

Curriculum Vitae

Charitomeni Tsordia

Personal information

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Web of Science Researcher ID: E-1774-2019

Research Gate: <https://www.researchgate.net/profile/Charitomeni-Tsordia>

Google scholar: <https://scholar.google.gr/citations?user=IlwmQwUAAAAJ&hl=el>

RESEARCH INTERESTS

Marketing, Consumer Behavior, Brand Equity, Branding, Marketing Strategy, Sport Marketing, Sport Team Fans Consumption Behavior, Purchase Behavior, Sport Sponsorship, Rivalry, Entrepreneurship, Social entrepreneurship

EDUCATION

2019

PhD in Marketing

Thesis title: "The effect of sponsorship on the behavior of both the favour and the rival team" defended on 13/12/2018 Supervisor: Dimitra Papadimitriou, Department of Business Management, University of Patras, Greece

2014

MBA

Department of Business Management, University of Patras, Greece Grade: Very good (8.26/10) Master Thesis Title: "Attitudes towards entrepreneurship of business students of university of Patras and effects on intention to involve in self-employment activities"

2012

BACHELOR OF BUSINESS MANAGEMENT

Department of Business Management, University of Patras, Greece Grade: Very good (7.01/10) Bachelor Thesis Title: "Measuring the economic and social impacts of groups' activity in Patras carnival"

TEACHING EXPERIENCE

- January 2024-present Assistant Professor of Sport Management, Department of Management, School of Business and Economics, The American College of Greece (Deree)
- March 2022-July 2024 Adjunct Lecturer in Organizational Communication and Leadership in Education, Master in Educational Leadership, University of Patras (Greece)
- March 2021-July 2024 Adjunct Lecturer in Sport Organizations Governance, Master in Sport Management, Hellenic Open University (Greece)
- November 2021 Visiting Lecturer in Sport Marketing, Master in Management of Sports Entities, UCAM Universidad Católica San Antonio de Murcia, Spain
- 2020-2021 Visiting Professor in Sport Marketing, Sport Management, Sport Organizations Management and Sport Sociology, Latvian Academy of Sport Education (Latvia)
- 2019 Adjunct Lecturer in E-Commerce, Master of Business Management (MBA), Department of Business Administration, University of Patras (Greece)
- 2013-2019 Academic Teaching Assistant in Cultural and Sport Event Management, Sport Management, Business Strategy and Introduction to Greek Civilization and Culture, Department of Business Administration, University of Patras (Greece) and Erasmus+ program (in English), University of Patras (Greece)

FUNDING

2018 - June 2023 **Researcher in ERASMUS+ Projects/Proposal preparation, submission & application**

-Erasmus+ Cooperation for innovation and the exchange of good practices /Strategic Partnership for youth/“Combating Fake News in Social Media” SPOTit/2021-2023 [https:// spotitproject.eu/en](https://spotitproject.eu/en)

-Erasmus+ Cooperation for innovation and the exchange of good practices / Strategic Partnerships for vocational education and training/“Using Augmented Reality Technology and Simulation-Based Training to Foster Green Economy”/GoGreen/ 2021-2022 <https://gogreenproject.eu/en/>

-Erasmus+ Cooperation for innovation and the exchange of good practices/ Partnerships for Digital Education Readiness/“Open Lab for the up-skilling of higher educational staff in on-line Management Education” /OLMEdu/2021-2023 <https://www.olmedu.eu/>

- Erasmus+ Cooperation for innovation and the exchange of good practices / Partnerships for Creativity/“Entrepreneurial Empowerment for artists, cultural and creative professionals”/ ArtCRelief 2021-2023 <https://www.artcrelief.eu/>

-Erasmus+ Strategic Partnership/ Internationilising Trading for Social Enterprise Sustainability and Education/InTSEnSE/2017-2019) <http://www.intsense.eu>

-Erasmus+ Cooperation partnerships in vocational education and training/Creation of the European micro and family business service design hub platform for fostering a sustainable digitalized economy/SeDiHUB/2021-2024

-Erasmus+Cooperation partnerships in school education/Fostering green social innovation and social entrepreneurship in school education/INITIATION/2021-2024

-Erasmus+KA220-Cooperation partnerships in adult education/DESC/2022-2024

-Erasmus+ Alliances for Innovation /Lot 1: Alliances for Education and Enterprises/Open business for community development/OBCD/2022-2025 <https://www.obcdproject.eu/>

-Erasmus+ Alliances for Innovation /Lot 1: Alliances for Education and Enterprises/Granting Access to Employment & Entrepreneurship in Agriculture for women/GAEA/2022-2025 <https://www.gaeaeuproject.com/>

WORK EXPERIENCE

2019 - 2020 **Senior Associate/ Senior Business Analyst**

MPDO (Management, Planning & Development Optimizers) (former EPANENARXIS)
Organizational Transformation and Reconstruction, HR management, Evaluation of existing workforce, Recruiting, HR education and development, Training Programs
Creation, IBR analysis, SWOT analysis, Porter's 5 forces analysis, business plan creation

2016 - 2018 **Administrative staff**

Central University Library, University of Patras

2014- 2015 **Administrative staff**

Department of Business Management Library, University of Patras

September 2016 **Coordinator** on the 23rd International Seminar on Olympic Studies for Postgraduate Students (IOA)

2010 – present **Referee** in Track and Field in Regional and National Championships

PERSONAL SKILLS

Mother tongue: Greek | Other Languages: English, French

| | UNDERSTANDING | | SPEAKING | | WRITING |
|---------|---|----|--------------------|-------------------|---------|
| | Listening / Reading | | Spoken interaction | Spoken production | |
| English | C2 | C2 | C2 | C2 | C2 |
| | Certificate of Proficiency in English, University of Michigan | | | | |
| French | B2 | B2 | B2 | B2 | B2 |
| | Diplome d' etudes en langue français- Delf B2 | | | | |

DATA ANALYSES SKILLS

ADVANCED QUANTITATIVE ANALYSIS: Structural Equation Modelling, with SPSS, SPSS AMOS, Smart PLS

BASIC ANALYSIS using R, E-Views

BASIC QUALITATIVE ANALYSIS with NVIVO

PUBLICATIONS

Scientific papers published in international journals (peer-reviewed)

1. Loukopoulos A, **Tsordia, C.**, Glaveli N. (submitted March 2025, after being accepted for further development in a Theme Issue when submitted on December 2024), Sustainable HRM as a bridge in the relationship between trust, job performance and commitment: Evidence from the hotel industry, *Worldwide Hospitality and Tourism Themes* (Scopus, ABS 1*)
2. **Tsordia, C.** Lianopoulos, Y., Dalakas, V., Theodorakis, N. D. (2024). From love to betrayal? When your team's sponsor decides to also sponsor your rival, *International Journal of Sports Marketing and Sponsorship*, <https://doi.org/10.1108/IJSMS-10-2023-0211>
3. **Tsordia, Ch.**, Apostolopoulou, A., Papadimitriou, D. (2021). Does team identification of satellite fans influence brand-related sponsorship outcomes? What we learned from Manchester United supporters in Malaysia, *Journal of Strategic Marketing*, DOI: 10.1080/0965254X.2021.2004208 (Scopus, ABS 2**)
4. **Tsordia, Ch.**, Papadimitriou, D., Apostolopoulou, A. (2018). Building a sponsor's equity through brand personality: Perceptions of fans and rivals, *Sport, Business and Management: An International Journal*, (Scopus, ABS 1*). <https://doi.org/10.1108/SBM-09-2017-0050>
5. **Tsordia, Ch.**, Papadimitriou, D., Parganas, P. (2018). The influence of sport sponsorship on brand equity and purchase behavior, *Journal of Strategic Marketing*, 26:1, 85-105 (Scopus, ABS 2**). DOI: 10.1080/0965254X.2017.1374299
6. **Tsordia, Ch.**, Papadimitriou, D. (2015). "The role of Theory of planned behavior on entrepreneurial intention of Greek business students", *International Journal of Synergy and Research, Managing the Diverse Workforce: Challenges for Management and Society*, Vol. 4, No. 1, 2015, p. 23– 37. [http:// dx.doi.org/10.17951/ijsr.2015.4.1.23](http://dx.doi.org/10.17951/ijsr.2015.4.1.23)
7. Malchrowicz-Moško, E., Jastrząbek, J., Contiero, D., **Tsordia, Ch.**, Rosina D. (2019). Social responsibility and challenges of sport management in the 21st century: Ecology, sustainability, cultural controversies and sharing economy in sport. *Olimpianos – Journal of Olympic Studies*, 3: 1-11.
8. **Tsordia, C.**, Luika, S., Iljin, A. (2021). Differences on the meanings that Latvian consumers attach to the sport licensed products based on materialism and purchase behavior, *LASE Journal of Sport Science*

9. Sotiropoulou, A., Papadimitriou, D., **Tsordia, Ch.** (2022). The Role of Affective Commitment and Work Engagement to the Performance of Greek Social Entrepreneurs: The Effect of their Personal Values, Journal of Social Entrepreneurship.<https://doi.org/10.1080/19420676.2022.2121746> (SHIMAGO: Q2).

International Conference Proceedings (peer-reviewed)

10. Lianopoulos, Y., **Tsordia, C.**, Kassis, Theodorakis, N. D, Costa, G. (2024). Predicting Fans' Social Media Engagement: The Role of Brand Associations and Team Identification, European Association for Sport Management (EASM) Conference, 3-6 September 2024, Paris, France
11. Tsivitanidou, O., **Tsordia, C.**, Sotiropoulou, A., Kontodiakou, P. (2022). An exploration of the challenges that artists, culture, and creative professionals (ACCPs) are facing in the post covid era in pursuing their entrepreneurial activities. 5th International Conference of Development and Economy, 21-23 October 2022, Kalamata Greece
12. Tsivitanidou, O., **Tsordia, C.**, Sotiropoulou, A., Achilleos, A. (2022). Distance learning and teaching in the field of Management Education in the post covid era: an exploration of the challenges arising for Higher Education Staff. 5th International Conference of Development and Economy, 21-23 October 2022, Kalamata Greece
13. **Tsordia, Ch.**, Ijins, A., Luika, S., (2021). Purchase intentions, Actual purchase behaviors and Word of mouth towards licensed merchandize of the favorite sport team. 14th Conference of Baltic Society of Sport Sciences, 29-30 April 2021, Virtual Conference.
14. **Tsordia, Ch.**, Papadimitriou, D., Anagnostopoulos, C. (2020). Drivers of Word of Mouth for the Sponsor's Brand: An empirical study based on Manchester United Satellite Fans in Malaysia, 8th International Conference on Contemporary Marketing Issues, 11-13 September 2020, Virtual conference.
15. Sotiropoulou A., Papadimitriou, D., **Tsordia, Ch.** (2020). Linking organizational commitment and work engagement to the performance of Greek social entrepreneurs, and the impact of their personal values. 4th International Conference of Development and Economy, 01-03 December 2020, Virtual Conference.
16. **Tsordia, Ch.**, Papadimitriou, D. (2019). An Exploration of How Fans and Rivals Build Their Response in Sport Sponsorship Over Time, 27th European Association for Sport Management (EASM) Conference, 3-6 September 2019, Seville, Spain
17. **Tsordia, Ch.**, Papadimitriou, D., Apostolopoulou, A. (2017). The role of brand personality in building brand equity in a sport sponsorship context, 17th Conference of European Academy of Management (EURAM), 21-24 June, 2017, Glasgow, UK. (Full Paper). ([Best Paper Runner-Up Award by Emerald Publishing](#))
18. **Tsordia, Ch.**, Papadimitriou, D. (2018). Effects of Sponsorship Duration on Fans and Rivals Purchase Decision Process, 26th European Association for Sport Management (EASM) Conference, 5-8 September 2018, Malmo, Sweden
19. **Tsordia, Ch.**, Papadimitriou, D. (2016). Understanding how sponsorship leads to purchase behavior for the sponsor's products, 4th International Conference on Contemporary Marketing Issues, 22-24 June 2016, Heraklion, Greece, p.263. (Short Paper).
20. **Tsordia, Ch.**, Papadimitriou, D. (2016). Purchase behavior and attitudes towards the sponsor's product of the rival team, 24th European Association for Sport Management (EASM) Conference, 7-10 September, 2016, Warsaw, Poland, p. 75.
21. **Tsordia, Ch.**, Papadimitriou, D. (2015). The role of Theory of planned behavior on entrepreneurial intention of Greek business students, Managing Intellectual Capital and Innovation for Sustainable and Inclusive Society, MakeLearn and TIIM Joint International Conference, 27–29 May 2015, Bari, Italy, p.1595.

Papers presented in Greek scientific conferences (peer-reviewed)

22. **Tsordia, Ch.** Harpides, I., Papacharalampous, N. (2023). Team personality, feelings of pride and the development of fan identification for local sports teams. *7th CONFERENCE OF SEFAA EKPA EXERCISE, HEALTH, SPORT & PHYSICAL EDUCATION*, Athens, 2-4 November 2023. (Abstract)
23. **Tsordia, Ch.** Lianopoulos, I., Dalakas, V., Theodorakis, N., Fountouki, A. (2023). Investigation of factors to avoid fans' rejection of joint sponsorships with rival teams. *23rd Conference on Sports and Recreation Management*, 2-4 November 2023 (Short Paper).
24. **Tsordia, Ch.** Papadimitriou, D., Papacharalampous, N., Papadimitriou, G. (2023). The influence of work passion and career security on career satisfaction for physical education teachers. *23rd Conference on Sport and Recreation Administration*, 2-4 November 2023. (Abstract)
25. **Tsordia, Ch.** Papadimitriou, D. (2018). The effect of sponsorship on the sponsor's brand and product sales for fans of the sponsored and the rival team, 19th Hellenic Scientific Association for Sport Management and Recreation congress (HSASMR), Patras, 16 – 18 November 2018. (Short Paper) ([Conference 2018 Best Paper Award](#))
26. **Tsordia, Ch.** Papadimitriou, D. (2018). An assessment of the effect of sponsorship duration on fans of the sponsored and the rival team attitudes towards the sponsor's brand, 19th Hellenic Scientific Association for Sport Management and Recreation congress (HSASMR), Patras, 16 – 18 November 2018. (Short Paper)
27. **Tsordia, Ch.** Papadimitriou, D. (2015). The effect of team identification on sponsor's brand equity, 16th Hellenic Scientific Association for Sport Management and Recreation congress (HSASMR), Euosmos, Thessaloniki, 20 – 22 November 2015, p. 45. (Short Paper)

Presentations in other scientific conferences

28. **Tsordia, Ch.** Luika, S., Ijins, A. (2021). Meanings that consumers attach to the sport licensed products: The case of Latvian sport team fans. International Scientific Conference "Sports Science and Health in Sport in 2021", 1st February 2021, Virtual Conference.
29. **Tsordia, Ch., (2021)**. Consumer response in sponsorship: perceptions of European sport team fans and rivals. 14th Conference of Baltic Society of Sport Sciences, 29-30 April 2021, Virtual Conference. (KEYNOTE)

Paper presented in the International Olympic Academy seminar

30. **Tsordia, Ch.** (2015). Measuring the benefits of Olympic Games sponsorship: A theoretical approach of Brand Equity model, 22nd International Seminar on Olympic Studies for Postgraduate Students, International Olympic Academy (IOA), September 2015. Publication in the yearly edition of the proceedings of the IOA's special sessions.

TRANSLATION From English to Greek

Gay, L. R., Mills, Geoffrey E., Airasian, Peter. (2012). Educational Research, Competencies for Analysis and Applications, 10th Edition, Pearson. Chapter #2 «Selecting and defining a research topic», Propompos

PAPER REVISIONS

Editorial Board Member of Leisure Studies (ABS 2**, SHIMAGO: Q1).

European Sport Management Quarterly (Scopus, ABS 3***, SHIMAGO: Q1)

Journal of Strategic Marketing (Scopus, ABS 2**, SHIMAGO: Q2).

Human Resource Development Quarterly (Scopus, ABS 2**, SHIMAGO: Q1).

International Journal of Sports Marketing and Sponsorship (Scopus, ABS 1*, SHIMAGO: Q2)

International Journal of Electronic Marketing and Retailing (SHIMAGO: Q3)

International Journal of Technology Marketing (Scopus, ABS 1*, SHIMAGO: Q4)

MASTER THESES SUPERVISION

- Harpidis Ioannis, (2023) Pride, emotions and team personality and their impact on the development of fans' identification with local sports teams: the case of Almopos Aridaia, HOU, School of Social Studies Master's Degree Programme in Sports Management (DATH)
- Papadimitriou Georgia (2023) The Work Passion of Physical Education Teachers and its Impact on Job and Career Satisfaction, HOU, School of Social Studies Postgraduate Program of Studies in Sports Management (DATH)

SEMINARS AND PROGRAMS

1st CEI triangular –E³ Doctoral Summer School: Research in Business Administration
16-21 July, 2017, Valladolid, Spain, Universities of Burgos, Leon and Valladolid

Student Seminar of European Association of Sport Management (EASM) 04-10 September, 2016 Warsaw, Poland

22nd International Seminar on Olympic Studies for Postgraduate Students 01-30 September, 2015, International Olympic Academy (IOA)

23rd International Seminar on Olympic Studies for Postgraduate Students
01-30 September, 2016, International Olympic Academy (IOA)

Erasmus International Program on Cultural Heritage Management

Faculty of Adult and Human Resource Development, 15-25 April, 2013, University of Pecs, Hungary (4 ECTS)

AWARDS AND SCHOLARSHIPS

November 2018 Best Paper Award in the 19th Hellenic Scientific Association for Sport Management and Recreation congress (HSASMR)

June 2017 Best Paper Runner-Up EURAM 2017 "Managing Sport" Strategic Interest Group Sponsored by Emerald Publishing

September 2018 Alberto Madella Scholarship Fund for attending EASM Conference 2018

July 2017 Scholarship Fund for attending the 1st CEI triangular –E³ Doctoral Summer School: Research in Business Administration

2015-16 Scholarship Fund for the PhD research from George and Victoria Karelia Foundation