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Virginia Tech Real Estate Professor Emeritus of Marketing
Virginia Polytechnic Institute & State University (Virginia Tech)
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ACADEMIC POSITIONS

2020-present **NORTH-WEST UNIVERSITY, POTCHEFSTROOM CAMPUS**

Extraordinary Professor (August 2020 – present)

1979-present **VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIVERSITY**

Virginia Tech Real Estate Professor Emeritus of Marketing (since 2020); *Virginia Tech Real Estate Professor of Marketing* (2015); *Professor of Marketing and Virginia Real Estate Research Fellow* (1999); *Professor of Marketing* (1991), *Associate Professor of Marketing* (1985); *Assistant Professor of Business Administration* (1979)

1978-1979 **UNIVERSITY OF MASSACHUSETTS, AMHERST**

Graduate Student Employee

Research Associate 1979, Teaching Associate 1978-1979, and Teaching Assistant 1977-1978

1975-1977 **CALIFORNIA STATE UNIVERSITY, LONG BEACH**

Graduate Student Employee

Teaching Assistant 1977, Research Assistant 1975-1976

RESEARCH FOCUS and IMPACT

- **Quality-of-life studies:** This broad research program involves the development of theoretical concepts, methods and measures related to subjective well-being, consumer well-being, employee well-being, community well-being, neighborhood well-being, housing well-being, traveler/tourist well-being, elderly well-being, Internet well-being, patient well-being, transportation well-being, among others.
- **Consumer self-concept:** This research program involves the development of theoretical models of self-image congruence and measures that are effective in predicting a variety of consumer behavior phenomena (e.g., brand perception, brand preference, brand choice, brand purchase, customer satisfaction, customer loyalty, and customer well-being).

- **Business ethics:** One research program involves the development of codes of ethics for schools of business and their professional disciplines of marketing, management, accounting, finance, etc. A second research program involves the development of the concept of quality-of-life marketing as a business philosophy. A third research program involves corporate performance measurement and corporate social responsibility.

Impact Indices

- **Google Scholar** <https://scholar.google.com/citations?user=vcuwplkAAAAJ&hl=en> (up to January 28, 2025)
 - Total Citations = 55,049
 - h-index = 100
 - i10index = 260
- **Scholar GPS** [M. Joseph Sirgy | Scholar Profiles and Rankings | ScholarGPS](#) (last updated January 28, 2025)
 - Top 0.05% of all scholars worldwide
 - **Highly Ranked Scholar - Lifetime:**
 - #7,153 Overall (All Fields)
 - #668 Social Sciences
 - #202 Economics
 - #16 Well-being
 - #4 Work-life balance
 - **Highly Ranked Scholar - Prior Five Years:**
 - #18 Well-being
- **Research.com** [M. Joseph Sirgy: Business and Management H-index & Awards - Academic Profile | Research.com](#) (lasted updated October 25, 2024)
 - D-index: 76
 - World Ranking: 129
 - National Ranking: 75

PUBLICATIONS

BOOKS

1. Lee, Dong-Jin and M. Joseph Sirgy (2024). *Organizational Strategies for Work-Life Balance: For Whom, Why, and Under What Conditions*. Cham: Springer
2. Uysal, Muzaffer and M. Joseph Sirgy (Eds.) (2023). *Handbook of Tourism and Quality-of-Life Research II: Enhancing the Lives of Tourists, Residents of Host Communities and Service Providers*. Cham: Springer
3. Sirgy, M. Joseph and Dong-Jin Lee (2023). *Work-Life Balance: HR Training for Employee Personal Interventions*. Cambridge, UK: Cambridge University Press.
4. Shultz, Clifford J. II, Don R. Rahtz, and M. Joseph Sirgy (Eds.) (2022). *Community, Economy and COVID-19: Lessons from Multi-Country Analyses of a Global Pandemic*. Cham: Springer
<https://link.springer.com/book/9783030981518>).
5. Sirgy, M. Joseph (2022). *Community Quality-of-Life Indicators: A Guide for Community Indicators projects*. Cham: Springer.
6. Sirgy, M. Joseph (2022). *The Balanced Life: Using Strategies from Behavioral Science to Enhance Wellbeing*. Cambridge, UK: Cambridge University Press

7. Sirgy, M. Joseph (2021). ***The Psychology of Quality of Life: Wellbeing and Positive Mental Health***. 3rd edition. Cham, Switzerland: Springer Nature Switzerland AG
8. Sirgy, M. Joseph (2020). ***Positive Balance: A Theory of Well-Being and Positive Mental Health***. Dordrecht: Springer.
9. Sirgy, M. Joseph, Richard J. Estes, El-Sayed El-Aswad, and Don R. Rahtz (2019). ***Combatting Jihadist Terrorism through Nation Building: A Quality-of-Life Perspective***. Dordrecht: Springer.
10. Estes, Richard J. and M. Joseph Sirgy (2018). ***Advances in Well-Being: Toward a Better World***. London: Rowman & Littlefield Publishers.
11. Uysal, Muzaffer, Stefan Kruger, and M. Joseph Sirgy (Eds.) (2018). ***Managing Quality of Life in Tourism and Hospitality: Best Practices***. Oxfordshire, UK: CABI Publishers.
12. Estes, Richard J. and M. Joseph Sirgy (Eds.) (2017). ***The Pursuit of Well-being: The Untold Global History***. Dordrecht, Netherlands: Springer Publishers.
13. Sirgy, M. Joseph (2014). ***Real Estate Marketing: Strategy, Personal Selling, Negotiation, Management, and Ethics***. Abington, Oxford, UK: Routledge.
14. Sirgy, M. Joseph, Don Rahtz, and Laura Portolese Dias (2014). ***Consumer Behavior Today***. Irvington, NY: Flatworld Knowledge Publishers.
15. Sirgy, M. Joseph, Rhonda Phillips, and Don Rahtz (Eds.) (2013). ***Community Quality-of-Life Indicators: Best Cases VI***. Dordrecht, Netherlands: Springer Publishers
16. Reilly, Nora P., M. Joseph Sirgy, and C. Allen Gorman (Eds.) (2012). ***Work and Quality of Life: Ethical Practices in Organizations***. Dordrecht, Netherlands: Springer Publishers.
17. Uysal, Muzaffer, Richard Perdue, and M. Joseph Sirgy (Eds.) (2012). ***Handbook of Tourism and Quality-of-Life Research: Enhancing the Lives of Tourists and Residents***. Dordrecht, Netherlands: Springer Publishers.
18. Sirgy, M. Joseph (2012). ***The Psychology of Quality of Life: Hedonic Well-Being, Life Satisfaction, and Eudaimonia***. 2nd edition. Dordrecht, Netherlands: Springer Publishers.
19. Land, Kenneth C., Alex C. Michalos, and M. Joseph Sirgy (Eds.) (2012). ***Handbook of Social Indicators and Quality-of-Life Research***. Dordrecht, Netherlands: Springer Publishers.
20. Sirgy, M. Joseph, Rhonda Phillips, and Don Rahtz (Eds.) (2011). ***Community Quality-of-Life Indicators: Best Cases V***. Dordrecht, Netherlands: Springer Publishers.
21. Sirgy, M. Joseph, Rhonda Phillips, and Don Rahtz (Eds.) (2009). ***Community Quality-of-Life Indicators: Best Cases IV***. Dordrecht, Netherlands: Springer Publishers.
22. Sirgy, M. Joseph, Rhonda Phillips, and Don Rahtz (Eds.) (2009). ***Community Quality-of-Life Indicators: Best Cases III***. Dordrecht, Netherlands: Springer Publishers.
23. Lindquist, Jay and M. Joseph Sirgy (2009). ***Shopper, Buyer, and Consumer Behavior***. 4th edition. Mason, Ohio: Cengage Learning.
24. Sirgy, M. Joseph, Don Rahtz, and David Swain (Eds.) (2006). ***Community Quality-of-Life Indicators: Best Cases II***. Dordrecht, Netherlands: Kluwer Academic Publishers.
25. Sirgy, M. Joseph and Don Rahtz (2006). ***Strategic Marketing Communications: A Systems Approach to IMC***. Cincinnati, OH: Atomicdog Publishing.

26. Lindquist, Jay and M. Joseph Sirgy (2006). ***Shopper, Buyer, and Consumer Behavior***. 3rd edition. Cincinnati, OH: Atomicdog Publishing.
27. Lee, Dong-Jin and M. Joseph Sirgy (Eds.) (2005). ***Well-Being Marketing: Theory, Research, and Applications***. Seoul, Korea: Pakyoungsa Publishing.
28. Lascu, Dana-Nicoleta, Jay D. Lindquist, and M. Joseph Sirgy (2004). ***Casebook to Accompany Shopper, Buyer, and Consumer Behavior***. Cincinnati, OH: Atomicdog Publishing.
29. Sirgy, M. Joseph, Don Rahtz, and Dong-Jin Lee (Eds.) (2004). ***Community Quality-of-Life Indicators: Best Cases***. Dordrecht, Netherlands: Kluwer Academic Publishers.
30. Sirgy M. Joseph, A. C. Samli, and Don Rahtz, (Eds.) (2003). ***Advances in Quality-of-Life Theory and Research***. Dordrecht, Netherlands: Kluwer Academic Publishers.
31. Sirgy, M. Joseph (2002). ***Psychology of Quality of Life***. Dordrecht, Netherlands: Kluwer Academic Publishers.
32. Lindquist, Jay and M. Joseph Sirgy (2002). ***Shopper, Buyer, and Consumer Behavior***. Cincinnati, OH: Atomicdog Publishing.
33. Sirgy, M. Joseph (2001). ***Handbook of Quality-of-Life Research: An Ethical Marketing Perspective***. Dordrecht, Netherlands: Kluwer Academic Publishers (translated in 2004 into Japanese by Interwork Publishers).
34. Sirgy, M. Joseph (1998). ***Integrated Marketing Communications: A Systems Approach***. Englewood Cliffs, NJ: Prentice Hall (reprinted in 2004 by Pearson Customs Publishing).
35. Berkman, Harold, Jay Lindquist, and M. Joseph Sirgy (1997). ***Consumer Behavior: Concepts and Marketing Strategy***. Lincolnwood, IL: NTC Books.
36. Sirgy, M. Joseph and A. Coskun Samli (Eds.) (1995). ***New Dimensions in Marketing and Quality-of-Life Research***, Second Edition. Westport, CT: Greenwood Press.
37. Sirgy, M. Joseph (1986). ***Self-Congruity: Toward a New Theory of Personality and Cybernetics***. New York: Praeger Publishers.
38. Sirgy, M. Joseph (1984). ***Marketing as Social Behavior: A General Systems Theory***. New York: Praeger Publishers.
39. Sirgy, M. Joseph (1983). ***Social Cognition and Consumer Behavior***. New York. Praeger Publishers.

REFEREED JOURNAL ARTICLES

1. Sirgy, M. J. (2025). How Can Marketing Address the Big Issues of Our Time. ***Journal of Macromarketing***, 0(0). <https://doi.org/10.1177/02761467241310857>
2. Sirgy, M. Joseph., Mohsen Joshanloo, and Grace Yu (2024). "How Does Work-Life Conflict Influence Wellbeing Outcomes? A Test of a Mediating Mechanism Using Data from 33 European Countries." ***Applied Research Quality Life***. <https://doi.org/10.1007/s11482-024-10401-1>
3. Yu, Grace B., Mohsen Joshanloo, and M. Joseph Sirgy (2024). "The Impact of Citizens' Satisfaction with National-level Institutions and Conditions on Their Subjective Wellbeing: Evidence from 137 Countries." ***Applied Research Quality Life***. <https://doi.org/10.1007/s11482-024-10374-1>

4. Lee, Dong-Jin, Grace B. Yu, and M. Joseph Sirgy (2024). "The Dual Effects of Passion on Leisure Wellbeing: Toward a Theory of Engagement in Diverse Leisure Activities." *Applied Research in Quality of Life*, 19(1), 155-177.
5. Lee, Dong-Jin, Grace B. Yu, and M. Joseph Sirgy (2024). "Reflections on Phygital Experiences: Conceptual Boundaries, Wellbeing Benefits and Methodological Suggestions." *Qualitative Market Research*, 27(3), 515-522.
6. Lee, Dong-Jin, Grace B. Yu, and M. Joseph Sirgy (2023). "Testing the Benefits Theory of Leisure Wellbeing." *Applied Research in Quality of Life*, 18(5), 2705-2748.
7. Grzeskowiak, Stephan, M. Joseph Sirgy, Thomas Foscht, Bernhard Swoboda, Marie-Christine Lichtle, and Veronique Plichon (2022). "How Do Seniors Evaluate Retirement Homes? The Effects of Functional Congruity, Self-Congruity, and Lifestyle Congruity." *Journal of Housing and the Built-in Environment*, 37(4), 1723-1743.
8. Gurel-Atay, Eda, M. Joseph Sirgy, Dave Webb, Ahmet Ekici, Dong-Jin Lee, and Lynn R. Kahle (2021). "What Motivates People to be Materialistic? Developing a Measure of Materialism Motives," *Journal of Consumer Behaviour*, 20(3), 590-606.
9. Kim, Hyelin, M. Joseph Sirgy, and Muzaffer Uysal (2021). "Enhancing the Quality of Life of Senior Tourists: A Theoretical Perspective," *Anatolia: Journal of Tourism and Hospitality Research*, 32(4), 537-552.
10. Yu, Grace B., M. Joseph Sirgy, and Michael Bosnjak (2021). "The Effects of Holiday Leisure Travel on Subjective Well-Being: The Moderating Role of Experience Sharing." *Journal of Travel Research*, 60(8), 1677-1691.
11. Yu, Grace B., M. Joseph Sirgy, Michael Bosnjak, and Dong-Jin Lee (2021). "A Pre-Registered Study of the Effect of Shopping Satisfaction during Leisure Travel on Satisfaction with Life Overall: The Mitigating Role of Financial Concerns." *Journal of Travel Research*, 60(3), 639-655.
12. Sirgy, M. Joseph (2021). "Macromarketing Metrics of Consumer Well-Being: An Update." *Journal of Macromarketing*, 41(1), 124-131.
13. Sirgy, M. Joseph, Grace B. Yu, Dong-Jin Lee, Mohsen Joshanloo, Michael Bosnjak, Jinfeng Jiao, Ahmet Ekici, Eda Gurel-Atay, and Stephan Grzeskowiak (2021). "The Dual Model of Materialism: Success versus Happiness Materialism on Present and Future Life Satisfaction." *Applied Research in Quality of Life*, 16(1), 201-220.
14. Sinval, Jorge, M. Joseph Sirgy, Dong-Jin Lee, and João Marôco (2020). "The Quality of Work Life Scale: Validity Evidence from Brazil and Portugal." *Applied Research in Quality of Life*, 15(5), 1323-1351.
15. Sirgy, M. Joseph, Dong-Jin Lee, Seolwoo Park, Mohsen Joshanloo, and Minyoung Kim (2020). "Work-Family Spillover and Subjective Well-Being: The Moderating Role of Coping Strategies." *Journal of Happiness Studies*, 21(8), 2909-2929.
16. Yu, Grace B., Dong-Jin Lee, M. Joseph Sirgy, and Michael Bosnjak (2020). "Household Income, Satisfaction with Standard of Living, and Subjective Well-Being: The Moderating Role of Materialism." *Journal of Happiness Studies*, 21(8), 2851-2872.
17. Sirgy, M. Joseph, Min Young Kim, Mohsen Joshanloo, Dong-Jin Lee, and Michael Bosnjak (2020). "The Relationship between Domain Satisfaction and Domain Importance: The Moderating Role of Depression." *Journal of Happiness Studies*, 21(6), 2007-2030.
18. Sirgy, M. Joseph, Dong-Jin Lee, and Grace B. Yu (2020). "Shopping-Life Balance: Toward a Unifying Framework." *Applied Research in Quality of Life*, 15(1), 17-34.

19. Uysal, Muzaffer, M. Joseph Sirgy, and Hyelin (Lina) Kim (2020). "Well-being Research in the Service Industries." *The Service Industries Journal*, 40 (1-2), 1-5.
20. Sirgy, M. Joseph (2019). "Positive Balance: A Hierarchical Perspective of Positive Mental Health." *Quality of Life Research*, 28(7), 1921-1930.
21. Uysal, Muzaffer and M. Joseph Sirgy (2019). "Quality-of-Life Indicators as Performance Measures." *Annals of Tourism Research*, 76, 291-300.
22. Sirgy, M. Joseph, Min Young Kim, Mohsen Joshanloo, and Michael Bosnjak (2019). "Is Subjective Ill-Being Related to Islamophobia in Germany? In Search for Moderators." *Journal of Happiness Studies*, 20(6), 2655-2675.
23. Singhapakdi, Anusorn, Dong-Jin Lee, M. Joseph Sirgy, Hyuntak Roh, Kalayanee Senasu, and Grace B. Yu (2019). "Effects of Perceived Organizational CSR Value and Employee Moral Identity on Job Satisfaction: A Study of Business Organizations in Thailand." *Asian Journal of Business Ethics*, 8(1), 53-72.
24. Estes, Richard J. and M. Joseph Sirgy (2019). "Global Advances in Quality of Life and Well-Being: Past, Present, and Future." *Social Indicators Research*, 141(3), 1137-1164.
25. Sirgy, M. Joseph, Mohsen Joshanloo, and Richard J. Estes (2019). "The Global Challenge of Jihadist Terrorism: A Quality-of-Life Model." *Social Indicators Research*, 141, 191-215.
26. Sirgy, M. Joseph (2019). "Promoting Quality-of-Life and Well-Being Research in Hospitality and Tourism." *Journal of Travel & Tourism Marketing*, 36(1), 1-13.
27. Sirgy, M. Joseph, Richard J. Estes, and Don R. Rahtz (2018). "Combatting Jihadist Terrorism: A Quality-of-Life Perspective." *Applied Research in Quality of Life*, 13(4), 813-837.
28. Sirgy, M. Joseph (2018). "What Types of Indicators Should Be Used to Capture Community Well-Being Comprehensively?" *International Journal of Community Well-Being*, 1(1), 3-9.
29. Joshanloo, Mohsen, M. Joseph Sirgy, and Jooanha Park (2018). "The Importance of National Levels of Eudaimonic Well-being to Life Satisfaction in Old Age: A Global Study." *Quality of Life Research*, 27(12), 3303-3311.
30. Joshanloo, Mohsen, M. Joseph Sirgy, and Jooanha Park (2018). "Directionality of the Relationship between Social Well-Being and Subjective Well-Being: Evidence from a 20-year Longitudinal Study." *Quality of Life Research*, 27(8), 2137-2145.
31. Ekici, Ahmet, M. Joseph Sirgy, Dong-Jin Lee, Grace B. Yu, and Michael Bosnjak (2018). "The Effects of Shopping Well-Being and Shopping Ill-Being on Consumer Life Satisfaction." *Applied Research in Quality of Life*, 13(2), 333-353.
32. Woo, Eunju, Muzaffer Uysal, and M. Joseph Sirgy (2018). "Tourism Impact and Stakeholders' Quality of Life." *Journal of Hospitality and Tourism Research*, 42(2), 260-286.
33. Sirgy, M. Joseph and Dong-Jin Lee (2018). "Work-Life Balance: An Integrative Review." *Applied Research in Quality of Life*, 13(1), 229-254.
34. Lee, Dong-Jin, Grace B. Yu, M. Joseph Sirgy, Anusorn Singhapakdi, and Lorenzo Lucianetti (2018). "The Effects of Explicit and Implicit Ethics Institutionalization on Employee Life Satisfaction and Happiness: The Mediating Effects of Employee Experiences in Work Life and Moderating Effects of Work-Family Conflict." *Journal of Business Ethics*, 147(4), 855-874.
35. Sirgy, M. Joseph (2018). "The Psychology of Material Well-Being." *Applied Research in Quality of Life*, 13(2), 273-301.

36. Sirgy, M. Joseph (2018). "Self-Congruity in Consumer Behavior: A Little History." *Journal of Global Scholars of Marketing Science*, 28(2), 197-207.
37. Lee, Dong-Jin and M. Joseph Sirgy (2018). "What Do People Do to Achieve Work-Life Balance? A Formative Conceptualization to Help Develop a Metric for Large-Scale Quality-of-Life Surveys." *Social Indicators Research*, 138(2), 771-791.
38. Sirgy, M. Joseph (2017). "Views on Wellbeing Research, Policy and Practice: An Interview with Dr. M. Joseph Sirgy." *Middle East Journal of Positive Psychology*, 3(1), 36-41.
39. Sirgy, M. Joseph, Muzaffer Uysal, and Stephan Kruger (2017). "Towards a Benefits Theory of Leisure Well-Being." *Applied Research in Quality of Life*, 12(1), 205-228.
40. Mathis, Elaine F., Hyelin Kim, Muzaffer Uysal, and Joseph M. Sirgy (2016). "The Effect of Co-Creation Experience on Outcome Variable." *Annals of Tourism Research*, 57(2), 62-75.
41. Sirgy, M. Joseph and Dong-Jin Lee (2016). "Work-Life Balance: A Quality-of-Life Model." *Applied Research in Quality of Life*, 11(4), 1059-1082.
42. Uysal, Muzaffer, M. Joseph Sirgy, Eunju Woo, and Hyelin (Lina) Kim (2016). "Quality of Life (QOL) and Well-Being Research in Tourism." *Tourism Management*, 53(4), 244-261.
43. Sirgy, M. Joseph, Dong-Jin Lee, Grace B. Yu, Eda Gurel-Atay, Ahmet Ekici, and John Tidwell (2016). "Self-expressiveness in Shopping." *Journal of Retailing and Consumer Services*, 30(5), 292-299.
44. Grzeskowiak, Stephan, M. Joseph Sirgy, Thomas Foscht, and Bernhard Swoboda (2016). "Linking Retailing Experiences with Life Satisfaction: The Concept of Store-Type Congruity with Shopper's Identity." *International Journal of Retail & Distribution Management*, 44(2), 124-138.
45. Kim, Dohee, Choong-Ki Lee, and M. Joseph Sirgy (2016). "Examining the Differential Impact of Human Crowding vs. Spatial Crowding on Visitor Satisfaction." *Journal of Travel and Tourism Marketing*, 33(3), 293-312.
46. Bosnjak, Michael, Carroll A. Brown, Dong-Jin Lee, Grace B. Yu, and M. Joseph Sirgy (2016). "Self-Expressiveness in Sport Tourism: Determinants and Consequences." *Journal of Travel Research*, 55(1), 125-134.
47. Krishen, Anjala and M. Joseph Sirgy (2016). "Identifying with the Brand Placed in Music Videos Makes Me Like the Brand." *Journal of Current Issues & Research in Advertising*, 37(1), 1-14.
48. Lee, Dong-Jin, Grace B. Yu, Dwight R. Merunka, Michael Bosnjak, M. Joseph Sirgy, and J. S. Johar (2015). "Effect Symmetry of Benefit Criteria in Post-Purchase Evaluations." *Psychology & Marketing*, 32(6), 651-669.
49. Sirgy, M. Joseph (2015). "Muzaffer Uysal: A Great Scholar and a True Gentleman." *Anatolia: an International Journal of Tourism and Hospitality Research*, 26(4), 656-662.
50. Sirgy, M. Joseph (2015). "My Passion for Quality-of-Life and Well-Being Research: An Autobiography." *Applied Research in Quality of Life*, 10, 371-373.
51. Sirgy, M. Joseph and Pamela A. Jackson (2015). "How to Enhance the Well-Being of Healthcare Service Providers and Their Patients? A Mindfulness Approach." *Frontiers in Psychology*, 6, article 276.
52. Kruger, Stefan, M. Joseph Sirgy, Dong-Jin Lee, and Grace Yu (2015). "Does Life Satisfaction of Tourists Increase if They Set Travel Goals That Have High Positive Valence?" *Tourism Analysis*, 20 (2), 173-188.

53. Lee, Dong-Jin, M. Joseph Sirgy, Grace B. Yu, and Isabelle Chalamon (2015). "The Well-Being Effects of Self-Expressiveness and Hedonic Enjoyment Associated with Physical Exercise." *Applied Research in Quality of Life*, 10, 141-159.
54. Singhapakdi, Anusorn, Dong-Jin Lee, M. Joseph Sirgy, and Kalayanee Senasu (2015). "The Impact of Incongruity between an Organization's CSR Orientation and Its Employees' Quality of Work Life." *Journal of Business Research*, 68(1), 60-66.
55. Lee, Dong-Jin, Stefan Kruger, Mee-Jin Whang, Muzaffer Uysal, and M. Joseph Sirgy (2014). "Validating a Consumer Well-Being Index Related to Natural Wildlife Tourism." *Tourism Management*, 45 (December), 171-180.
56. Estes, Richard and M. Joseph Sirgy (2014). "Radical Islamic Militancy and Acts of Terrorism: A Quality-of-Life Analysis." *Social Indicators Research*, 117(3), 615-652.
57. Grzeskowiak, Stephan, Dong-Jin Lee, Grace B. Yu, and M. Joseph Sirgy (2014). "How Do Consumers Perceive the Quality-of-Life Impact of Durable Goods? A Consumer Well-Being Based on the Consumption Life Cycle." *Applied Research in Quality of Life*, 9(3), 683-710.
58. Singhapakdi, Anusorn, M. Joseph Sirgy, Dong-Jin Lee, Kalayanee Senasu, Grace B. Yu, and Amiee Mellon Nisius (2014). "Gender Disparity in Job Satisfaction of Western versus Asian Managers." *Journal of Business Research*, 67(6), 1257-1266.
59. Kara, Derya, Muzaffer Uysal, M. Joseph Sirgy, and Gyumin Lee (2013). "The Effects of Leadership Style on Employee Well-being in Hospitality," *International Journal of Hospitality Management*, 34 (September), 9-18.
60. Kim, Kyungmi, Muzaffer Uysal, and M. Joseph Sirgy (2013). "How Does Tourism in a Community Impact the Quality of Life of Community Residents?" *Tourism Management*, 36 (June), 527-540.
61. El-Hedhli, Kamel, Jean-Charles Chebat, and M. Joseph Sirgy (2013), "Shopping Well-Being at the Mall: Construct, Antecedents, and Consequences," *Journal of Business Research*, 66(7), 856-863.
62. Sirgy, M. Joseph, Eda Gurel-Atay, Dave Webb, Muris Cicic, Melika Husic-Mehmedovic, Ahmet Ekici, Andreas Herrmann, Ibrahim Hegazy, Dong-Jin Lee, and J. S. Johar (2013). "Is Materialism All That Bad? Effects on Satisfaction with Material Life, Life Satisfaction, and Economic Motivation," *Social Indicators Research*, 110(1), 349-367.
63. Marta, Janet K. M., Anusorn Singhapakdi, Dong-Jin Lee, M. Joseph Sirgy, Kalayanee Koonmee, and Busal Virakul (2013), "Perceptions about Ethics Institutionalization and Quality of Work Life: Thai versus American Managers," *Journal of Business Research*, 66(3), 381-389.
64. Sirgy, M. Joseph (2012). "Josh Samli: A Biography." *Applied Research in Quality of Life*, 7(4), 449-452.
65. Sirgy, M. Joseph (2012). "The Ethics of Consumer Sovereignty in an Age of High Tech: Additional Thoughts," *Social Business*, 2 (Autumn), 243-270.
66. Sirgy, M. Joseph, Eda Gurel-Atay, Dave Webb, Muris Cicic, Melika Husic, Andreas Herrmann, Ibrahim Hegazy, Dong-Jin Lee, and J. S. Johar (2012), "Linking Advertising, Materialism, and Life Satisfaction," *Social Indicators Research*, 107(1), 79-101.
67. Rodriguez, Alexandra, Michael Bosnjak, and M. Joseph Sirgy (2012), "Moderators of the Self-Congruity Effect on Consumer Decision-Making: A Meta-Analysis," *Journal of Business Research*, 65(8), 1179-1188.
68. Sirgy, M. Joseph, Grace B. Yu, Dong-Jin Lee, and Ming-Wei Huang (2012), "Does Marketing Activity Contribute to a Society's Well-Being? The Role of Economic Efficiency." *Journal of Business Ethics*, 107(2), 91-102.

69. Bosnjak, Michael, M. Joseph Sirgy, Sarah Hellriegel, and Oswin Maurer (2011), "Post-visit Destination Loyalty Judgments: Developing and Testing a Comprehensive Congruity Model," *Journal of Travel Research*, 50(5), 496-508.
70. Sirgy, M. Joseph, Dong-Jin Lee, and Grace B. Yu (2011), "Consumer Sovereignty in Healthcare: Fact or Fiction?" *Journal of Business Ethics*, 101(3), 459-474.
71. Sirgy, M. Joseph, P. Stephanes Kruger, Dong-Jin Lee, and Grace B. Yu (2011), "How Does a Travel Trip Affect Tourists' Life Satisfaction?" *Journal of Travel Research*, 50(3), 261-275.
72. Sirgy, M. Joseph (2011), "Theoretical Perspectives Guiding QOL Indicator Projects," *Social Indicator Research*, 103, 1-22
73. Chebat, Jean-Charles, M. Joseph Sirgy, and Stephan Grzeskowiak (2010), "How Can Shopping Mall Management Best Capture Mall Image?" *Journal of Business Research*, 63(7), 735-740.
74. Sirgy, M. Joseph, Dong-Jin Lee, Stephan Grzeskowiak, Grace B. Yu, Dave Webb, Karma El-Hassan, Jose de Jesus Garcia Vega, Ahmet Ekici, J. S. Johar, Anjala Krishen, Ayca Kangal, Bernhard Swoboda, C. B. Claiborne, Filomena Maggino, Don Rahtz, Alicia Canton, and Ayse Kuruuzum (2010). "Quality of College Life (QCL) of Students: Further Validation of a Measure of Well-being," *Social Indicators Research*, 99(3), 357-373.
75. Atay, Eda Gurel, M. Joseph Sirgy, Melika Husic, and Muris Cacic (2010), "Influence of Materialism on Life Satisfaction," *Market (Trziste)*, 22(2), 151-166.
76. Massicotte, Claude, Richard Michon, Jean-Charles Chebat, M. Joseph Sirgy, and Adilson Borges (2011), "Effects of Mall Atmosphere on Mall Evaluation: Teenage Versus Adults Shoppers," *Journal of Retailing and Consumer Services*, 18, 74-80.
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78. Sirgy, M. Joseph, Robin Widgery, Dong-Jin Lee, and Grace B. Yu (2010), "Developing a Measure of Community Well-Being Based on Perceptions of Impact in Various Life Domains," *Social Indicators Research*, 96(2), 295-311.
79. Singhapakdi, Anusorn, M. Joseph Sirgy, and Dong-Jin Lee (2010), "Is Small Business Better than Big Business for Marketing Managers?" *Journal of Business Research*, 63, 418-423.
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45. Rahtz, Don R., H. Lee Meadow, and M. Joseph Sirgy (1991). "Healthcare Satisfaction Dimensions and Life Satisfaction: Exploring the Racial Issue among the Elderly." In ***Advances in Healthcare Research***, edited by Anne L. Balzs and R. Hoverstad, Norman OK: American Association for Advances in Health Care Research, pp. 171180.
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- Industrial Systems Area**, edited by John A. Dillon, Jr. Vol. 2, Seaside, CA: Intersystems Publications, pp. J112J127.
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74. Morris, Michael and M. Joseph Sirgy (1985). "Cybernetic/Control Framework for Marketing Channels." In **Developments in Marketing Science**, vol. 8, edited by Naresh Malhotra, Atlanta, GA: Academy of Marketing Science, pp. 211215.
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79. Sirgy, M. Joseph (1983). "SelfImage/ProductImage Congruity and Product Preference versus Purchase Intention: A Role Playing Experiment." In **Proceedings of Division 23 Program, 90th Annual Convention of the American Psychological Association**, edited by Michael Mazis, Washington, DC: American Psychological Association, pp. 5-9.
80. Sirgy, M. Joseph (1982). "SelfImage/ProductImage Congruity and Advertising Strategy." In **Developments in Marketing Science**, vol. 5, edited by, Vinay Kothari, Nocoqdoches, Texas: Academy of Marketing Science, pp. 129133.

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82. Sirgy, M. Joseph and Jeffery Danes (1982). "SelfImage/ProductImage Congruence Models: Testing Selected Models." In ***Advances in Consumer Research***, vol. 9, edited by Andrew Mitchell, Ann Arbor, MI: Association for Consumer Research, pp. 556561.
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84. Sirgy, M. Joseph (1981). "Product Familiarity: Critical Comments on Selected Studies and Theoretical Extensions." In ***Advances in Consumer Research***, vol. 8, edited by Kent Monroe, Ann Arbor, MI: Association for Consumer Research, pp. 156160.
85. Sirgy, M. Joseph (1981). "Consumer Behavior: Its Scope and Boundary." Paper presented at the ***American Psychological Association Annual Convention, Consumer Psychology Division***, Los Angeles, and reproduced by ERIC REPORTS.
86. Sirgy, M. Joseph (1980). "Toward a Psychological Model of Consumer Satisfaction/Dissatisfaction." In ***New Findings on Consumer Satisfaction and Complaining***, edited by Ralph Day and H. Keith Hunt, Bloomington, Indiana: Division of Research, School of Business, Indiana University, pp. 4047.
87. Sirgy, M. Joseph (1980). "Self-Concept in Relation to Product Preference Intention." In ***Developments in Marketing Science***, vol. 3, edited by V. V. Bellur, Marquett, MI: Academy of Marketing Science, pp. 350-354.

OTHER NON-REFEREED JOURNAL PUBLICATIONS

Have a number of publications in ***Journal of Marketing Research, Urban Quality Indicators, Social Indicators Network News, Journal of Macromarketing, The Marketing Educator, Marketing News, and The Academy of Marketing Science Newsletter.***

REFEREED PROCEEDINGS PAPERS AND PROFESSIONAL PRESENTATIONS

Presented frequently at the following Professional/Academic Associations and published in their conference proceedings:

- Academy of Marketing Science Conference Annual conferences
- Academy of Marketing Science World Marketing Congresses
- Academy of Marketing Science's Quality-of-Life Studies in Marketing conferences
- Academy of Marketing Science Retailing conferences
- American Marketing Association's Summer Educators conferences
- American Marketing Association's Winter Educators conferences
- American Psychological Association, Division 23 conferences
- Association for Consumer Research conferences
- Consumer Satisfaction/Dissatisfaction conferences
- International Society for Systems Sciences conferences
- International Society for Quality-of-Life Studies Annual conferences
- International Society for Quality-of-Life Studies Community QOL conferences
- International Society for Quality-of-Life Research Annual conferences

- Macromarketing Society/Journal of Macromarketing conferences
- Society for the Advancement of Socioeconomics conferences
- Sustainable Development Forum conferences
- Association for the Advancement of Science Conferences

GRANTS AND SPONSORED RESEARCH RECEIVED

- **\$65,000** Research grant from the Halloran Philanthropies and the Management Institute for Quality-of-Life Studies to develop a SPRINGER book series on “Human Well-Being Research and Policy Making” (2017)
- **\$50,000** Research grant from the Halloran Philanthropies and the Management Institute for Quality-of-Life Studies to develop a monograph capturing data and trends in human well-being research (2017)
- **\$700,000** Research grant from the Halloran Philanthropies and the Management Institute for Quality-of-Life Studies to develop a series of books on history of global well-being, metrics of country-level well-being, and public and managerial policies related to the science of quality-of-life and well-being research (2013-16)
- **\$10,000** EcoCar Outreach Graduate Fellowship (from the American Society for Engineering Education) to support an MBA student. The award went to Andrew Benoit (2012-13)
- **\$180,000** Research grant (role: consultant) from the Forum Euro-Mediterranean des Institut Economiques (FEMIS; www.femise.org); title of research grant: A Cross-Country Assessment of Well-Being and Quality of Life in the Euromed Region: Models and Measurements; PI: Dwight Merunka from EuroMed Management (Marseille, France)
- **\$15,000** EcoCar Outreach Graduate Fellowship (from the American Society for Engineering Education) to support an MBA student. The award went to Michael Ioffe (2009-10)
- **\$50,000** Free University of Bozen/Balzano (consultant on a travel/tourism project related to quality of life, 2009)
- **\$25,000** GM grant in support of a national competition to develop and market an “EcoCar” (w/ Doug Nelson, 2008)
- **\$100,000** Free University of Bozen/Balzano (consultant on a travel/tourism project related to quality of life, 2008)
- **\$15,000** Planning Ministry of Libya (to support a market analysis project related to business schools, 2007)
- **\$10,000** Fellowship from University of Western Australia (to help develop a business ethics program, 2008)
- **\$4,500** Swiss national Science Foundation (visiting professor at U/Gallen, 2006)
- **\$30,000** Annie Casey Foundation (for the Community Indicators Consortium, 2006)
- **\$40,000** Sloane Foundation (for the Community Indicators Consortium, 2005)
- **\$25,000** Ford Foundation (for the Community Indicators Consortium, 2004)
- **\$15,000** Fannie Mae Foundation (for the Community Indicators Consortium, 2004)
- **\$5,300** Nextel, Inc. (to help conduct a marketing research project, 2005)
- **\$30,000** Ivanhoe Cambridge, Inc. (to help conduct a marketing research project, 2004)
- **\$20,000** Vital Signs Social Indicators Project (to support data collection of a community survey, 1999)

- **\$25,000** Wireless Internetworking Technology Innovation Center (to support a market analysis project, 1998)
- **\$28,000** Statewide Shared Land Mobile Radio System for the Virginia State Police (to support a market analysis project, 1998)
- **\$40,000** Local Multipoint Distribution System (LMDS) (to support a market analysis project, 1998)
- **\$20,000** Riverside Healthcare Systems (to support a community needs assessment project, 1997)
- **\$45,000** LaBarge Corp. (to support a market analysis project, 1997)
- **\$2,000** The Center for Building, Health, Safety, and Productivity at Virginia Tech (to support a market survey, 1997)
- **\$75,000** Center for Wireless Telecommunications (to support a market analysis project, 1996)
- **\$78,000** Space Vest Corporation (to support a market analysis project, 1996)
- **\$16,000** PAR Government Corporation (to support a market analysis project, 1995)
- **\$18,000** Virginia Tech's Pamplin College of Business Summer Research Grant (1993-1994)
- **\$12,000** Three Area Hospitals and Local Government (to support a community needs assessment project, 1990-91)
- **\$16,000** Small Business Administration SBI Grants (to support developing a manual for marketing plan for small businesses, 1985-1995)
- **\$900** Virginia Tech's Squire Center (to support a consumer behavior project, 1983)
- **\$1,400** Virginia Tech's Honor Course Program (to support teaching an honors course on marketing and social issues, 1981-82)
- **\$800** Virginia Tech's Teaching Learning Grant (to support the development of new course, 1980-81)

EDITORIAL ACTIVITIES

Editor Positions:

- ***Applied Research in Quality of Life*** (Co-founding Editor, 2005-present; Editor-in-Chief, 2009-2011)
- ***Encyclopedia of Quality-of-Life Research*** (Field Editor, 2011-15)
- ***ISQOLS/Springer Handbooks of Quality-of-Life Research Book Series*** (2009-14)
- ***ISQOLS/Springer Community Quality-of-Life Indicators Book Series*** (2009-14)
- ***Journal of Business and Psychology*** (Associate Editor, 1988-1995)
- ***Journal of Business and Psychology*** (Special issue Editor, 1991)
- ***Journal of Business Research*** (Special Issue Editor, 1991)
- ***Journal of Macromarketing*** (Editor-in-Chief, 2020-present)
- ***Journal of Macromarketing*** (Quality-of-Life Section Editor, 1996-2015)
- ***Journal of Macromarketing*** (Special Issue Editor, 2005-07)
- ***Journal of Regional Analysis and Policy*** (Special Issue Editor, 2003-04)
- ***Social Indicators Network News*** (Corresponding Editor, 1995-Present)
- ***Social Indicators Research*** (Special Issue Editor, 2004-05)
- ***Springer Book Series on Community Quality-of-Life Indicators*** (Co-editor, 2004-15)
- ***Springer Book Series on Applied Research in QOL: Best Practices*** (2008-2012)
- ***Springer Book Series on International Handbooks on Quality of Life*** (Editor, 2008-15)

- **Springer Book Series on Human Well-Being Research and Policy Making** (Co-editor, 2017-present)
- **The Service Industries Journal** (Special Issue Co-Editor on “Well-Being Research in the Service Industries. 2019-20)

On Editorial Review/Advisory Boards of:

- **Applied Research in Quality of Life** (2012-present)
- **Journal of Advertising** (1981-99)
- **Journal of Ambulatory Care Marketing** (1996-97)
- **Journal of Business and Psychology** (1987-1988, 1996)
- **Journal of Business Ethics** (1996-2017)
- **Journal of Business Research** (1983-2005; 2015-17)
- **Journal of Happiness Studies** (2005-present)
- **Journal of Relationship Marketing** (2000-17)
- **Journal Pengurusan-Malaysia** (1993-95)
- **Journal of Public Policy and Marketing** (2006-16)
- **Journal of the Academy of Marketing Science** (1984-2000; 2005-17)
- **Journal of Travel Research** (2012-present)
- **Psychology and Marketing** (1985-86)
- **Service Industry Journal** (2016-present)
- **Social Indicators Research** (2001-present)
- **Springer Briefs in Well-Being and Quality-of-Life Research** (2011-present)
- **Systems Research** (1988-90)
- **Tourism Analysis** (1996-2017)

Ad Hoc Reviewer for:

- **Annals of Tourism Research** (1990, 1993, 2012, 2014-19)
- **Canadian Social Science and Humanities Council** (2012)
- **Community, Family, and Work** (2006)
- **International Journal of Hospitality Management** (1994-95, 2014-16)
- **Human Relations** (2006-10, 2014-16)
- **Journal of Applied Behavioral Analysis** (1985-86)
- **Journal of Applied Social Psychology** (2000-01)
- **Journal of Advertising** (2005)
- **Journal of Business Research** (2017)
- **Journal of Consumer Research** (1990-94, 1996-99, 2000-05)
- **Journal of Happiness Studies** (2002-04)
- **Journal of Marketing** (1987-90)
- **Journal of Personal Selling and Sales Management** (1983-84)
- **Journal of Retailing** (2001-14)
- **Journal of Retailing and Consumer Services** (1999-2001)
- **Journal of Service Research** (2008-16)
- **Journal of Social Science and Medicine** (2001)
- **Journal of the Academy of Marketing Science** (2002-05)
- **Omega** (2003)
- **Psychological Bulletin** (2012, 2017)

- **Research Council of Hong Kong** (2005-present)
- **Systems Research** (1987)
- **Tourism Management** (2010, 2013-19)

PROFESSIONAL ASSOCIATION ACTIVITIES

Conference Program Co-Chair

- Tourism and Quality-of-Life Research (2012)
- Regional Development, Tourism, Annapolis, and the State of Maryland (2012)
- Annual Conference of the International Society for Quality-of-Life Studies (2007)
- The Lalonde Seminar on Consumer Behavior and Marketing Communications (2007)
- The Community Indicators Conference (2004)
- ISQOLS Conference on Community Quality-of-Life Indicators (2002)
- Annual Conference of the International Society for Quality-of-Life Studies (2001)
- Annual Conference of the International Society for Quality-of-Life Studies (2000)
- Annual Academy of Marketing Science Conference (1995)
- Conference on Quality of Life and Marketing (1995)
- World Marketing Congress (1993)
- Conference on Quality of Life and Marketing (1992)
- Conference on Quality of Life and Marketing (1989)
- Southeastern Regional Conference of the Society for General Systems Research (1987)
- Conference on Quality of Life and Marketing (1985)

Conference Track Co-Chair

- Quality-of-Life Track, Macromarketing Conference (2017)
- Quality-of-Life Track, Macromarketing Conference (2016)
- Quality-of-Life Track, Macromarketing Conference (2015)
- Quality-of-Life Track, Macromarketing Conference (2014)
- Quality-of-Life Track, Macromarketing Conference (2013)
- Tourism and Quality-of-Life Track, International Society for Quality-of-Life Studies (2012)
- Community Quality-of-Life Track, International Society for Quality-of-Life Studies (2012)
- Quality-of-Life Track, Macromarketing Conference (2010)
- Community Quality-of-Life Track, International Society for Quality-of-Life Studies (2009)
- Quality-of-Life Track, Macromarketing Conference (2009)
- Quality-of-Life Track, Macromarketing Conference (2008)
- Lessons Learned Track, Community Indicators Conference (2007)
- Quality-of-Life Track, Community Indicators Conference (2005)
- Quality-of-Life Track, Macromarketing Conference (2006)
- Community Quality-of-Life Track, International Society for Quality-of-Life Studies (2005)
- Community Quality-of-Life Track, International Society for Quality-of-Life Studies (2004)
- Quality-of-Life Track, Marketing and Development Conference (2003)
- Quality-of-Life Track, Sustainable Development Forum (2003)
- Quality-of-Life Track, Macromarketing Conference (2001)
- Quality-of-Life Track, World Marketing Congress (1999)
- North America Track, International Society for Quality-of-Life Studies (1998)
- North America Track, International Society for Quality-of-Life Studies (1997)

- Quality-of-Life Track, Academy of Marketing Science Conference (1998)
- Quality-of-Life Track, Macromarketing Conference (1997)
- Quality-of-Life Track, World Marketing Congress (1997)
- Quality-of-Life Track, Multicultural Marketing Conference (1996)
- Macro/Environmental/QOL/Ethics Track, World Marketing Congress (1995)
- Consumer and Shopper Behavior Track, Academy of Marketing Science's Retailing Conference (1994)
- Promotion Management track, Annual Academy of Marketing Science Conference (1993)
- Consumer and Shopper Behavior Track, Academy of Marketing Science's Retailing Conference (1991)
- System Approaches to Psychology Track, International Society for Systems Science Annual Conference (1990)
- System Approaches to Psychology Track, International Society for Systems Science Annual Conference (1989)
- Consumer and Shopper Behavior Track, Academy of Marketing Science's Retailing Conference (1988)
- Advertising and Promotion Track, Academy of Marketing Sciences Minority Marketing Conference (1987)
- Psychology and Retailing Track, Academy of Marketing Science's Retailing Conference (1985)

Executive Positions

- American Marketing Association (member of the Ethics Committee)
- Macromarketing Society (Board Member)
- Academy of Marketing Science (Member of the Board of Governors, VP-Program, President-elect, President, Immediate-past President, Past President)
- International Society for Quality-of-Life Studies (Co-Founder, Executive Director, Development Director)
- Community Indicators Consortium (Co-Founder, Treasurer, Member of the Steering Committee, Board of Directors, Fund Raising Committee, Conference Committee)
- Management Institute for Quality-of-Life Studies (Co-Founder, Executive Director, and Board Member)
- Tourism Institute, Free University of Bolzano (Board Member)

SELECTED HONORS, AWARDS, AND RECOGNITIONS

- Included in Research.Com Ranking of Best Scientists in Business and Management (ranked 126 in the world and 72 in the United States) and recognized with the Business and Management Leader Award for 2023
- In 2022, he was recognized by the journal, *Applied Research in Quality of Life*, for the Best Paper Award: "Shopping-Life Balance: Toward a Unifying Framework." *Applied Research in Quality of Life*, 2020, 15(1), 17-34.
- The 2021 Blackwood Award for Exemplary Faculty Service to the Program in Real Estate at Virginia Tech.
- Founding Faculty Award, Program in Real Estate, Virginia Tech, 2020.
- The 2019 Robert W. Nason Award for extraordinary and sustained contributions to the field of Macromarketing; Macromarketing Society (June, 2019)
- Cited as one of the most prolific authors in mall image research in Gomes, Renata Maria and Fabio Paula (2017). "Shopping Mall Image: Systematic Review of Research." *The International Review of Retail, Distribution and Consumer Research*, 27(1), 1-27.

- The M. Joseph Sirgy Endowed Track on Well-Being and Policy. This is an endowed track created by the International Society for Quality-of-Life Studies to support research in relation to well-being and policy-making.
- Virginia Tech Real Estate Professorship, Pamplin College of Business, Virginia Polytechnic Institute & State University, 2015
- Selected as a Pioneer in *Applied Research in Quality of Life*, 2015; Sirgy, M. Joseph (2015). "My Passion for Quality-of-Life and Well-Being Research: An Autobiography." *Applied Research in Quality of Life*, 10, 371-373.
- The 2012 EuroMed Management Research Award for Excellence in Research (for outstanding achievements and groundbreaking contributions in well-being and quality-of-life research); Marseille, France (June 8, 2012)
- Charles R. Goeldner Article of Excellence Award for: "Towards a Quality-of-Life Theory of Leisure Travel Satisfaction," *Journal of Travel Research*, 2010, 49(2), 246-260.
- Journal of Happiness Studies Best Paper Award: "The Pleasant Life, the Engaged Life, and the Meaningful Life: What about the Balanced Life?" *Journal of Happiness Studies*, 2009, 10(2), 183-196.
- Distinguished Quality-of-Life Service Award (2009): This is a lifetime achievement award given by the International Society for Quality-of-Life Studies (ISQOLS) to academy officers who made significant contributions to institutional building efforts related to ISQOLS.
- Best Paper Award for Paper entitled '*Beyond Delighting Consumers: Introducing the Concept of Shopping Delight*', co-authored with Kamel El-Hedhli and Jean-Charles Chebat. This paper received '*Managing Service Quality Highly Commended Paper Award*' at the 15th EIRASS (European Institute of Retailing and Services Studies European Institute of Retailing and Services Studies) Conference held in Zagreb, Croatia, 2008.
- Stan & Jean Perron Visiting Fellowship from the University of Western Australia (2008)
- Virginia Tech's Pamplin Teaching Excellence Award/Holtzman Outstanding Educator Award and University Certificate of Teaching Excellence (2008)
- Managing Service Quality Award for Best Paper ("Shopper-based Mall Equity Generate Mall Loyalty? A Conceptual Framework and Empirical Evidence") at the EIRASS Conference (San Francisco, 2007)
- The Harold Berkman Service Award (2007): This is a lifetime achievement award given annual to a member of the Academy of Marketing Science who has provided sustained and substantial service to the Academy and the Marketing professoriate.
- Distinguished Quality-of-Life Researcher Award (2004): This is a lifetime achievement award given by the International Society for Quality-of-Life Studies every 1 and ½ years to a quality-of-life scholar who has demonstrated excellence in quality-of-life research.
- Fellowship from the School of Business Management at North-West University (Potchefstroom, South Africa) to mentor faculty on topics related to quality-of-life and well-being research (2003).
- Cited as one of the most productive business ethics authors (2002): Sabrin, Murray (2002), "A Ranking of the Most Productive Business Ethics Scholars: A Five-Year Study," *Journal of Business Ethics*, 36(4), 355-380.
- Virginia Real Estate Research Fellow Award (1999): This is an endowed fellowship awarded by the Virginia Association of Realtors for scholarship excellence in marketing and real estate.

- Distinguished Paper Award, Allied Academies Conference (1999): This is an award given to a best paper presented at the Allied Academy Conference--“Materialism and Value Judgment: Four Perspectives”
- Virginia Governor’s Award for Best International Marketing Plans Project (1999): This is an award given by the Virginia Economic Development Partnership to a professor and an MBA student team for excellence in providing export consulting expertise to a Virginia company (Taylor-Ramsey).
- Virginia Governor’s Award for Best International Marketing Plans Project (1999): This is an award given by the Virginia Economic Development Partnership to a professor and an MBA team for excellence in providing export consulting to a Virginia company (Fairchilds International).
- Distinguished Fellow Award (1997), International Society for Quality-of-Life Studies: This award is given annually to quality-of-life researchers who have distinguished themselves through excellent research
- Distinguished Visiting Scholar, University of Western Australia (1997)
- Cited as one of the most prolific authors in the *Journal of the Academy of Marketing Science* (one of the top five most prestigious marketing journals): Malhotra, Naresh (1996), “The Impact of the Academy of Marketing Science on Marketing Scholarship: An Analysis of the Research Published in JAMS,” *Journal of the Academy of Marketing Science*, Vol. 24, Issue 4, pg. 291-298.
- Outstanding Reviewer Award, *Journal of Business Research* (1996)
- ANBAR Citation of Excellence (1997): This is an award given by ANBAR Electronic Intelligence for highest rated article — “Setting Socially Responsible Marketing Objectives: A Quality-of-Life Approach,” *European Journal of Marketing*, Vol. 30, Issue 5.
- Distinguished Visiting Scholar, Northern Illinois University (1993)
- Best Paper in Product/Price Track, Academy of Marketing Science Conference (1992)
- Distinguished Fellow Award, Academy of Marketing Science (1992): This award is given annually to marketing scholars and members of the Academy who have distinguished themselves through excellent research to the marketing discipline and excellent service to the Academy
- Best Paper Award in Promotion Track, Academy of Marketing Science Conference (1988)
- Phi Kappa Phi Honor Society (1977)
- Graduate Dean’s List of University Scholars and Artists, California State University-Long Beach (1977)

Listed in the following Bibliographical References:

- *Marquis Who’s Who (2023-24)*
- *2000 Outstanding Intellectuals of the 21st Century*
- *Community Leaders of America*
- *Dictionary of International Biography*
- *International Directory of Distinguished Leadership*
- *Men of Achievement*
- *Personalities in America*
- *Profiles in Business and Management*
- *Who’s Who in the World*
- *Who’s Who Among Human Services Professionals*
- *Who’s Who of Emerging Leaders in America*
- *Who’s Who in the Frontier of Science and Technology*

- *Who's Who in Society*
- *Who's Who in the South and Southwest*
- *Who's Who in Finance and Industry*
- *Who's Who in America*
- *Who's Who in Business Education*

SELECTED OUTREACH ACTIVITIES

Alleghany Regional Hospital	Par Government Corporation
Bell Atlantic	Radford Community Hospital
Dean Witter	Random House
Department of Veterans Affairs	Virginia Department of Education
Humana Hospital	Virginia Natural History Museum
National Institute for Standards and Technology	Warm Hearth Retirement Community
Zenith Data Systems	WNRV Radio Station
Wythe County Community Hospital	Norfolk Southern
NEXTEL	Inthink
Discovery Communications	Jeff Gordon Children's foundation
FEDEX	United Nations-Habitat
SODEXO	Virginia Tech Athletic Division
AMWAY	Sentara Health
	ZETA

TEACHING

Have taught the following courses over the last 45 years:

- Business Ethics (graduate)
- Business Negotiations (graduate)
- Community Indicators Research (undergraduate/graduate)
- Consumer Behavior (undergraduate)
- Consumer Behavior (graduate)
- Field Practicum in Marketing (undergraduate)
- Human Resource Management (undergraduate)
- International Marketing (undergraduate)
- International Marketing Plans (graduate)
- International Marketing Strategy (graduate)
- International Marketing Management (graduate)
- Marketing Communications (undergraduate)
- Marketing, Management, and Public Purpose (graduate)
- Marketing Research (undergraduate)
- Marketing Policy and Strategy (graduate)
- Marketing, Society, and the Public Interest (undergraduate)
- Organizational Behavior (undergraduate)
- Personal Selling and Sales Management (undergraduate)
- Principles of Marketing (undergraduate)
- Principles of Psychology (undergraduate)
- Psychology of Wellbeing (undergraduate/graduate)

- Product Strategy (graduate)
- Real Estate Marketing (undergraduate)

Have chaired more than 20 dissertation committees and participated on numerous others

SERVICE TO THE UNIVERSITY COMMUNITY

Over the last 40 years I have participated in numerous university, college, and departmental committees (and having chaired many). Examples include:

- Administrators' Evaluation Committee
- Advisory Committee
- Assurance of Learning Committee
- Business Outreach Committee
- Commencement Committee
- Computer Committee
- Curriculum Committee
- Faculty Ethics Committee
- Faculty Senate
- Graduate Studies Committee
- Honors Court (Undergraduate) and Graduate Honor System
- International Programs Committee
- Library Committee
- MBA Advisory Committee
- Multicultural Diversity Committee
- Personnel Committee
- Promotion & Tenure Committee
- Real Estate Steering Committee
- Research Committee
- Undergraduate Curriculum Committee

EDUCATION

- Ph.D.** University of Massachusetts, 1979 (Psychology/Management/Marketing)
- M.A.** California State University, Long Beach, 1977 (Experimental Psychology)
- B.A.** University of California, Los Angeles, 1974 (Psychology)

PERSONAL DATA

Born May 31, 1952; married; three daughters (and one step-daughter); US Citizen; military service (1971-73).

January 28, 2025