

# Argyro Elisavet Manoli, PhD, MBA

## INDICATIVE ACADEMIC APPOINTMENTS

UNIVERSITY OF BERGAMO <i>Associate Professor in Marketing &amp; Management</i>	Aug 2023 – Today Bergamo, Italy
LOUGHBOROUGH UNIVERSITY <i>Associate / Assistant Professor in Sports Marketing &amp; Communications</i>	Sept 2015 – July 2023 Loughborough, UK
LOUGHBOROUGH UNIVERSITY <i>Associate Lecturer in Sports Marketing</i>	Aug 2014 – Aug 2015 Loughborough, UK
TEESSIDE UNIVERSITY <i>Special Lecturer in Marketing</i>	Febr 2013 – Aug 2015 Middlesbrough, UK
UCFB <i>Associate Lecturer in Sports Marketing</i>	Oct 2013 – Aug 2015 Burnley, UK

## INDICATIVE NON - ACADEMIC APPOINTMENTS

BARCELONA FC <i>Academic Expert</i>	Nov 2021 – July 2023
BRITISH HANDBALL ASSOCIATION <i>Independent Director Marketing and Commercial</i>	Sept 2018 – Sept 2022
MIDDLESBROUGH FC <i>Strategic Marketing Consultant to the COO</i>	Sept 2013 – Aug 2015
AEK ATHENS FC <i>CSR Development &amp; Communications Manager</i>	Aug 2008 – Feb 2011

## EDUCATION

**PhD in Integrated Marketing Communications in Sports, Teesside University, UK**

**MBA Football Industries, University of Liverpool, UK**

**BSc Accounting and Finance, Athens University of Economics & Business, Greece**

## INDICATIVE PUBLICATIONS

**Manoli, A. E.**, Anagnostou, M., & Kolyperas, D. (2025). Understanding organisation public relations through Twitter communication for the European super league. *European Sport Management Quarterly*. Early access online.

**Manoli, A. E.** (2025) *Strategic Brand Management In and Through Sport*. Oxon: Routledge.

**Manoli, A. E.** (2025) *Contemporary Issues in Sports Marketing*. Oxon: Routledge.

Vollero, A., Sardanelli, D., & **Manoli, A. E.** (2024). Exploring The Influence Of Football Fan Tokens On Engagement: A Study On Fans' Meaning, Team Brand Identification And Co-Creation Mechanisms. *Journal of Interactive Marketing*, Early access online.

**Manoli, A. E.** & Konstantopoulos, I. (2024) *Integrity and Sustainability in Sport: Business, Environmental and Social Goals*. Oxon: Routledge.

- Murtas, G., Mangiò, F., Pedeliento, G., & **Manoli, A. E.** (2024). Audience perceptions of athletes' brand self-presentation on social media. *European Sport Management Quarterly*. Accepted and Awaiting Typesetting.
- Konstantopoulos, I., **Manoli, A. E.**, Ntzoufras, I., Chantzi, E., & Thamnopoulos, I. (2024). Understanding fans' responses to sustainability; a segmentation of sport event goers' pro-environmental intentions and behaviours. *Journal of Strategic Marketing*, Early access online
- Manoli, A. E.**, Kim, S., O'Byrne, D., Hie, J., & Keys, Z. (2024) Football Sprinting to Success?: F1 fans' excitement towards change in sport competition formats, *Leisure Studies*. Early access online.
- Konstantopoulos, I., & **Manoli, A. E.** (2024) The 5 Levels Of Sustainability In European Football: Mapping the Sustainability Approaches of UEFA's Member National Associations, *Leisure Studies*. Early access online.
- Kim, S., **Manoli, A. E.**, & Pyun, D. (2024) The effect of government-public relationships on residents' support in mega sport events: A moderating effect of government crisis response, *Leisure Studies*. Early access online.
- Manoli, A. E.**, Antonopoulos, G., & Dixon, K. (2024) Football Fan Tokens as a Mode of "Serious Leisure": Unveiling the Dual Essence of Identity and Investment, *Leisure Studies*. Early access online.
- Manoli, A. E.** & Anagnostou, M. (2023) Operational Crisis Communication Management: A Framing Analysis of FIFA's Communication During Covid-19, *Sport Management Review*, 26(2), 293–314.
- Kim, S. & **Manoli, A. E.** (2023) From horizontal to vertical relationships: how online community identification fosters sport fans' loyalty and word-of-mouth intention: The moderating role of authenticity, *International Journal of Sports Marketing and Sponsorship*, 24(1), 1-19. **ABS (\*)**
- Manoli, A. E.** (2022) Strategic brand management in and through sport, *Journal of Strategic Marketing*, Early access online.
- Kim, S. & **Manoli, A. E.** (2022) Building team brand equity through perceived CSR: the mediating role of dual identification, *Journal of Strategic Marketing*. 30(3), 281-295.
- Manoli, A. E.** (2022) *Integrated Marketing Communications In Football*. Oxon: Routledge.
- Manoli, A. E.** & Hodgkinson, I. R. (2021) Exploring internal organisational communication dynamics in the professional football industry, *European Journal of Marketing*. 55(11), 2894-2916.
- Manoli, A. E.** (2020) Brand capabilities in English Premier League clubs, *European Sport Management Quarterly* 20(1), 30-46.
- Manoli, A. E.** & Bandura, C. (2020) Perceptions of the role of traditional and social media in communicating corruption, *Sport Management Review*, 24(3), 500-516.
- Manoli, A. E.** & Hodgkinson, I. R. (2019) The implementation of integrated marketing communication (IMC): Evidence from professional football clubs in England, *Journal of Strategic Marketing*, 28(6), 542-563.
- Manoli, A. E.** & Hodgkinson, I. R. (2017) Marketing Outsourcing in the English Premier League: The Right Holder/Agency Interface, *European Sport Management Quarterly*, 17(4), 436-456.