

**E f i T s i t s k a r i**

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She holds a PhD in sports marketing and teaches its application to sports, exercise and recreation. Her research interests focus on understanding the sports consumer and using tools and methods to help increase their loyalty to sports & recreational services. She is a member of the authors team of more than 60 papers that have been published in foreign and domestic scientific journals. She has edited two books and is the author of chapters in five collective volumes. She is a reviewer in 15 international scientific journals and has presented more than 200 papers at local and foreign Conferences while she was and is a member of 15 Research Programs. She has been a member of the Organizing Committee of 20 International Conferences of Physical Education and Sports, Symposiums, Workshops, Seminars, the 1st World Student Weightlifting Championship, National Wrestling Championship. Moreover, she has been a marketing manager of a company organizing sports camps and tournaments, as well as a marketing and management consultant for gyms and sports associations.

***Selected Publications***

1. **Tsitskari E.** & Batrakoulis A. (2021). Investigating the marketing strategies of the health and fitness sector in Greece; the managers' perspective. *Retos*, 43, 264-273. <https://doi.org/10.47197/retos.v43i0.88880>
2. **Tsitskari, E.**, Tzetzis, G. & Konsoulas, D. (2017). Perceived service quality and loyalty of fitness centres' customers; Segmenting members through their exercise motives. *Services Marketing Quarterly*, 0(0), 1-16 DOI: 10.1080/15332969.2017.1366211
3. **Tsitskari, E.**, Goudas, M., Tsalouchou, E. & Michalopoulou, M. (2017). Employers' expectations of the employability skills needed in the sport and recreation environment. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 20, 1-9, doi: <http://dx.doi.org/10.1016/j.jhlste.2016.11.002>
4. **Tsitskari, E.**, Vernadakis, N., Foridou, A. & Bebetos, E. (2015). Assessing Adolescents' Sport Participation Motives; Psychometric Evaluation of BRSQ. *Motricidade*, 11(1), 64-77 doi: 10.6063/motricidade.3194
5. **Tsitskari, E.**, Quick, S. & Tsakiraki, A. (2014). Measuring exercise involvement among fitness centers' members; Is it related with their satisfaction? *Services Marketing Quarterly*, 35(4), 372-389