

## Brief Resume

**Dr. Athanasios (Thanos) Kriemadis** is Professor teaching Strategic Planning in Sport Organizations, Total Quality Management (TQM) in Services, Principles of Business Management and Entrepreneurship and Management of SMEs, in the Department of Sport Management at the University of Peloponnese. He is former Deputy Rector of Economic Management and former Head of the Department. At the present time, he is Director of Graduate Studies in Sport Management, Director of the Research Center specialised in Services Management and Quality of Life.

He received his B.Sc in Management from the American College of Greece, his M.B.A. in Strategic Management and International Business from The United States International University, San Diego, California, USA, under the guidance of Dr. Ansoff (The Father of Strategic Management), his M.P.E in Sport Management from Springfield College, Massachusetts, USA, and his Ph.D. from the University of New Mexico, USA, specialized in Strategic Planning in sport organizations and business administration. He was an active member of the San Diego Deming User Group where he was introduced to Total Quality Management by Dr. Deming's disciples (Dr. Deming is considered the TQM expert worldwide).

Dr. Kriemadis is Quality Auditor (ISO 9001:2008) as well as Quality Assessor of the European Foundation for Quality Management (EFQM) specialized in Small and Medium Enterprises and the Public Sector-Education. Before moving to academia Dr. Kriemadis held several management posts in both the public and private sectors in the USA and Greece. Research interests include Total Quality Management and Strategic Management issues applied to service organizations including sport organizations.

## Selected Publications

**Kriemadis, T.**, Leivadi, S., Yiannakis, A., & Kartakoullis, N. (2008). Investigating the Athenians' Current and Expected Changes in Quality of Life before the ATHENS 2004 Olympic and Paralympic Games. *International Journal of Sport Management*, 11(3), 2-19.

**Kriemadis, T.**, & Terzoudis, C. (2007). Strategic marketing planning in the sport sector. *Choregia-Sport Management International Journal*, 3(1), 27-44.

Kartakoullis, N., & **Kriemadis, T.**, & Pouloukas, S. (2009). Cyprus: A football crazy nation? *Soccer & Society*, 10(2), 226-244.

**Kriemadis, T.** (2009). Strategic planning in United Kingdom university athletic departments. *The Sport Journal*, 12(2).

Kartakoullis, N., Karlis, G., **Kriemadis, T.** Pouloukas, S., & Loizou, C. (2009). The potential of Cyprus as a sport tourism market: Viewpoints of municipal administrators. *E-Review of Tourism Research*, 6(4), 79-89.

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**Kriemadis, T.** & Kourtesopoulou, A. (2008). Human resource training and development. The outdoor management method. *Choregia-Sport Management International Journal*, 4(1), 32-44.

**Kriemadis, T.**, Terzoudis, C., & Kartakoullis, N. (2010). Internet marketing in football clubs: Comparison between Greek and UK clubs. *Soccer and Society*, 11(3), 291-307.

**Kriemadis, T.**, Kotsovos, A., & Kartakoullis, N. (2008). A strategy for managing customer relations on the internet: Evidence from the football sector. *Direct Marketing: An International Journal*, 3(4), 229-243.

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**Kriemadis, T.**, Papaioannou, A., Alexopoulos, P., Vrontou, O., and Kartakoullis, N.. (2009). The relationship between human resource empowerment and organizational performance in football clubs. *International Journal of Sport Management, Recreation and Tourism*, 4(b), 20-39.

Vrontou, O., **Kriemadis, T.**, & Kartakoullis, N. (2009). Government, local state and private sector groups' interaction in the context of producing sport tourism policy in Greece: A strategic perspective. *E-Review of Tourism Research*, 7(1), 1-26.

**Kriemadis, T.**, Pelagidis, T. (2007). Spin-off's organizational culture in the Greek Science and Technology Parks. SSRN ( Social Science Research Network).

Bekiari, A., Famissis., K., Kritikos, A., Nikitaras, N., & **Kriemadis, T.** (2009). The body and the soul in Homer, the Orphics, Heraclitus, Pythagoras and Socrates by critical viewing of philosophy and sports pedagogy. *Studies in Physical Culture and Tourism*, 16(2), 155-166.

**Kriemadis, T.**, Pelagidis, T., & Kartakoullis, N. (2012). The role of organizational culture in Greek businesses. *Euromed Journal of Business*, 7(2), 129-141.

**Kriemadis, T.**, Kotsovos, A., & Alexopoulos, P. (2008). Applying the Balanced Scorecard strategic evaluation method to a University Athletic Department. *Choregia-Sport Management International Journal*, 4(2).

Papaioannou, A., Kriemadis, T., Vrontou, O., & Alexopoulos, P. (2012). An analysis of human resource empowerment and organizational performance in Greek sport federations. *World Review of Entrepreneurship, Management and Sustainable Development*, 8(4), 439-455.

Thrassou, A., Vrontis, D., Kartakoullis, N., & Kriemadis, T. (2012). A contemporary marketing communications framework for football clubs. *Journal of Promotion Management*, 18(3), 278-305.

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Kartakoullis, N., Thrassou, A., Vrontis, D., & Kriemadis, T. (2013). Football facility and equipment management. *Journal for Global Business Advancement*, 6(4), 265-282.

Kartakoullis, N., Thrassou, A., Vrontis, D., & Kriemadis, T. (2014). Strategic marketing planning for football clubs: A value based analysis. *Journal for Global Business Advancement*, 7(4), 355-374.