

## ΦΟΡΜΑ ΒΙΟΓΡΑΦΙΚΟΥ

	<p><b>Κ. Αλεξανδρής</b>  <b>Επικουρος Καθηγητής Διοίκηση Αθλητισμού και Αναψυχής</b></p>
<p><b>Στοιχεία επικοινωνίας:</b>  <b>Γραφείο:</b>  <b>Τηλ.</b>  <b>Fax:</b>  <b>Email:</b>  <b>Ώρες υποδοχής φοιτητών:</b></p>	<p><b>Θέρμη</b>  <b>2310-991818</b>  <b>2310-991818</b>  <b>kalexand@phed.auth.gr</b></p>
<p><b>Ερευνητικά ενδιαφέροντα</b></p>	<ul style="list-style-type: none"> <li>• <b>Μοντέλα Καταναλωτικής Συμπεριφοράς στην Αναψυχή / Αθλητισμό / Τουρισμό</b></li> <li>• <b>Εκτίμηση της Ποιότητας Υπηρεσιών στην Αναψυχή / Αθλητισμό / Τουρισμό</b></li> <li>• <b>Εκτίμηση της Αποτελεσματικότητας Χορηγιών</b></li> </ul>
<p><b>Επιλεγμένες Δημοσιεύσεις</b></p>	<ol style="list-style-type: none"> <li>1. Pritchart, M., Funk, D., <b>Alexandris, K.</b> (2009). Barriers to repeat patronage: the impact of spectator constraints. <u>European Journal of Marketing</u>, 43, 169-187</li> <li>2. <b>Alexandris, K.</b>, Kouthouris, C., Funk, D. (2009). Segmenting Winter Sport Tourists by Motivation: The Case of Recreational Skiers. <u>Journal of Hospitality Marketing Management</u>, 18, 480-500</li> <li>3. Funk, D., <b>Alexandris, K.</b> Yang Ping (2009). To go or stay home and watch: exploring the balance between motives and perceived constraints for major events: a case study of the 2008 Beijing Olympic Games. <u>International Journal of Tourism research</u>, 11 (1), 41-53.</li> <li>4. Beaton, A., Funk, D., <b>Alexandris, K.</b> (2009). Operationalizing a Theory of Participation in physically active leisure. <u>Journal of Leisure Research</u>, 41, 177-203.</li> <li>5. Tsiotsiou, R., &amp; <b>Alexandris, K.</b> (2009). Delineating the outcomes of sponsorship: sponsor image, word of mouth, and purchase intentions, <u>International Journal of Retail and Distribution Management</u>, 37, 358-370.</li> <li>6. Filo, K., Funk, D., <b>Alexandris, K.</b> (2008). Exploring the role of brand trust in the relationship between brand associations and brand loyalty in sport and fitness, <u>International Journal of Sport Management and Marketing</u>, 3, 39-57.</li> <li>7. <b>Alexandris, K.</b>, Douka, S., Bakaloumi, S. &amp; Tsaousi, E. (2008). The influence of spectators' attitudes on sponsorship awareness: a study in three different leisure settings. <u>Managing Leisure</u>, 13, 1-13.</li> <li>8. <b>Alexandris, K.</b>, S. Douka, P. Papadopoulos, A. Kaltsatou (2008). Testing the role of service quality on the development of brand associations and brand loyalty. <u>Managing Service Quality</u>, 18, 239-254</li> <li>9. Psychogios, A., <b>Alexandris, K.</b>, Onofrei, A. (2008). Addressing Individual and Organizational Factors Influencing Middle Managers Synthesising Role in Knowledge Creation and Diffusion. <u>International Journal of</u></li> </ol>

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<b>Ενδεικτικά Συνέδρια</b>	<p>1. Tsiotsou, R., Alexandris, K. (2007).A model of Fan Attachment: Antecedents and Sponsorship Outcomes. <u>Proceedings of the 1<sup>st</sup> Biannual International Conference. Strategic Developments in Services Marketing</u>, September, 2007, Chios.</p> <p>2. Bang, H., Alexandris, K. (2006). Assessing Motivations of Volunteers at the Athens 2004 Olympic Games. <u>Proceedings of the Annual Conference of North American Society for Sport Management</u>.Philadelphia. United States.</p> <p>3. Alexandris, K., Kouthouris, C., Meligdis, A. (2006). Testing the involvement construct in the context of active sport tourism. <u>Proceedings of the 24<sup>th</sup> EuroChrie Congress</u>, September, 2006, Thessaloniki</p> <p>4. Kouthouris, C., Alexandris, K., Nomikos, N. (2006) Active sport tourism: Constraints in Recreational Winter Skiing Participation among University Students. <u>Proceedings of the 24<sup>th</sup> EuroChrie Congress.</u>, September, 2006, Thessaloniki.</p> <p>5. Barkley, J., Payne, L., Alexandris, K., Backlund, E. (2005). Leisure time physical activity constraint and negotiation scale development. <u>Proceedings of the National Park and</u></p>

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<p><b>Άλλες δραστηριότητες</b></p>	<p>Adjunct Faculty Member (Συνεργαζόμενο Μέλος Δ.Ε.Π.)  University of Illinois at Urbana – Champaign, USA  College of Applied Life Studies  Department of Recreation, Sport and Tourism  <a href="http://www.rst.uiuc.edu/">http://www.rst.uiuc.edu/</a></p> <p>Συνεργαζόμενο Μέλος Εκπαιδευτικού Προσωπικού (Σ.Ε.Π.)  Ελληνικό Ανοιχτό Πανεπιστήμιο  Τμήμα: Διοίκηση Τουριστικών Επιχειρήσεων  Μεταπτυχιακό Πρόγραμμα</p>