

M. Joseph (Joe) Sirgy

JOE SIRGY is a management psychologist (Ph.D., U/Massachusetts, 1979) and the Virginia Tech Real Estate Professor Emeritus of Marketing at Virginia Polytechnic Institute and State University (USA) and Extraordinary Professor at the Work-Well Research Unit at North-West University – Potchefstroom Campus (South Africa). He has published extensively in marketing, management, business ethics, and quality of life (QOL). He co-founded the International Society for Quality-of-Life Studies (ISQOLS) in 1995, served as its Executive Director/Treasurer from 1995 to 2011, and as development Co-Director (2011-present). In 1998, he received the Distinguished Fellow Award from ISQOLS. In 2003, ISQOLS honored him as the Distinguished QOL Researcher for research excellence and a record of lifetime achievement in QOL research. He also served as President of the Academy of Marketing Science (2002-04) from which he received the Distinguished Fellow Award in the early 1990's and the Harold Berkman Service Award in 2007 (lifetime achievement award for serving the marketing professoriate). In the early 2000's, he helped co-found the Macromarketing Society and the Community Indicators Consortium and served as a board member of these two professional associations. He co-founded the journal, *Applied Research in Quality of Life*, the official journal of the International Society for Quality-of-Life Studies, in 2005; and he has served as co-founding editor (1995-present). He also served editor of the QOL section in the *Journal of Macromarketing* (1995-2016). He received the Virginia Tech's Pamplin Teaching Excellence Award/Holtzman Outstanding Educator Award and University Certificate of Teaching Excellence in 2008. In 2010, ISQOLS honored him for excellence and lifetime service to the society. In 2010 he won the Best Paper Award in the *Journal of Happiness Studies* for his theory of the balanced life; in 2011 he won the Best Paper Award in the *Journal of Travel Research* for his goal theory of leisure travel satisfaction. In 2012 he was awarded the EuroMed Management Research Award for outstanding achievements and groundbreaking contributions to well-being and quality-of-life research. In 2019 the Macromarketing Society honored him with the Robert W. Nason Award for extraordinary and sustained contributions to the field of Macromarketing. He was recognized by the Program in Real Estate at Virginia Tech with the 2021 Blackwood Award for Exemplary Faculty Service and with the Founding Faculty Award. In 2022, he won the Best Paper Award in *Applied Research in Quality of Life* for his (and colleagues') theory on shopping wellbeing. In 2025, he was recognized by the American Phygital Association with the Lifetime Achievement and Academic Impact award. Also in 2025, he won the Best Paper Award in *Applied Research in Quality of Life* for his (and colleagues') theory of engagement in leisure activities. He is currently serving as co-editor-in-chief of the *Journal of Macromarketing* (2020-present). Also, he was the editor of ISQOLS/Springer book series on *International Handbooks in QOL* (2008-15), *Community QOL Indicators: Best Cases* (2004-15), *Applied Research in QOL: Best Practices* (2008-12). He is currently the co-editor of Springer book series on *Human Well-Being and Policy Making* (2015-present).

To know more about Joe Sirgy, please visit his personal website at
<https://sites.google.com/a/vt.edu/joe-sirgy-personal-website/>