

# Valerie D. Good

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## ACADEMIC BACKGROUND

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- Ph.D. Eli Broad College of Business, Michigan State University (*Expected May 2019*)  
Major: Marketing, Sales/Strategy Research Emphasis  
Minor: Research 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

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## PROFILE

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- **Published researcher** with active pipeline.
- Recipient of the 2019 AMA Sales SIG Dissertation Proposal Reward, 2019 Taylor **Research Award**, and 2019 OFR Young Scholar Research Award.
- Devoted scholar nominated for the 2018 AMA Sheth Consortium, 2018 Marketing Strategy Consortium, and 2018 Haring Symposium.
- Dedicated instructor with consistently high course evaluations; received the Hollander Teaching Award for teaching excellence in college instruction in both 2017 and 2018 as well as the Broad College of Business **Instructor Excellence Award** for 2017.
- Involved contributor to the discipline; presently serving as Managing Editor for the *Journal of Personal Selling and Sales Management*.

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## DISSERTATION

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“Motivating Salespeople Toward Greater Productivity\*”      Proposal Defended: *May 30, 2018*  
Chair: Dr. Douglas E. Hughes      Committee: Dr. Roger J. Calantone  
Dr. Ahmet Kirca  
Dr. Clay M. Voorhees

*\*Winner of the 2019 Sales SIG Doctoral Dissertation Competition, funded by the University Sales Center Alliance*

Essay 1: “Exploring the Relationship Between Intrinsic Motivation, Extrinsic Incentives, and Salesperson Performance: A Meta-analysis”

Essay 2: “Understanding and Leveraging Intrinsic Motivation in Salespeople”

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

## RESEARCH INTERESTS

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My research interests include managerially-relevant marketing strategy topics that focus on maximizing firm performance via the sales and marketing organization. Specific substantive areas include salesperson motivation and self-regulation, sales management and leadership, salesperson-customer relationships, marketing strategy implementation and CSR.

## PUBLISHED JOURNAL ARTICLES

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**Good, Valerie** and Roger J. Calantone (2019, *forthcoming*), “When to Outsource the Sales Force for New Products,” *Industrial Marketing Management*, 1-11.

<https://doi.org/10.1016/j.indmarman.2019.02.010>

## MANUSCRIPTS UNDER REVIEW

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Malshe, Avinash, Douglas E. Hughes and **Valerie Good**, “*Title Withheld for Double Blind Review*”  
Status: 2<sup>nd</sup> Round at *Journal of Marketing Research*

Bhattacharya, Abhi, **Valerie Good**, John Peloza and Hanieh Sardashti, “*Title Withheld for Double Blind Review*”

Status: 1<sup>st</sup> Round at *Journal of Marketing Research*

Bhattacharya, Abhi, **Valerie Good** and Hanieh Sardashti, “*Title Withheld for Double Blind Review*”

Status: 1<sup>st</sup> Round at *European Journal of Marketing*

Fehl, Amy, **Valerie Good**, Todd Arnold and Angela Crawford, “*Title Withheld for Double Blind Review* \*\*”

Status: Under Review at *Marketing Science Institute*

\***Winner** of the 2019 Young Scholar Research Competition for Organizational Frontlines Research

## SELECT WORKING PAPERS

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Bhattacharya, Abhi and **Valerie Good**, “*Title Withheld for Double Blind Review*”

Status: Finalizing/Editing

Target: *Journal of Marketing*

**Good, Valerie**, Stephanie M. Mangus and Roger J. Calantone. “*Title Withheld for Double Blind Review*” Status: In-progress, analyzing data

Target: *Journal of the Academy of Marketing Science*

LaBrecque, Alex, **Valerie Good** and Douglas E. Hughes, “*Title Withheld for Double Blind Review*” Status: In-Progress, analyzing data

Target: *Journal of Marketing*

**Valerie Good**, Abhi Bhattacharya and Douglas E. Hughes, “*Title Withheld for Double Blind Review*” Status: Applying for Grant Funding

Target: *Journal of Marketing*

## INVITED RESEARCH AND CONFERENCE PRESENTATIONS

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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** (April, June 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Haring Symposium*, Bloomington, Indiana and *Sheth Consortium*, Leeds, UK.

**Good, Valerie** and Abhi Bhattacharya (March 2018), “Deep and Wide: Salesperson Strategy Post Customer Crisis” *Marketing Strategy Consortium*, Columbia, Missouri.

**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.

## SPECIAL RECOGNITION

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- *Research*
  - ✓ Earned the 2019 Taylor Research Award in recognition of research excellence.
  - ✓ Won the Sales SIG Doctoral Dissertation Proposal Competition Award 2019, funded by the University Sales Center Alliance.
  - ✓ Received an Organizational Frontlines Research Young Scholars Award 2019.
  - ✓ Nominated to attend the 2018 AMA Sheth Doctoral Consortium, 2018 Marketing Strategy Consortium, and 2018 Haring Symposium.
- *Teaching*
  - ✓ Received the Hollander Teaching Award for excellence in college instruction in both 2017 and 2018.
  - ✓ Earned the Broad College of Business Instructor Excellence Award for 2017.
- *Coaching*
  - ✓ Coached the 2018 National Collegiate Sales Competition Individual Student Winner.
  - ✓ Coached the 2018 National Collegiate Sales Competition University Team Winners.
- *Fellowships and Grants*
  - ✓ Received a Baylor University Fellowship for the 2018 New Horizons Sales Faculty Consortium.
  - ✓ Honored with a Michigan State 2019 Spring Dissertation Completion Fellowship.

## SERVICE AND PROFESSIONAL DEVELOPMENT

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| • 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, 2019 |
| • Reviewer AMS Conference  | Winter 2018            |
| • Session Chair (Sales Track) at AMA Conference                            | Summer 2017            |

## TEACHING EXPERIENCE

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### ***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 excellent teaching evaluations (as high as 4.95/5.0) along with 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.
- 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

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### ***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, 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.
- Supervised all account executives, artists, and freelance personnel; worked to build a team atmosphere in the midst of tight deadlines.

### ***Utilities Employees Credit Union***

***2002-2005***

#### **Marketing Product Manager, 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.
- Created and designed all marketing promotions.
- Gathered and analyzed information from the MCIF customer relationship software system and member surveys to improve efficiency and effectiveness of marketing efforts.

## REFERENCES

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### **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  
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### **Roger J. Calantone**

Professor of Marketing and Senior Advisor to the Dean for Integrative Research & Outreach  
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### **Ahmet Kirca**

Associate Professor of Marketing of International Business and Marketing  
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### **Stephanie M. Mangus**

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