

Curriculum Vitae

Lagoudaki Georgia

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Education

- **2025:** PhD, Department of Physical Education and Sport Science, Democritus University of Thrace.
Doctoral Thesis Title: Assessing the Influence of Corporate Social Responsibility on Tennis Club Participants' Consumer Behavior.
- **2017:** MSc, Interdepartmental Postgraduate Program "Exercise and Quality of Life", Departments of Physical Education and Sport Science, Democritus University of Thrace and University of Thessaly.
Master Thesis Title: Evaluation of Service Quality, Perceived Value, and Loyalty of Tennis Club Members.
- **2014:** BSc, Department of Physical Education and Sport Science, Democritus University of Thrace, specializing in "Tennis".

Professional Experience

- **2024–2025:** Teaching Assistant, TEFFA, Democritus University of Thrace
Support in courses:
 - a) N182 – Entrepreneurship and the Labor Market
 - b) N503 – Marketing in Sports Tourism and Recreation
 - c) N152 – Fitness Management
- **2018–present:** Coach in infrastructural (5-12 years old) and adult (beginners-advanced) sections, organization of competitions, 'TennisLife' Club, Larissa.
- **2015–2016:** Academic support to faculty members, including tutorial sessions, exam supervision, paper grading, and involvement in departmental operations, Department of Physical Education and Sport Science, Democritus University of Thrace.
- **2012–2014:** Tennis Coach / Assistant Coach — Training children aged 9–11 and providing support in university-level tennis classes. Komotini Tennis Club.
- **2011–2015:** Tennis Program Coordinator — Design and implementation of training programs and competitive activities for children aged 6–15. Delphi Camp (Galaxidi) & Green Camp (Lechaina, Ilia).

Scientific and Research Activity

- 2025 – Scientific Publications:

1. Lagoudaki, G., Tsitskari, E., Vernadakis, N., Yfantidou, G., & Tzetzis, G. (2025). Evaluating the Impact of a Corporate Social Responsibility Program on Member Trust and Loyalty in a Tennis Club: A Pre- and Post-Intervention Study. *Systems*, 13(5), 321. <https://doi.org/10.3390/systems13050321>
2. Lagoudaki G., Tsitskari E., Yfantidou G., & Tzetzis G. (2025). Exploring the Impact of Gender and Membership Duration on How Tennis Club Members Perceive Corporate Social Responsibility, Trust and Loyalty towards the Club. *Inquiries in Physical Education and Sport*, 22(1). <https://doi.org/10.26253/heal.uth.ojs.ispe.2024.2258>
- 2024 – Book Chapter
Corporate Social Responsibility in Sports. *In Encyclopedia of Sport and Recreation Management*. Elsevier.
- 2024 – Scientific Publication:
3. Lagoudaki, G., Tsitskari, E., Karagiorgos, T., Yfantidou, G., Tzetzis, G., & Tsiotras, G. (2024). Corporate Social Responsibility and Consumer Behavior in Sports: Exploring and Adapting a Participatory Sports Scale. *Sustainability*, 16(14), 5825. <https://doi.org/10.3390/su16145825>

Conference Presentations

Selected:

1. Lagoudaki, G., & Tsitskari, E. (2025). *Corporate Social Responsibility in the Field of Sports: A Systematic Review of 2024 Research Published*. 33rd International Congress of Physical Education and Sport, May 23–25, 2025, Komotini, Greece. Theme: Innovation in Sports Technology and Science.
2. Tsitskari, E., Lagoudaki, G., Costa, G., & Vernadakis, N. (2024). *Evaluating the CSR of a Sports Club by Its Participants: Can It Predict Satisfaction and Psychological Commitment?* 1st P.S.E.A.A. Conference – 30 Years of T.E.F.A.A. UTH, November 1–2, 2024, Trikala, Greece.
3. Lagoudaki, G., Tsitskari, E., Karagiorgos, T., Tzetzis, G., & Yfantidou, G. (2023). *Corporate Social Responsibility and Sports: Exploration and Adaptation of the Participatory Sports Questionnaire*. 23rd Conference on Sport Management and Recreation, December 7–9, 2023, Thessaloniki, Greece.
4. Lagoudaki, G., & Tsitskari, E. (2022). *Corporate Social Responsibility and Sports: A Systematic Review of 2022 Research Published*. Proceedings of the 30th International Congress of Physical Education and Sport, May 20–22, 2022, Komotini, Greece.
5. Lagoudaki, G., Tsitskari, E., Tzetzis, G., & Kouthouris, C. (2017). *Evaluation of Service Quality, Perceived Value, and Loyalty of Tennis Club Members*. Proceedings of the 25th International Congress of Physical Education and Sport, May 19–21, 2017, Komotini, Greece.