



Alexandra Fountouki

Date of birth: 02/05/1978 | **Nationality:** Greek | **Phone:** (+30) 6948581882 (Mobile) | **Email:** afoudouki@gmail.com | **Address:** Mina Vista 14, 54352, Thessaloniki, Greece (Home)

WORK EXPERIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION, UNIVERSITY OF PATRAS. – PATRAS, GREECE

RESEARCHER – 12/07/2022 – CURRENT

Researcher in the following programmes :

-G.A.101056033_[OBCD] Open Business for Community Development

-G.A.101056279 - [GAEA] Granting Access to Employment and Entrepreneurship in Agriculture for Women

-DIGITopen Erasmus+ KA2 VET Supporting the digital transformation of MSMEs and the Third Sector through open-source

-ERASMUS-SPORT-2024: #ENHANCE - The social side of eSports

-EMTECH - Transforming Higher Education | Innovation & Excellence | Empowering Educators, AR/VR/AI Experts & SMEs in Emerging Tech EU Erasmus+ Project

HELLENIC OPEN UNIVERSITY – PATRAS, GREECE

ASSISTANT PROGRAM DIRECTOR, MSc IN SPORTS MANAGEMENT – 04/10/2021 – CURRENT

Collaborate with the Program Director in planning, implementing, and overseeing the MSc in Sports Management program.

HELLENIC OPEN UNIVERSITY – PATRAS, GREECE

ADJUNCT LECTURER – 30/09/2020 – CURRENT

Teaching in the courses "Structure and Organization in Greek sports" and "Sports Governance" in the postgraduate programme "Sports Management"

METROPOLITAN COLLEGE – THESSALONIKI, GREECE

ADJUNCT LECTURER – 10/10/2022 – CURRENT

Lecturer in the BSc (Hons) Sports Coaching & Physical Education program at Metropolitan College Thessaloniki, specifically teaching the courses "Inclusion In Youth Sport & Physical Education" and "IT Academic Skills."

ADJUNCT LECTURER – 12/02/2025 – CURRENT

Lecturer in the MA Sport Management program at Metropolitan College, specifically teaching the course "Strategic Sport Marketing"

ARISTOTLE UNIVERSITY OF THESSALONIKI – THESSALONIKI, GREECE

ADJUNCT LECTURER – 17/03/2023 – 30/11/2023

Teaching courses on Entrepreneurship and Innovation within the framework of the project: 73665 - Support Actions for Entrepreneurship, Innovation, and Maturation to Exploit Research Activities and New Products and Services developed at Aristotle University of Thessaloniki, specifically in the Department of Spatial Planning and Environment of the School of Engineering and the Department of Physical Education and Sport Science.

ADJUNCT LECTURER – 12/02/2025 – CURRENT

Teaching course titled "Management of Exercise Programs" at the Department of Physical Education and Sport Science.

HELLENIC NETWORK OF FITNESS CERTIFICATIONS – ATHENS, GREECE

INSTRUCTOR IN NASM SEMINARS – 31/08/2015 – CURRENT

Teaching "Sports Managemt" and "Sport Marketing" in the seminars of National Academy of Sports Medicine in Greece.

EXERCISE IS MEDICINE GREECE NATIONAL CENTER – ATHENS, GREECE

COMMUNICATION AND PUBLIC RELATIONS MANAGER – 10/12/2020 – CURRENT

Voluntary work in "Exercise is Medicine - Greece" National Center. Develop a marketing *communications* plan including strategy, goals, budget and tactics. Develop *media relations* strategy, seeking high-level placements in print, broadcast and online *media*. Coordinate all *public relations* activities.

HELLENIC NETWORK OF FITNESS CERTIFICATIONS – THESSANIKI, GREECE

TRAINING SEMINAR COORDINATOR FOR NASM (NATIONAL ACADEMY OF SPORTS MEDICINE) – 11/02/2018 – 18/05/2019

Organization of educational project, management of educational material, creation of educational material, communication with students and speakers of the seminars.

ARISTOTLE UNIVERSITY OF THESSALONIKI - SCHOOL OF PHYSICAL EDUCATION AND SPORT SCIENCE AT SERRES – SERRES, GREECE

UNIVERSITY ASSISTANT INSTRUCTOR – 28/02/2015 – 30/07/2015

Teaching in the section "Physical activity and Leisure" and specifically the courses "Sports Tourism" "Marketing and Behavior of Leisure Customers I" and "Marketing and Behavior of Leisure Customers II", 2 hours each on a weekly basis.

ARISTOTLE UNIVERSITY OF THESSALONIKI - SCHOOL OF PHYSICAL EDUCATION AND SPORT SCIENCE AT SERRES – SERRES, GREECE

UNIVERSITY ASSISTANT INSTRUCTOR – 28/02/2014 – 30/07/2014

Teaching in the section "Physical activity and Leisure" and specifically the courses "Sports Tourism" "Marketing and Behavior of Leisure Customers I" and "Marketing and Behavior of Leisure Customers II", 2 hours each on a weekly basis.

MARKETING DEPARTMENT OF 8TH INTERNATIONAL MARATHON "ALEXANDER THE GREAT" – THESSALONIKI, GREECE

MARKETING ASSISTANT – 31/12/2012 – 30/05/2013

Provide support to marketing department. Work with marketing team to manage brand and marketing initiatives. Develop and execute marketing campaigns.

ARISTOTLE UNIVERSITY OF THESSALONIKI - SCHOOL OF PHYSICAL EDUCATION AND SPORT SCIENCE AT SERRES – SERRES, GREECE

UNIVERSITY ASSISTANT INSTRUCTOR – 31/08/2010 – 30/07/2011

Teaching in the specialty "Organization and Management of Sports and Recreation" on a weekly basis, 4 hours per week.

I.E.K THERMIS – THESSALONIKI, GREECE

TEACHING INSTRUCTOR IN I.E.K THERMIS – 30/09/2008 – 30/07/2009

Instructor at IEK Thermis in the specialty Sports Management. Teaching the courses "Economy and Sports" and "Sports Marketing"

ARISTOTLE UNIVERSITY OF THESSALONIKI - SCHOOL OF PHYSICAL EDUCATION AND SPORT SCIENCE AT SERRES – SERRES, GREECE

UNIVERSITY ASSISTANT INSTRUCTOR – 31/08/2006 – 30/07/2008

Teaching contract Π.Δ 407/80 in the specialty "Organization and Management of Sports and Recreation"

"ATHLOGNOSIA" ORGANIZING SPORT EVENTS – THESSALONIKI, GREECE

MANAGER ASSISTANT – 31/08/2004 – 31/07/2005

Organizing sports events and football tournaments.

 **ARIS THESSALONIKIS ATHLETIC CLUB** – THESSALONIKI, GREECE

SPORTS COACH – 31/08/2001 – 30/07/2003

Gymnast-coach in the women's mini volleyball sections.

 **MUNICIPAL NURSERY SCHOOL OF NEAPOLIS** – THESSALONIKI, GREECE

EARLY YEARS TEACHING ASSISTANT – 31/08/2002 – 30/07/2003

Teaching the subjects of music-motor education and motor recreation to preschool children.

● **EDUCATION AND TRAINING**

03/03/2020 Serres

PH.D FROM SCHOOL OF PHYSICAL EDUCATION AND SPORT SCIENCE AT SERRES Aristotle University of Thessaloniki

Address Agios Ioannis, 62110, Serres | **Website** <https://phed-sr.auth.gr/en>

06/07/2010 Patra, Greece

GRADUATE FROM DEPARTMENT OF BUSINESS ADMINISTRATION Hellenic Open University

Address Aristotelous 18, 26335, Patra, Greece |

Website <https://www.eap.gr/education/undergraduate/business-organizational-management/>

15/11/2005 Thessaloniki, Greece

MASTER OF SCIENCE FROM DEPARTMENT OF PHYSICAL EDUCATION AND SPORT SCIENCE Aristotle University of Thessaloniki

Address Thermi, 57001, Thessaloniki, Greece | **Website** <https://www.phed.auth.gr/en>

13/11/2000 Komotini, Greece

GRADUATE FROM DEPARTMENT OF PHYSICAL EDUCATION AND SPORT SCIENCE Democritus University of Thrace

Address University Campus, 69100, Komotini, Greece | **Website** <http://www.phyed.duth.gr/undergraduate/index.php/en/>

CURRENT

SEMINAR: VALUE CO-CREATION IN SPORT MANAGEMENT – A NEW LOGIC IN A CHANGING SOCIETY University of BayreuthX UBT -Edx

23/11/2020 Patra, Greece

SEMINAR: TEACHER TRAINING IN DISTANCE LEARNING METHODOLOGY. Hellenic Open University

Address Aristotelous 18, 26335, Patra, Greece

07/05/2017 – 18/05/2017 Thessaloniki, Greece

CONTINUED LEARNING PROGRAMM IN SPORT MANAGEMENT International Hellenic University

Address Θέπμη, 57001, Thessaloniki, Greece | **Website** <https://www.ihu.gr/>

31/03/2014 – 29/09/2014 Thessaloniki, Greece

CONTINUED LEARNING PROGRAMM: MODERN FORMS OF TOURISM DEVELOPMENT: INNOVATIVE ACTIONS Aristotle University of Thessaloniki, University of Thessaly and University of West Macedonia

Address University Campus, 54124, Thessaloniki, Greece | **Website** <https://www.auth.gr/en>

03/11/2010 Thessaloniki, Greece

SEMINAR: REDEFINING COMMUNICATION STRATEGY - CRITICAL PARAMETERS FOR DEVELOPING AN ADVERTISING PROGRAM City College - University of Sheffield

Address 54622, Thessaloniki, Greece | **Website** https://york.citycollege.eu/frontend/index.php?chlang=GR_EN

08/03/2005 – 09/03/2005
SEMINAR: HUMAN RESOURCES MANAGEMENT - STRATEGY, OPERATION & CAREER PROSPECTS Hellenic Academy of Management

06/02/2002 – 05/03/2003 Thessaloniki, Greece
SEMINAR: MANAGEMENT AND FINANCIAL ADMINISTRATION OF SPORTS UNITS AND INSTITUTIONS University of Macedonia

Address Egnatias 156, 54636, Thessaloniki, Greece | **Website** <https://www.uom.gr/>

25/04/2004 – 11/05/2004 Thessaloniki, Greece
SEMINAR: SPECIAL ISSUES IN HUMAN RESOURCE MANAGEMENT. University of Macedonia

Address Egnatias 156, 54636, Thessaloniki, Greece | **Website** <https://www.uom.gr/>

30/09/2004 – 22/10/2004 Thessaloniki, Greece
SEMINAR: COMMUNICATION - PUBLIC RELATIONS IN COMPANIES AND ORGANIZATIONS University of Macedonia

Address Egnatias 156, 54636, Thessaloniki, Greece | **Website** <https://www.uom.gr/>

02/12/2004
SEMINA: SPORT MANAGEMENT, SPONSORSHIP AND MARKETING OF ATHLETIC TEAMS Hellenic Academy of Management

22/03/2001 – 21/06/2001 Greece
SEMINAR: EXPORT MARKETING DESIGN, FOOD DISTRIBUTION AND PROMOTION NETWORKS K.E.K Texnopolis

● **LANGUAGE SKILLS**

Mother tongue(s): **GREEK**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B1	C1	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

● **PUBLICATIONS**

2025
Exploring the relationship between content contribution on social media and participation in online communities related to running events

Spyridopoulos, L., Fountouki, A., Lianopoulos, I., & Theodorakis, N.
1st Conference on Sports Communication and Journalism, Department of Physical Education and Sport Science (Democritus University of Thrace) & Department of Communication and Digital Media (University of Western Macedonia), February 14–15, 2025, Komotini.

2024
Active fan engagement with social media: The role of stadium atmosphere

Kontogiannis, F., Lianopoulos, I., Fountouki, A., Theodorakis, N.
24th Sport Management and Recreation Conference, Hellenic Association of Sport Management (ELLEDA), December 13–15, 2024, Thessaloniki.

2024
Training needs for the European social enterprise sector: comparative analysis in four EU countries

Fountouki, A., Berodas, M.A., Tsordia, C.
6th International Conference of Development and Economy Kalamata Greece 11-13 October 2024

2024

Exploring the use of Artificial Intelligence in the Sports Industry.

Lymberopoulou A., Fountouki, A., Lianopoulos, I.
6th International Conference of Development and Economy Kalamata Greece 11-13 October 2024

2024

GAEA - Granting Access to Employment & Entrepreneurship in Agriculture for women

Fountouki A., Sotiropoulou A.
6th International Conference of Development and Economy Kalamata Greece 11-13 October 2024

2024

OBCD – Open Business For Community Development

Sotiropoulou A., Fountouki A.
6th International Conference of Development and Economy Kalamata Greece 11-13 October 2024

2021

The Structure of the Sports Industry.

Fountouki, A. (2021). The Structure of the Sports Industry. In N. Theodorakis (Ed.), Sports Industry: Businesses and Activities (pp. 1-47). Broken Hill Publishers LTD.

Fountouki, A.

2019

Relationship between a hotel's spa, wellness and exercise center brand equity and revisit intentions of women visitors. ΓΥΝΑΙΚΑ & ΑΘΛΗΣΗ, Τεύχος XI, 64-100

Fountouki, A., Lianopoulos, Y., Theodorakis, N., Alexandris, K., & Koustelios, A.

2019

Relationships between Brand Equity, Perceived Value and Customer Satisfaction of Hotel's Spa, Wellness and Exercise Centers. ΔΙΟΙΚΗΣΗ ΑΘΛΗΤΙΣΜΟΥ & ΑΝΑΨΥΧΗΣ, 16(1), 26-45

Fountouki, A., Lianopoulos, I., Theodorakis, N., Alexandris, K., & Koustelios, A.

2017

An examination of levels of fandom, team identification, socialization processes, and fan behaviors in Qatar. Journal of Sport Behaviour, 40(1), 1-21

Theodorakis, N., Al- Emadi, A., Wann, D., Lianopoulos, I., & Fountouki, A.

2022

The impact of Covid-19 on Sport in Greece: a sociological approach

Authors: Lekakis, N., Fountouki, A. & Ntovoli, A. | **Journal Name:** Journal of Sport and Recreation Management | **Volume, Issue and Pages:** 19(1), 37-48

2021

A sociological approach using 'habitus' towards the impact of Covid-19 on Sport: The case of Greece.

ESA Research Network 28 Society and Sport Midterm Conference Sport and crisis: bodies, practices, representations, Faculty of Communication Sciences, University of Teramo, 25-26 March 2021, Teramo, Italy

Lekakis, N., Fountouki, A., Ntovoli, A.

2021

Psycho-metric Evaluation of the scale of engagement with social media in running events.

21st , Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, November 12-14, 2021, Thessaloniki.

Basios, P., Lianopoulos, I., Fountouki, A., Theodorakis, N.

2021

Relationship between the brand value of a running event and the active engagement of participants on social media

22nd Panhellenic Conference on Physical Education and Sports, EGBE, December 11-12, 2021, Thessaloniki

Basios, P., Lianopoulos, I., Fountouki, A., Theodorakis, N.

2021

Semantic approach to the consumer experience in sports events.

21st , Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, November 12-14, 2021, Thessaloniki.

Chatzioannidis, X., Lianopoulos, I., Fountouki, A., Theodorakis, N.

2022

The marketing strategy on social media of the sports company Decathlon.

25th International Conference on Physical Education and Sports, EGBE, April 9-10, 2022, Thessaloniki.

Petridi, E., Fountouki, A.

2022

Factors influencing fans' engagement with social media.

22nd Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, November 25-27, 2022, Thessaloniki.

Stamnas, D., Lianopoulos, I., Fountouki, A., Theodorakis, N.

2022

Exploring the relationship between engagement with social media and participation in online communities for running events.

22nd Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, November 25-27, 2022, Thessaloniki.

Spiridopoulos, L., Lianopoulos, I., Fountouki, A., Theodorakis, N.

2022

The engagement with social media of the sports team as a predictor of the sense of membership among fans.

22nd Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, November 25-27, 2022, Thessaloniki.

Nikolaidis, G., Lianopoulos, I., Fountouki, A., Theodorakis, N.

2023

Motivations for participation in international weightlifting competitions for veterans.

26th International Conference on Physical Education and Sports, EGBE, May 5-7, 2023, Thessaloniki.

Diamantis, S., Katamoutou, I., Fountouki, A., Theodorakis, N.

2023

Psychometric Evaluation of the Engagement Scale of Fans on Social Media

23rd Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, December 7-9, 2023, Thessaloniki.

Tafidis, D., Fountouki, A., Lianopoulos, I., & Tsordia, X.

2023

Exploring the relationship between brand personality and engagement with Social Media. The case of Decathlon.

26th International Conference on Physical Education and Sports, EGBE, May 5-7, 2023, Thessaloniki.

Petridi, E., Fountouki, A., & Lianopoulos, I.

2023

Investigating factors for avoiding rejection of common sponsorships with rival teams by fans

23rd Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, December 7-9, 2023, Thessaloniki.

Tsordia, X., Lianopoulos, I., Dalakas, V., Theodorakis, N., & Fountouki, A.

2014

The prediction of the behavioral intentions of the participants in the International Marathon "Alexander the Great". The role of service quality and satisfaction.

15⁰ Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, 5-7 December 2014, Thessaloniki

Karampaxoglou, I., Fountouki A., Lianopoulos .I, Theodorakis N.

2013

Psychometric evaluation of the scale of team identification

14⁰ Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, 13-15 December 2013, O.A.K.A, Athens

Lianopoulos .I, Fountouki A., Theodorakis N., Koustelios A., Gardikiotis A., Gargalianos D.

2007

Service quality and customer satisfaction in Voras Ski Center.

15⁰ International Congress of Physical Education and Sports, Komotini, 18-20 May 2007.

Palanis T., Konstantinopoulos, A., Fountouki A., Theodorakis N.

2005

Reasons to visit recreations parks according to gender and age.

6⁰ Scientific Conference, E.Γ.B.E, Thessaloniki 12- 13 November 2005.

Fountouki, A., Kambitsis C., Harahousou Y., Tzetzis G..

2004

The role of companies organizing sports events-activities in the development of Greek sports.

SPORT BUSINESS FORUM, Thessaloniki 18 Oktober 2004.

Fountouki A.

2003

Management of natural resources and organization of alternative leisure activities in the Municipality of Kastoria.

4^o Congress of Hellenic Scientific Association For Sport Management & Recreation ,HSASMR, , University of Piraeus
28-30 November 2003.

Efthymiou N., Fountouki A., Kosta G.

2001

Forms of recreation parks.

9^o International Congress of Physical Education and Sports, Komotini, 18-20 May 2001.

Fountouki A. Kambitis C., Harahousou Y., Kosta G.

2001

National Parks as places for recreational activities.

4^o Pan - Hellenic Congress of Physical Education and Sports , Thessaloniki 4-6 May 2001.

Fountouki A.

● **SKILLS**

Microsoft Office | Microsoft Word | Microsoft Excel | Microsoft Powerpoint | Social Media | Instagram | Facebook | Zoom | Power Point | Skype | Internet user | LinkedIn

● **RESEARCH PROGRAMS**

11/07/2022 – CURRENT

G.A.101056033_[OBCE] Open Business for Community Development

Participation in the project G.A.101056033_[OBCE] Open Business for Community Development, Funded by: ERASMUS +. Department of Business Administration, University of Patras.

Link <https://www.obcdproject.eu/>

13/07/2022 – CURRENT

G.A.101056279 - [GAEA] Granting Access to Employment and Entrepreneurship in Agriculture for Women

Participation in the project G.A.101056279 - [GAEA] Granting Access to Employment and Entrepreneurship in Agriculture for Women, Funded by: ERASMUS +. Department of Business Administration, University of Patras.

Link <https://www.gaeaeuproject.com/>

01/01/2025 – CURRENT

DIGITopen Erasmus+ KA2 VET Supporting the digital transformation of MSMEs and the Third Sector through open-source

Participation in the research program "DIGITopen Erasmus+ KA2 VET Supporting the digital transformation of MSMEs and the Third Sector through open-source", Department of Business Administration, University of Patras.

Link <https://digitopen.eu/>

17/03/2025 – CURRENT

ERASMUS-SPORT-2024: #ENHANCE - The social side of eSports

Participation in the research project "ERASMUS-SPORT-2024: #ENHANCE - The social side of eSports". Department of Business Administration, University of Patras.

17/08/2023 – 30/11/2023

"Supporting Actions for Entrepreneurship, Innovation, and Maturity for the Exploitation of Research Activities and New Products and Services"

Participation in the project "Supporting Actions for Entrepreneurship, Innovation, and Maturity for the Exploitation of Research Activities and New Products and Services Developed at Aristotle University of Thessaloniki." Entrepreneurship and Innovation Courses.

Link <https://walk.auth.gr/>

30/11/2013 – 30/03/2014

"Development of digital courses, support of institutional platform and other actions"

Participation in the project "Development of digital courses, support of an institutional platform and other actions" and specifically in the courses: "Organization of Leisure Programs I" and "Sports and Recreation Management" for the School of Physical Education and Sport Science at Serres, Aristotle University of Thessaloniki.

31/05/2013 – 29/11/2013

"Development of digital courses, support of institutional platform and other actions"

Participation in the project "Development of digital courses, support of an institutional platform and other actions" and specifically in the courses: "Organization of Leisure Programs II" and "Sport Tourism" for the School of Physical Education and Sport Science at Serres, Aristotle University of Thessaloniki.

31/10/2007 – 30/08/2008

Reform of the Undergraduate Curriculum of the School of Physical Education and Sports at Serres, Aristotle University of Thessaloniki.

Participation in the research program "Reform of the Undergraduate Curriculum of the School of Physical Education and Sports at Serres, Aristotle University of Thessaloniki".

14/02/1999 – 14/12/1999

Preactical Training: Exercise Programms is patients with cardiovascular diseases.

Participation in the research project "PRACTICAL TRAINING STUDENT EMPLOYEE (FACTORIES, SHOPS, INDUSTRIES, VARIOUS SERVICES) AND IN SPECIFIC GROUPS OF PEOPLE FROM HOSPITALS, INSTITUTIONS AND SCHOOLS WITH A VIEW TO IMPROVING THE PHYSICAL CONDITION AND THEIR HEALTH" particularly in Exercise Program in Cardiopaths, in the fourth and fifth phases of the project. The program took place in the wider area of Rodopi.

01/01/2025 – CURRENT

EMTECH - Transforming Higher Education | Innoviation & Excellence | Empowering Educators, AR/VR/ AI Experts & SMEs in Emerging Tech EU Erasmus+ Project

Participation in the research project EMTECH - Transforming Higher Education | Innoviation & Excellence | Empowering Educators, AR/VR/AI Experts & SMEs in Emerging Tech EU Erasmus+ Project. Department of Business Administration, University of Patras.

● **HOBBIES AND INTERESTS**

Member of the Pan - Hellenic Association for the Promotion of Women in Exercise and Sports

Member of "Alma Zois", Society of Women with Breast Cancer

Member of National Center, Exercise is Medicine - Greece

Ex - Replacement Member in the Director Board of Hellenic Scientific Association For Sport Management & Recreation
