



LOUTRAKI | GREECE

MORE THAN AN EVENT.  
*a Destination!*

## DO WE REALLY KNOW...?

How does sports participation boost well-being and build global friendships?

What are the benefits of active sport participation for individuals and organizations alike?

How do stakeholders come together to create a 'game'-changing event?

## BREAKING NEW GROUND

### RESEARCH TURNING SPORT INTO SOCIAL CHANGE

For the first time in the history of this major international event, a prestigious consortium of universities will join forces to study the Games' far-reaching impact. Throughout the Games, professors and researchers will converge in the city of Loutraki to conduct in-depth studies, capturing valuable data and insights that will contribute to a broader understanding of the social and organizational impacts of major multi-sport events like the CSIT World Sports Games.



## **STUDY 1: MOTIVATION, SATISFACTION, AND DESTINATION PERCEPTION**

This study will evaluate participants' motivation and perceptions of service quality at the 2025 CSIT World Sports Games, examining their impact on participant satisfaction, destination image (Loutraki, Greece), revisit intentions, and well-being.

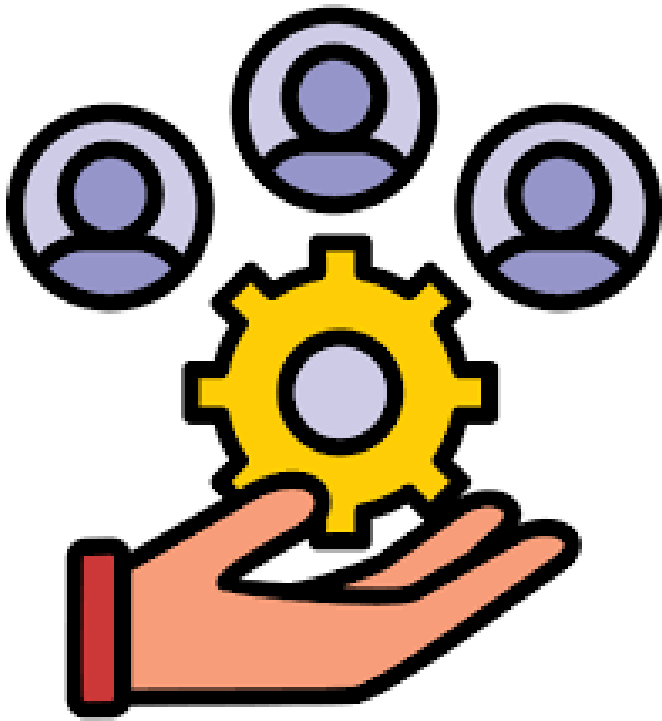
Method: Questionnaire – quantitative - statistics



## **STUDY 2: WELL-BEING OUTCOMES AT THE 2025 GAMES**

This study will evaluate the outcomes of various forms of well-being among participants at the 2025 CSIT World Sports Games. Specifically, we will determine the strength of psychological, subjective, occupational, and social well-being based on participants' experiences at the Games and on their job engagement, creativity, motivation, and job satisfaction.

Method: Questionnaire – quantitative - statistics



### **STUDY 3: STAKEHOLDER DYNAMICS AND EVOLUTION**

This study will (1) examine the conditions that affect the range of stakeholder types perceived by the organizing committee(s) managers and (2) determine if there are typical trajectories over time for different stakeholder types.

Method: Interviews – qualitative



### **STUDY 4: TEAM DYNAMICS AND ORGANIZATIONAL COMMITMENT**

This study will explore how social interactions and team dynamics during the 2025 CSIT World Sports Games impact employees' organizational commitment.

Method: Interviews – qualitative



UNESCO Chair on Governance  
and Social Responsibility in Sport

كرسي اليونسكو في الحوكمة  
والمسؤولية الاجتماعية في الرياضة



## MEET THE RESEARCH TEAM

This initiative is spearheaded by the Positive Sport Organizational Behavior (PSOB) laboratory at Texas A&M University (USA), with significant support from the UNESCO Chair on Governance and Social Responsibility in Sport at Hamad Bin Khalifa University (Qatar) and Molde University College (Norway). Collaborating institutions include the University of Florida (USA) and Louisiana State University (USA).

### Professors



Dr. Minjung Kim



Dr. Christos Anagnostopoulos



Dr. Jasmine Hill



Dr. Brent Oja



Dr. Solveig Straume

### Researchers



Paul Doh



Lucia Suchonova



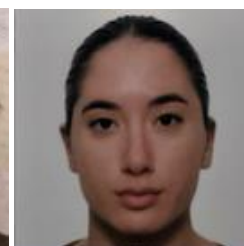
Alex Johnson



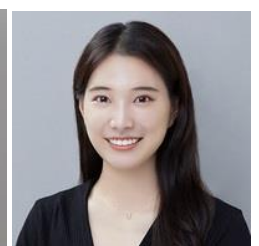
Lukas Gallo



Thibaud Cardinal



Anna Kaladze



Yelim Yoo