

Valerie D. Good

Office Address:

Broad College of Business, Michigan State University
632 Bogue Street, Room N467
East Lansing, MI 48823-1122
(W) 517-432-6427
goodvale@msu.edu

Home Address:

4519 Mistywood Drive
Okemos, MI 48864
linkedin.com/in/valeriegood
(M) 717-951-6783

ACADEMIC BACKGROUND

- Ph.D. Eli Broad College of Business, Michigan State University (*Expected May 2019*)
Major: Marketing, Sales/Strategy Research Emphasis
Minor: Methods
- M.B.A. Alvernia University, Reading, PA
Concentration: Marketing & Communications
- B.S. Millersville University, Millersville, PA
Major: Speech Communications, Public Relations Option
Minor: Business Management

PROFILE

- Productive researcher with an active pipeline; multiple papers are progressing through various stages of the publication process in addition to academic conference presentations.
- Dedicated instructor with consistently high course evaluations; received the Hollander Teaching Award for teaching excellence in college instruction in both 2017 (\$1,500 fellowship) and 2018 (\$2,500 fellowship).
- Involved contributor to the discipline; presently serving as Managing Editor for the *Journal of Personal Selling and Sales Management*.
- Devoted scholar; nominated for the 2018 Marketing Strategy Consortium, 2018 Haring Consortium and 2018 AMA Sheth Consortium.

DISSERTATION

“Motivating Salespeople Toward Greater Productivity”

Chair: Dr. Douglas E. Hughes

Committee:

Dr. Ahmet Kirca

Dr. Clay M. Voorhees

Dr. Russ Johnson

Abstract: Company profitability depends on an active and engaged sales force; thus, managers continue to seek best practices for motivating salespeople to perform productively. This issue remains critical as salespeople typically have significant discretion in their work and serve as the face of the company to customers. Motivated salespeople are likely to expend greater effort, generate higher revenue, and foster stronger customer relationships than unmotivated salespeople, who may avoid the workplace or even turn over to other organizations. Indeed, motivation has been deemed one of the greatest challenges facing organizations today. While the effects of motivation are far-reaching, the phenomenon is still ill-understood by academics and practitioners. Thus, we seek to develop a greater understanding of motivational forces to contribute to both personal selling theory and sales force management.

Essay 1: “Understanding and Leveraging Intrinsic Motivation in Salespeople”

Essay 2: “Exploring the Relationship Between Intrinsic Motivation, Extrinsic Incentives, and Salesperson Performance: A Meta-analysis”

Essay 3: “Resilience: A Key Link Between Motivation and Salesperson Performance”

RESEARCH INTERESTS

Personal Selling and Sales Management, Relationship Marketing and Marketing Strategy

MANUSCRIPTS UNDER REVIEW

Bhattacharya, Abhi, **Valerie Good** and Hanieh Sardashti. TITLE WITHELD*

Status: Under 1st Round Review at *International Journal of Marketing*

Good, Valerie and Roger J. Calantone. TITLE WITHELD*

Status: Under 1st Round Review at *Industrial Marketing Management*

WORKING PAPERS

Malshe, Avinash, Douglas E. Hughes and **Valerie Good**. TITLE WITHELD*

Status: Targeting *Journal of Marketing Research* May 2018

Good, Valerie, Stephanie M. Mangus and Roger J. Calantone TITLE WITHELD*

Status: In-progress, analyzing data

LaBrecque, Alex, **Valerie Good** and Douglas E. Hughes. TITLE WITHELD*

Status: In-Progress, collecting data

Good, Valerie and Abhi Bhattacharya. TITLE WITHELD*

Status: In-progress, collecting data

Good, Valerie and Douglas E. Hughes TITLE WITHELD*

In-progress, reviewing the literature

Good, Valerie. TITLE WITHELD*

Status: In-progress, reviewing the literature

** Working paper titles are withheld for online searching purposes. If you are interested in my research, please contact me directly.*

INVITED RESEARCH AND CONFERENCE PRESENTATIONS

Chernetsky, Victor, Douglas E. Hughes and **Good, Valerie** (August 2018), “A Blessing in Disguise: The Role of Conflict in Marketing-Sales Interface.” *American Marketing Association Summer Conference*, Boston, Massachusetts.

Good, Valerie (June 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Sheth Consortium*, Leeds, UK.

Good, Valerie (April 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Haring Symposium*, Bloomington, Indiana.

Good, Valerie and Douglas E. Hughes (March 2018), “Exploring Resilience: A Key to Salesperson Success.” *Enhancing Sales Force Productivity Conference*, Columbia, Missouri.

Good, Valerie and Roger J. Calantone (August 2017), “Salesforce-Innovation Coupling: An Empirical Investigation of Salesforce Timing and Outbound Open Innovation.” *American Marketing Association Summer Conference*, San Francisco, California.

Good, Valerie (February 2017), “Corporate Motivation: Marketing Matters,” *American Marketing Association Winter Conference Poster Session*, Orlando, Florida.

SERVICE AND PROFESSIONAL DEVELOPMENT

- | | |
|--|-------------------|
| • Managing Editor, <i>Journal of Personal Selling and Sales Management</i> | Fall 2017-Present |
| • Coach, National Collegiate Sales Competition (NCSC) | Spring 2018 |
| • Judge, All-MSU Sales Competition | 2016, 2017, 2018 |
| • Reviewer AMS Conference | Winter 2018 |
| • Session Chair (Sales Track) at AMA Conference | Summer 2017 |

TEACHING EXPERIENCE

Eli Broad College of Business, Michigan State University **2015-Present**
Doctoral Candidate/Instructor

- Instructed courses in sales such as MKT 313 Personal Selling and Buying Processes.
- Received high teaching evaluations (4.95/5.0) and positive comments.
- Served as a teaching assistant for Quantitative Business Research Methods.

Elizabethtown College **2011-2015**
Affiliated Faculty Member of Marketing & Business Communications for the School of Continuing and Professional Studies (SCPS)

- Instructed courses in Managerial Communications, Persuasion, Advertising and Internet Marketing for adult working professionals looking to gain a higher education degree.
- Received additional certification to teach ‘online-only’ and in blended-format classes.
- Taught classes in the traditional classroom setting as well as online courses, incorporating various methods to keep students engaged and participating.

Millersville University **2006-2014**
Adjunct Faculty Member for the Marketing & Management Department

- Instructed classes such as Advertising, Personal Selling, Principles of Marketing and Retail Marketing.
- Reviewed textbooks, wrote syllabi, created ‘real-life’ projects for students to complete, wrote exams and graded papers and projects thoroughly.
- Student evaluations were consistently above Departmental and University means. Also received positive comments from both colleague observers and students, who noted that I was not only fair in grading but also enthusiastic and interesting while teaching.

WORK EXPERIENCE

Good Impressions Marketing **2006-2015**
Writer/Editor, Consultant

- Meticulously combed through prewritten copy as a detail-oriented proofreader.
- Wrote copy for press releases, radio spots, email blasts, brochures, newsletters, posters, websites, direct mail letters, postcards and other integrated marketing communications for various clients.
- Provided consulting support for integrated marketing communications, brand management, public and media relations, e-marketing strategies, strategic marketing planning and more.

Masterpiece Marketing Advertising Agency

2005-2006

Marketing Manager

- Directed marketing plans and advertising campaigns for over 40 different nonprofit ministries and for-profit organizations; included meeting with clients regularly to maintain close working relationships.
- Oversaw the creative process for T.V. campaigns, radio spots, newspaper advertising, direct mail series, logo & brand development, brochures, fundraising appeals, special events, specialty advertising, website development, email blasts, public relations, and all multi-media marketing.
- Wrote copy, ensuring all campaigns had compelling, memorable taglines and themes. All writing was focused on the psychology of marketing – advertising to appeal to people’s emotions.
- Supervised all account executives, artists, and freelance personnel; worked to build a team atmosphere in the midst of tight deadlines.
- Provided direction for artists and various freelance personnel.
- Coordinated talent for radio and TV production and photo shoots.

Utilities Employees Credit Union

2002-2005

Marketing Product Leader, Lending

- Promoted from Marketing Specialist to Marketing Coordinator to a Product Manager.
- Analyzed loan portfolio to assess the most profitable products based on yield and cost.
- Recommended pricing and process improvements to the senior management and board of directors.
- Targeted marketing promotions based on profitability to the most appropriate parties.
- Trained the Marketing Assistant and Interns.
- Helped create budget and allocate necessary resources for projects.
- Designed newsletters, including researching and writing articles, adjusting graphics, and printing.
- Coordinated the design, print production and distribution of direct mailings to UECU’s target market.
- Oversaw electronic communications and updated the website regularly with current promotions.
- Gathered and analyzed information from the MCIF customer relationship software system and member surveys to improve efficiency and effectiveness of marketing efforts.

SPECIAL RECOGNITION

- *Teaching:* received the Hollander Teaching Award for teaching excellence in college instruction in both 2017 (\$1,500 fellowship) and 2018 (\$2,500 fellowship).
- *Research:* nominated to attend the 2018 Marketing Strategy Consortium, 2018 Haring Symposium, and 2018 AMA Sheth Doctoral Consortium.
- *Coaching:* 2018 NCSC Individual and Team Competition Winners
- Graduated Magna Cum Laude from Millersville University and Alvernia College.
- Received recognition as the first person in the Communications Department at Millersville University to complete an ‘honors college’ thesis.
- Earned two first place trophies in the CUES Golden Mirror Awards for a direct mailing campaign at Utilities Employees Credit Union (a very prestigious award to receive in the industry); the awards were based on creativity, organization, and ROI.

REFERENCES

Douglas E. Hughes

Department Chair and Professor of Marketing; United Shore Faculty Fellow in Sales Leadership
Department of Marketing, Broad College of Business, Michigan State University
632 Bogue Street, N370, East Lansing, MI 48824
Phone: 517-432-6324
Email: dhughes@msu.edu

Roger J. Calantone

Professor of Marketing and Senior Advisor to the Dean for Integrative Research & Outreach
Department of Marketing, Broad College of Business, Michigan State University
632 Bogue Street, N370, East Lansing, MI 48824
Phone: 517-432-6338
Email: rogercal@msu.edu

Stephanie M. Mangus

Assistant Professor of Marketing
Department of Marketing, Broad College of Business, Michigan State University
632 Bogue Street, N370, East Lansing, MI 48824
Phone: 517-432-6323
Email: mangusst@msu.edu

Clay M. Voorhees

Associate Professor of Marketing
Director, Doctoral Program in Marketing
Broad College of Business, Michigan State University
632 Bogue Street, N370, East Lansing, MI 48824
Phone: 517-432-6469
Email: voorhee6@msu.edu