative sample of football clubs operating in the two small European countries: Portugal and Greece. The aim of this procedure is to seek out those best practices that will lead to improved performance in the market. We rank the football clubs according to their change in total productivity for the period 1999/2000 to 2002/2003, concluding that some clubs experienced productivity growth while others experienced a decrease in productivity. The implications arising from the study are considered in terms of managerial policy.

Keywords: Football clubs, Portugal, Greece, productivity change, Malmquist index.

Douvis, J., Barros, C., Douvis, S.

Financial and Sporting Performance in Football: A Comparative Analysis Between Greece and Portugal

1st World Congress in Sport Management, Sparta 3-5 June 2005

In this paper, we compare the football clubs efficiency of two European countries, Greece and Portugal, using data envelopment analysis (DEA). The international benchmarking procedure is implemented, in which the football clubs in each country are compared against each other. The broader aim of this study is to seek out those best practices that will lead to improved performance in the context of European football competition. We rank the football clubs according to their total productivity for the period 1999/2000 to 2002/2003. Economic and managerial implications arising from the study are considered.

Douvis J., Douvis S. Papagiannopoulou C.

Proposals for the Development of Sport Tourism in Greece after the Olympics of 2004

World University Sport Federation Conference (FISU) Izmir, August 2005 and 1st World Congress in Sport Management, Sparta 3-5 June 2005

The purpose of the present study is to investigate and evaluate the opportunities which were developed in Greece with respect to Sport Tourism, after the successful organization of the Olympic Games of 2004. The utilization of Olympic infrastructure and the positive image of

Greece around the world, created the necessary conditions for the development of several forms of tourism. In the present case the focus is on sport tourism. The study, beyond performing an examination of the special attributes pertaining to sport tourism, presents data from the periods before and after the Olympic Games, in an attempt to pick out significant changes and draw comprehensive conclusions. Countries like Spain, Italy and Turkey represent direct competition for Greece in terms of attracting Sport Tourists. The comparison of data from these countries with the Greek reality can facilitate our understanding of the opportunities for sustainable development and also of the threats that Greece has to face, with respect to sport tourism. The study concludes with a presentation of proposals and the summary of a comprehensive business plan for a more efficient exploitation of the strengths that Greece has when it comes to sport tourism.

Δουβής Ι., Παπαγιαννοπούλου Χ.

Γκολφ και Αθλητικός Τουρισμός στην Ελλάδα

2nd World Congress in Sport Management, Sparta 7-10 June 2007

Επενδύσεις που προσεγγίζουν τα 4 δις ευρώ πρόκειται να πραγματοποιηθούν άμεσα στην Ελλάδα, τόσο από ξένα, όσο και από εγχώρια ιδιωτικά κεφάλαια (Swiss Golf Invest A.G., 2006), ενώ, αν προχωρήσουν όλες οι επενδύσεις θα δημιουργηθούν τουλάχιστον 17 γήπεδα γκολφ. Το γεγονός αυτό λαμβάνει ακόμα μεγαλύτερη αξία, ιδιαίτερα αν αναλογιστεί κανείς ότι ένα σύγχρονο γήπεδο γκολφ, έχει σημαντικές προεκτάσεις και στην αγορά ακινήτων μιας περιοχής. Τα γήπεδα συνήθως συνοδεύονται από ξενοδοχεία, οικιστικές μονάδες, συνεδριακά κέντρα και μαρίνες, αποτελώντας έτσι ολοκληρωμένα τουριστικά θέρετρα, που δημιουργούν θέσεις απασχόλησης και απογειώνουν τις αξίες γης των περιοχών, όπου δημιουργούνται. Η παρούσα εργασία αποτελεί μια καταγραφή της υφιστάμενης κατάστασης στον Ελλαδικό χώρο (εγκαταστάσεις, οργάνωση), επιχειρώντας μια ανάλυση του άμεσου ανταγωνισμού (νοτιοανατολική Ευρώπη, Μεσόγειος) σε ότι αφορά τις υποδομές για παροχή υπηρεσιών αθλητικού τουρισμού με κύρια δραστηριότητα το Γκολφ. Τέλος επιχειρείται μια αξιολόγηση του προτεινόμενου επενδυτικού σχεδιασμού και των προοπτικών που δημιουργούνται για τον ενεργό αθλητικό τουρισμό υψηλού οικονομικού υποβάθρου, διαμέσου του αθλήματος του Γκολφ.

Douvis J.

The evolution of Greek Basketball. Global trends and future directions for the sport: organizational, marketing and competition issues. World Congress in Sport Management, Sparta 7-10 June 2007.

The present paper displays the evolution of Greek Basketball over the last 20 years. An overview of Dr. Douvis's research on the factors associated with Basketball's decline in Greece after 1997 will also be provided. The tremendous recent accomplishments of Greek and international basketball, which led to the partial rejuvenation of the general interest around the sport, the closing of the gap between Europe and the NBA, as well as the global trends for the sport and its future directions, will be discussed in the light of their organizational, marketing and competition implications.

Douvis J., Douvis S., Yusof A. (1998). An Examination of demographic and psychographic profiles of sport tourists. Cyber-Journal of Sport Marketing, Vol. 2, No. 4, 1998.

Even though sport oriented vacations have gained in popularity during the last decade, few studies have been conducted to determine the characteristics of the sport tourists. Who are the sport tourists? What characteristics do they possess? What factors motivate an individual to engage in the role of sport tourist? Consistent with these issues, this study examined the demographic and psychographic characteristics of the participant sport tourists. Of particular interest is the relationship between preference for sport tourism and with the demographic variables age, gender, race, marital status, and employment status. Using Levinson's (1978) adult life course as a framework, the proposition that participation in sport tourism is related to the age of the individual was investigated. In addition, the psychographic characteristics of the participant sport tourists in terms of the individuals' need for stimulation, novelty, action, quiet and excitement were also examined. Using the tourist role preference scale developed by Yiannakis (1986) as the instrument, data were collected from a sample of 200 subjects. Data analysis was performed by using crosstabulations and logistic regression. The variables age, gender, and race were crosstabulated with preference for sport tourism. Males were discovered to show a higher preference for sport tourism than females .It was also discovered that interest in tourism was high for both males and females in the 17-22 age group but declines slightly for both genders beginning from the 23-27 age group. With respect to race,

Hispanics and Whites were found to show a greater preference for the role of sport tourist than Blacks and Asians. Logistic regression was performed to determine whether preference and non-preference for sport tourism can be differentiated on the basis of demographic variables (age, gender, marital status and employment status) and psychographic variables (level of stimulation, need for novelty, quiet, and action). The variables age, action and stimulation were found to be significant ($p<0.05$). The results showed that younger individuals were more likely to participate in sport tourism than older individuals. In addition, the results indicated that individuals who showed a preference for the role of the sport tourist are those who were seeking a lot of action and excitement in their life. The results of the study were discussed in light of earlier findings concerning demographic and psychographic characteristics of tourists. Practical implications of the results were also discussed.

Douvis J., Douvis S. (2000). A review of the research areas in the field of sport marketing: Foundations, current trends, future directions. Cyber-Journal of Sport Marketing, Volume 4, Number 2, 2000

Sports represent a huge and still growing industry ($320 billion in the U.S.). Especially the Americans have been transformed into a nation of sport fans and sport participants, as more than 40% of them participate in an athletic activity at least once a week. Sports coverage by the electronic and printed media has also grown, and together with the unbelievable competition between the different sport products and programs, have transformed the sports market into a multi segment industry. Organizations of all types are fighting for the sport consumer's discretionary time and money. Suddenly, consumers became more complex in their needs as well as in their demographic makeup. That social demand towards achieving a better understanding by trying to dig deeply into the sport consumers minds, in order to improve the quality of satisfying their needs, justifies the evolvement of sport marketing as an academic discipline. Sport marketing targets the very core of its own field as it is a dynamic and applied academic discipline, derived from social need and the commonality of research study (looks at the same phenomena with other social sciences-physical movement).In terms of specific research areas, the complexity of the sport market led to the development of several specializations. At first we have the area of sport consumer behavior which is divided in sport spectator and sport participant behavior. Another great area of investigation is sport sponsorship. There are also the areas of sport licensing and merchandizing, sport distribution (sport media/facilities) and sport marketing communications/advertising/promotions

Jusof, A., & Douvis, J. (2001). An examination of Sport Tourist profiles. Journal of Sport Tourism, 6(3), 4-15.

Despite the growing popularity of sport tourism, very few studies have been conducted to determine the characteristics of sport tourist. Several questions remain unanswered such as who are the sport tourists? What characteristics do they possess? What factors motivate an individual to engage in the role of sport tourist? This lack of information makes it impossible for the sport tourism industry to implement effective market segmentation and targeting. The purpose of this study was to address these questions by examining the demographic and psychographic characteristics of participant sport tourists. Specifically, this study examined the demographic variables of individuals who go on vacation to participate in favorite sporting activities. The variables that were examined include age, gender, race, marital status, and employment status. However, demographic variables are one of many predictors of tourist role preference. Besides demographic variables, there are reasons to believe that motivational factors also contribute toward explaining tourist roles. Thus, in addition to demographic variables, other motivational factors such as an individuals' need for stimulation, novelty, action quiet and excitement were also examined in this study.

Douvis J., Bilionis T. (2005). Implications and Consequences of the Bosman Ruling for the European Sport Industry. The Case of the Greek Basketball League. Turkish Journal of Sports Medicine. Vol. 40, No. 5 157-164, 2005.

The European Court's decision at the end of 1995, which granted athletes the same freedom of movement as all other professionals within the European Union (EU), changed once and for all the face of sport in Europe. The EU, acting as a supranational organization, changed the rules of the market. The Bosman ruling – named after the Belgian footballer that brought the case to the Court – has since had an immense impact at every level of the industry. Not only have the players from all member states acquired the right to move freely and enjoy the same privileges of domestic citizens, but also the long established transfer process was seriously questioned. The Bosman ruling also declared that the transfer fee that clubs had to pay for out of contract players was against Community legislation, creating significant results for the financial planning of the clubs and raising questions for their future survival. Apart

from the economic consequences of the ruling, an important aspect of the case was the affection it had on the sporting/cultural side of the industry. For centuries sport has been a basic element of the European society and represents a great deal more than just a form of entertainment. This relationship was put in jeopardy after the ruling allowed the clubs to have as many foreign players as they wish, thus altering their identity. Some argue that this ruling is only peripheral to sport and is a part of the major dispute within the EU: What is the level of integration that the member states have to reach? This study examined the general implications and consequences of the Bosman ruling for the industry, at every level that is affected. The theory was then applied – through primary research – to the Greek Basketball league, confirming the theory only in part and revealing once more the controversial face of this ruling.

Key words: Bosman ruling, Greek Basketball League, European Court of Justice, sport

Yiannakis A., Selby M.J., Douvis J., Han J.Y. (2006). Forecasting in Sport. The Power of Social Context - A Time Series Analysis with English Premier League Soccer. Paper published in International Review for the Sociology of Sport, Vol. 41, No. 1, 89-115, 2006.

The rationalization of modern sport has made it possible for social scientists to predict the results of sports events with greater accuracy. In this study we applied multivariate time series analysis to determine the degree to which soccer results could be predicted with three teams in the English Premier League. Success was based on the model's ability to predict the outcome for each of three dependent binary variables; that is, to win, to lose or to draw in the last 10 games of the season. Multivariate ARIMA correctly predicted the outcome with a success rate of nine out of 10 for Winning, eight out of 10 for Losing and nine out of 10 for Drawing. A mix of both shared and new variables in different sets of interactions help predict Winning, Losing and Drawing. A theory of team empowerment is proposed to better explain the utility of the input variables in predicting game outcome. The authors also suggest that multivariate time series analysis may hold promise as an effective forecasting tool in the sociological analysis of sport.

Key words: ARIMA, empowerment, forecasting, soccer

Douvis J. (2007). A Review of Attendance and Non-Attendance Studies at Sporting Events and the Development of the Basketball Spectator Non-Attendance Scale. Biology of Exercise, Vol.3.

Despite its rapid growth, in the last few years the Greek Professional Basketball League has been concerned with the significant decrease in the general interest surrounding the game of basketball, which has resulted in a fewer number of fans attending the league's games. The Basketball Spectator Non-Attendance Scale is an instrument that facilitates the identification of factors associated with non-attendance at professional basketball games in Greece. The scale was successfully tested for validity and reliability with a convenience sample of 270 students at the University of Athens. The design of the instrument, its practical applications and results from our initial findings are reported and explained. The paper also provides a review of attendance and non-attendance studies at sporting events, which are discussed in the context of current theoretical perspectives. Tentative recommendations are made for reaching this rather sizable non-attendance market.

KEY WORDS: basketball, spectator, non-attendance scale, professional basketball league

Douvis J. (2008). Perceived impacts of sport. Sport Management International Journal: Choregia. 4(2).

It has long been accepted that sport plays an influential role in society. However, little has been done to measure and evaluate quantitatively how sport is perceived to affect local communities, individual citizens and the nation. It was the purpose of this project to investigate the perceived impacts of sport in such areas as the economy, the environment, prosocial behavior, the quality of life and the international arena. The findings reported in this study are based on a sample of 702 participants (residents in the Northeastern part of the USA) and students attending two large northeastern universities. Their views suggest that sport makes a generally positive contribution to their communities, the region and the nation. Some negative impacts of a sociocultural and environmental nature are also reported and these are discussed in the paper. The findings are mostly consistent with existing literature and suggest that despite some negative impacts, sport is perceived to play a major role in the lives of people and contributes in significant ways to the economy, community pride, the

quality of life and to international prestige. Further, there are indications that when teams win they may «predispose» fans to engage in various forms of prosocial behavior.
Key Words: Sport impacts, environment, mood, prosocial behavior, quality of life, international arena.

Barros C.P., Douvis J. (2009). Comparative analysis of football efficiency among two small European countries: Portugal and Greece. Int. J. Sport Management and Marketing, Vol. 6, No. 2, 183-199, 2009

This paper estimates changes in total productivity, breaking this down into technically efficient change and technological change by means of data envelopment analysis (DEA) applied to a representative sample of football clubs operating in the two small European countries: Portugal and Greece. The aim of this procedure is to seek out those best practices that will lead to improved performance in the market. The authors rank the football clubs according to their change in total productivity for the period 1999/2000 to 2002/2003, concluding that some clubs experienced productivity growth while others experienced a decrease in productivity. The implications arising from the study are considered in terms of managerial policy.
Keywords: football clubs; Portugal; Greece; productivity change; Malmquist index.

Koutroumanides C., Laios A., Douvis J., Alexopoulos P. (2010). Who owns he television rights of the games of the greek professional football: The greek professional football clubs higher management approach. Gymnasium – Scientific Journal of Education, Sports, and Health. 1(1).

Television rights in professional football in most European countries has, and still is, perhaps the most important and vital source of revenue for the professional football clubs. Much conversation and legislation was made to discuss, agree and regulate the ownership of the clubs' tv rights. This study examines the opinion of the higher management of the professional soccer clubs on the ownership of the clubs' tv rights. According to the results, most of the managers replied that the tv rights of the home games should belong to the clubs' league and the country's football association owns the rights. Also, they argue that the games gain value as part of the championship and if the games were carried out as individual events

they would not have the same value. Finally the majority of the managers believe that the tv viewers face the championship as a single product.

Key words: TV Rights, Soccer Club Manager.

Athanasopoulou P., Douvis J., Kyriakis V. (2011). Corporate social responsibility (CSR) in sports: antecedents and consequences. African Journal of Hospitality, Tourism and Leisure Vol. 1 (4).

(a) Purpose

The purpose of this research is to identify the types of CSR initiatives employed by sports organisations; their antecedents, and their consequences for the company and society.

(b) Design/methodology/approach

This study is exploratory in nature. Two detailed case studies were conducted involving the football team and the basketball team of one professional, premier league club in Greece and their CSR initiatives. Both teams have the same name, they belong to one of the most popular teams in Greece with a large fan population; have both competed in International Competitions (UEFA's Champion League; Final Four of the European Tournament) and have realised many CSR initiatives in the past. The case studies involved in depth, personal interviews of managers responsible for CSR in each team. Case study data was triangulated with documentation and search of published material concerning CSR actions. Data was analysed with content analysis.

(c) Findings

Both teams investigated have undertaken various CSR activities the last 5 years, the football team significantly more than the basketball team. Major factors that affect CSR activity include pressure from leagues; sponsors; local community, and global organisations; orientation towards fulfilling their duty to society, and team CSR strategy. Major benefits from CSR include relief of vulnerable groups and philanthropy as well as a better reputation for the firm; increase in fan base; and finding sponsors more easily due to the social profile of the team. However, those benefits are not measured in any way although both teams observe increase in tickets sold; web site traffic and TV viewing statistics after CSR activities. Finally, promotion of CSR is mainly done through web sites; press releases; newspapers, and word-of-mouth communications.

(d) Research limitations/implications

This study involves only two case studies and has limited generalisability. Future research can extend the sample and validate concepts with quantitative methods.

(e) practical implications.

Results indicate that for successful CSR activities team management should deal effectively with the pressure from various entities (community; sponsors; leagues; global organisations); balance the social and corporate benefits of CSR; integrate CSR in their strategy; measure the effects of CSR on major performance indicators such as brand equity; reputation; attendance figures; and fan loyalty, and create an effective promotional plan for their CSR activities.

Keywords: Corporate social responsibility, sports, football, basketball, case

Yiannakis A., Douvis J., Athanasopoulou P., Lyras A., Assiouras I., (2012). Marketing Cyprus as a tourism destination for the United States: theory, marketing and public relations strategies. African Journal of Hospitality , Tourism and Leisure, Vol. 2 (1).

This paper provides a framework for segmenting Cyprus as a tourism destination and discusses ways for reaching various target markets in the United States. Prior research using multi-dimensional scaling demonstrates (Yiannakis & Gibson, 1988, 1992, 2002; Gibson 1994; Foo, McGuiggan & Yiannakis, 2004) that when tourists go on vacation they seek a balance among three fundamental or core push factors: familiarity-strangeness, structure-independence and stimulation tranquility. When the above are matched with various product categories (pull factors) that represent what Cyprus has to offer (e.g., heritage/cultural tourism, escapist tourism, sport tourism, eco-tourism and the like), we are able to develop a targeted framework that can help us market Cyprus as a tourism destination to various markets in the United States. The authors also discuss some of the major selling points that make Cyprus attractive as a tourism destination and suggest how these may be employed in an overall strategy for reaching the relatively untapped markets of the United States. The authors make a number of recommendations involving new market exploration and discuss strategies for increasing the island's exposure through both marketing, as well as public relations activities. In closing, the authors recommend that in addition to economic impact studies Cyprus needs to assess the socio-cultural and environmental impacts of tourism on the island and its people. Such findings may help the tourism industry and the people of Cyprus determine the kind of tourism product they want, and the type of tourist they would prefer to attract to the island.

Keywords: Cyprus, Tourist Roles, Tourism Destination, Marketing

Athanasopoulou P., Douvis J., Skourtis G., Zafeiropoulou G., Siomkos G., Assiouras I. (2012). Investigating the Importance of Sports Facilities & Staff for Football Fans. African Journal of Hospitality, Tourism and Leisure Vol. 2 (1).

a) Purpose
This study seeks to investigate the importance of facilities and staff for football fans in Greece.
b) Design/methodology/approach
A survey was carried out during two matches of Superleague games with a convenience sample of 312 spectators. A structured questionnaire was used with scales based on previous research.
c) Findings
Factor analysis revealed four reliable factor dimensions: facilities design; staff; facilities maintenance, and quick & easy access. Staff and quick & easy access are shown to be the most important dimensions for respondents followed by the other two. Results also indicated that there are significant differences in the importance assigned to these 4 factor dimensions among different levels of age; education; income, and marital status.
d) Research limitations/implications
This study is limited to one sport and on a convenience sample of football fans. Future research can validate further these findings and increase their generalisability.
e) Practical implications
The results of this study challenge sport managers to manage effectively the design of the stadium; the processes of entry and exit of fans; the environment of the game; and the quality of stadium facilities.
Keywords: Sport services, Football, Facilities, Staff, Sportscape

Athanasopoulou P., Kalogeropoulou D., Douvis J. (2013). Relationship quality in sports: a study in football teams and fitness centres. Sport Business and Management. An International Journal. Vol. 3 Iss: 2, pp.100 - 117

Purpose – The purpose of this study is to identify the antecedents and dimensions of relationship quality (RQ) between customers and providers of athletic services.

Design/methodology/approach – Data collection involved in-depth, personal interviews of fitness centre customers and year-ticket holders of football clubs in order to determine the similarities and differences between the two contexts. RQ is approached from the point of view of the customer since no other study has investigated that part of the dyad. Data were analysed with thematic content analysis.

Findings – In fitness clubs, RQ is perceived as a relationship that involves trust, customer satisfaction and commitment; social bonds with employees; effective cooperation and communication, and adaptation of services to suit customers' needs. In contrast, the

relationship of football club year-ticket holders is simpler and is perceived as trusting; satisfying for customers and one where customers feel committed to the team. The antecedents of RQ identified do not differ between the two types of relationship studied and include the quality of the servicescape; the power of entertainment; the quality of personnel; customer experience and knowledge; customer relationship orientation; relationship duration, and circumstantial or personal factors such as free time shortage, family obligations or bad weather conditions. Based on these findings a conceptual framework is developed for analysing RQ and its antecedents in athletic services.

Research limitations/implications – The study extends findings regarding RQ in athletic services. However, it is qualitative in nature. Future research should quantify the constructs identified and test them in quantitative studies.

Practical implications – The implications of the study are wide and include appropriate methods of selecting and training staff; the effective management of service portfolios; customer training; providing an entertaining experience for customers, and designing a good quality servicescape.

Originality/value – The conceptual framework developed can serve as a guide for sport managers in enhancing the value of relationships with customers.

Vrondou O., Kriemadis T., Douvis J., Leivadi S. (2014). Athens 2004 Sponsorship Awareness Evaluation. Gymnasium - ScientificJournal of Education, Sports, and Health No. 2, Vol. XV, 2014

Connecting a brand to Olympic Games through sponsorship contributes to the build of a competitive advantage and maps a positive image in the long run. Brand awareness is considered to be the first necessary stage in the demanding process towards achieving purchase and brand commitment. The research evaluates the post-2004 Olympic sponsorship reality in Athens presenting a series of different brand awareness scenarios, hopefully contributing towards understanding the process of brand image building and preservation. The random sample N = 400 was generated through a tailor made questionnaire. Overall, the results demonstrate high long term awareness levels for sponsoring brands which continued to increase in the different stages of questioning and maximized in the last level where respondents had to choose between competitors. On the other hand, challenges were found in the 'fit' between the sponsoring brand's image and the Olympic sponsorship setting leading to low levels of brand awareness. In total, the study could suggest a useful tool to be used in other post – event localities producing generalizable results and conclusions.

Keywords: brand awareness, Olympic sponsorship, sponsorship effectiveness, awareness measurement

Vrondou O., Kriemadis T., Papaioannou A., Douvis J. (2014). "Forming Policy Networks between the Organizing Committee for Olympic Games and the Host City". Advances in Sport Management Research Journal. Vol. 1 (1).

The exclusion of related organizations in the complexprocess of Olympic policy making and implementation could jeopardize the successful completion of the Games,create a hostile planningenvironment and failto maximize the benefits local community could receive from the Gameshospitality. Official semi-structured interviews with representatives ofall policylevels atthe Athens 2004 Olympic Games related institutions offered a valuable insight onhow informal parallel networking patterns are being formulated to face Olympic structure'sinefficiency to incorporate the Host Citymechanisms. Resulting in the enlightenmentof the City's role prior and during theGames the study aims to contribute with generalizable suggestionsto other relevant Olympic hostingcommunitiesin quest oftheirrole in the complicated Olympic policy superstructure.

Keywords: Olympic Games, Host City, Policy Network

Douvis J., Kyriakis V., Kriemadis T., Vrondou O. (2014). How do greek sport organizations promote and communicate their corporate social responsibility (CSR) efforts? Gymnasium - ScientificJournal of Education, Sports, and Health No. 1, Vol. XV, 2014

The present paper examines promotion and communication issues of CSR activities of major sport clubs and organizations in Greece. CSR can strengthen the image, reputation, achieve financial benefits, and create a competitive advantage for sport teams and organizations. Thus, CSR communications are imperative for their existence, protection of the image and reputation and a safeguard of competitive advantage. The qualitative approach of the present study involves the content analysis of interviews administered to marketing managers in seven different case studies of professional sport clubs and organizations. The query on "How your club or organization promotes or communicates CSR activities?" revealed the promotional mix of CSR activities and illustrated six categories of communication in the Greek professional sport context.

Keywords: Corporate Social Responsibility, Communication, Promotion, Sport Marketing

Douvis J., Kyriakis V., Kriemadis A., Vrondou O. (2015). Corporate Social Responsibility (CSR) Effectiveness in the Greek Professional Sport Context International Journal of Sport Management, Recreation and Tourism, Vol.17/2015.

The present study examined CSR evaluation issues regarding the effectiveness of CSR activities in Greek professional sport organizations. The initial results illustrated a general absence of CSR effectiveness evaluation. The findings of the study revealed that the majority of respondents have reported that in fact CSR performance is not measured mainly because of a lack of a methodology or a common framework. A major barrier to CSR assessment and evaluation practices is represented by the respondents' perceptions with respect to the nature of CSR. However, executives and managers mentioned a range of estimations to assess the impacts of their CSR actions, thus CSR effectiveness underlies subjective assessments of positive effect observations. Based on the results and the literature, the present study discusses the implications regarding the issue of CSR measurement and evaluation in Greek professional sport organizations.

Keywords: Professional sport, corporate social responsibility, effectiveness, measurement, evaluation

Douvis J., Sarli E., Kriemadis A., Vrondou O. (2015). An Analysis of Sponsorship Deals In Sport. International Journal of Sport Management, Recreation and Tourism, Vol.17/2015.

Due to the increasing financial value of sport sponsorship, the selection of a sponsorship partner and the development of the sponsorship deal are crucial issues for sports businesses. This study examines the sponsorship selection and development process between football teams and their sponsors. This study is exploratory. Nine case studies were conducted involving three professional, premier league football clubs and six sponsoring organizations, two major sponsors of each club. Results were analysed with content analysis. Findings indicate that the most important selection criteria used from both sides are fit in corporate values of the two partners; revenue opportunities, and possible image enhancement from the deal. Also, results show that both sides use a structured process for developing the sponsorship deal that includes 3 major stages, information collection; preparation and presentation of proposal, and negotiations and contract sign. Also, we find that the sport property only sends proposals whereas the sponsor only receives; the actors in each stage of the process vary, and the extent of the process is affected by the duration and quality of the relationship between the two partners. The study involves nine cases and has limited generalizability. Future research should substantiate results in other settings and using quantitative methods. The findings of this study help sport managers to structure and formalize their sport sponsorship selection and development process. This way sport entities will be able to select the best possible partners for sponsorship and exploit to the fullest extent the money involved from both sides of the partnership (sponsors and sponsees). For the first time a structured process for development of new sponsorship deals is designed. This can help sport managers in managing sponsorships effectively and fast.

Keywords: Sponsorship, sponsors, sponsees, football, sports marketing, case studies

Douvis I. (2016). Managerial, Marketing, Psychological and Legal dimensions of health services for the elderly: A systemic approach. 2nd World Congress GENEDIS. Sparta-Greece, 20-23 Oct. 2016.

Recent research shows that exclusive sponsorship deals with sports teams are much more effective than other types of promotion. And why sport sponsorships work? Because they tap into consumers' passion. Many sports fans don't realize it, but their passion for their teams and engagement in watching their teams play make them much more receptive to marketing messages. Health care companies, which tend to have weak brands in the minds of consumers, can benefit substantially from a connection to a winning sports franchise. The thing for health care companies is that, even if they do everything by the book thus being really professional in terms of branding, advertising and positioning themselves and their services in the minds of consumers, they will never reach the same brand equity, awareness and aided or unaided recall levels as other brand do in different industries. The reason is simple. Nobody wants to be strongly associated with something that reminds them the fragility of human nature. On the other hand we have the sports industry with its exciting service-products, that possess certain attributes such as the promotion of a healthy lifestyle, wellbeing, relaxation, pleasure, feelings of accomplishment and sharing of breathtaking experiences and emotions, that we all need in order to face the dehumanizing realities of everyday life. Sports fans unconsciously transfer their love, passion, loyalty and identification with their clubs to the brands that sponsor those teams. Therefore, team's fans and their families, including the elderly, are more likely to use the club's affiliate health and insurance providers in order to receive specialized health services and exclusive benefits."

Douvis I., Kyriakis V., Vrondou O., Papagiannopoulou C. (2017). Optimizing the UEFA Brands through the Introduction of social responsibility constructs as dimensions of Successful Brand Building and Safeguarding. 13TH HSSS International Conference. Systemic Organizational Excellence. 2-3 June 2017. Sparta-Greece.

Corporate sponsors withdraw their support for sport properties, mainly because there is no adequate measurement to verify the returns on their investments. Instead sponsors turn their support to community sport organizations (i.e. independent foundations) as a CSR communication strategy and invest in social responsible actions in order to improve their position in the market. The argument for the present project is that UEFA as the central football organization should adopt similar corporate behavior and become accustomed to the new business environment in order to secure a greater share of the sport marketplace i.e. sponsorships, gate revenues, media rights, merchandising. To do so UEFA should enhance its social responsibility activity and become an attractive partner for social corporate investments in the field. The proposed research project seeks to study consumers' perceptions about UEFA service brands, in relation to its social responsibility issues and the degree to which these perceptions affect behaviors in terms of market share. The significance of the study lies in the insights that can be drawn, as to whether spectator perceptions regarding UEFA's social responsibility, influence its brand equity as well as its share within the sport marketplace. The research project proposes that each separate UEFA's brand should include a social responsibility construct as a dimension for successful brand building and safeguarding. The outcomes will provide executives the ability to design and deliver enhanced brand

building campaigns based on consumers' societal concerns and also the ability to acquire corporate social investments in the form of social engagement sponsorships. This will allow UEFA to enhance further its brands; to gain greater share of the domestic sport market; and expand in markets beyond borders with different cultures but common social concerns and values. The present research is a preliminary conceptual approach to a tri folded inquiry as it will bring together different but convergent streams of knowledge from sponsorship, branding and CSR in the context of professional football at an organizational business level.

Dimitropoulos P., Kosmas I., Douvis I. (2017) "Implementing the balanced scorecard in a local government sport organization: Evidence from Greece". International Journal of Productivity and Performance Management, Vol. 66 Issue: 3, pp.362-379.

Purpose
The purpose of this paper is to examine the issue of performance management in the public sector and specifically the implementation of the balanced scorecard (BSC) methodology on a public (municipal) non-profit sport organization in Greece. The research provides a discussion on the BSC development process, the goals set on each pillar and the outcome that the organization achieved, in order to be used as a roadmap for other managers in the public sector.

Design/methodology/approach
The study used information extracted from the municipal board of Papagos-Holargos city in Greece, including board reports, documents and decision transcripts and open-ended interviews related to the implementation of BSC method, as well as to the impact of this decision on the quality of services, citizens' satisfaction and the improvement of internal processes.

Findings
The results indicated that the citizens of Papagos-Holargos perceived sport services to be of enhanced quality related to/when compared to the previous years (based on a questionnaire submitted by the citizens of Papagos-Holargos at the end of the each sample per year). In addition, the staff improved its skills and abilities by participating in training seminars and, in general, the implementation of the BSC method on the municipal sport organization of Papagos-Holargos city sets the basis for an effective performance management which can enhance its future sustainability.

Practical implications
Managers of municipal and public sport organizations could use the findings of the study as a roadmap for discussing, evaluating and possibly implementing the BSC approach in their organizations' daily operations.

Originality/value
This study fills a significant gap in the existing literature on the implementation of a traditional business performance management tool on a non-profit public sport organization.

Keywords:
Performance measurement, Performance management, Balanced scorecard, Greece, Municipal sport organizations

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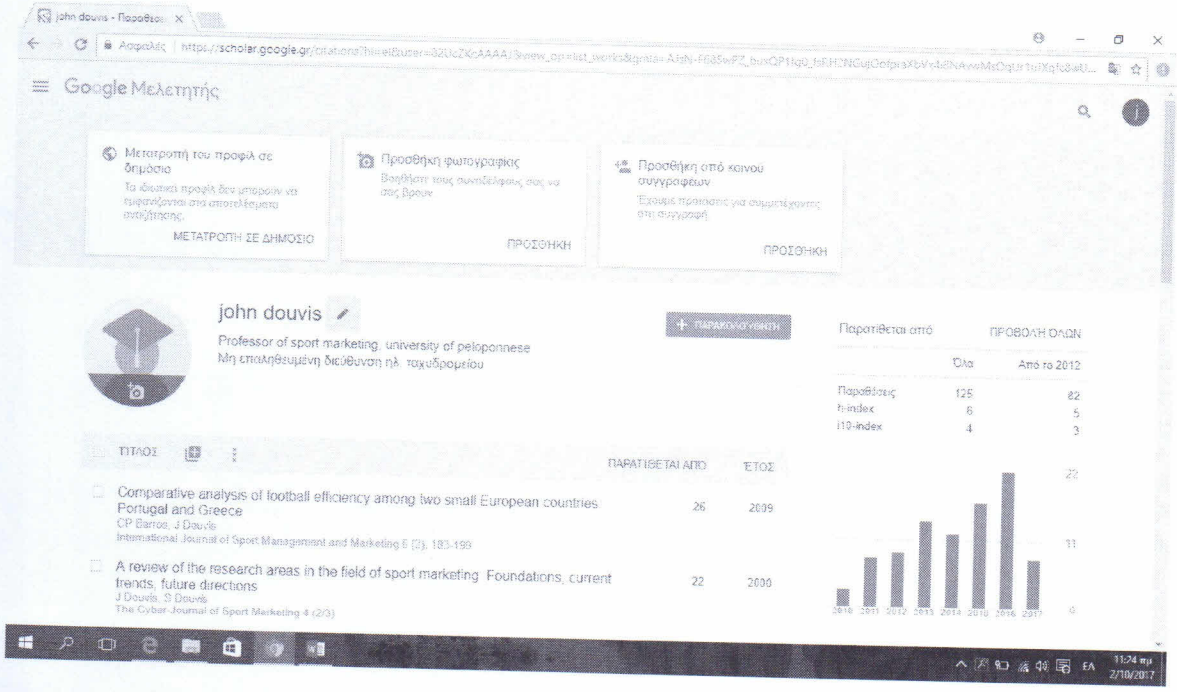
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