

Valerie D. Good

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ACADEMIC BACKGROUND

- Ph.D. Eli Broad College of Business, Michigan State University (*Expected 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

PROFILE

- **Published researcher** with active pipeline.
- Recipient of the 2019 AMA Sales SIG **Dissertation Proposal Award**, 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*.

DISSERTATION

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| “Motivating Salespeople Toward Greater Productivity*” | Proposal Defended: <i>May 30, 2018</i> |
| 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

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, and marketing strategy implementation.

PUBLISHED JOURNAL ARTICLES

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

Malshe, Avinash, Douglas E. Hughes, **Valerie Good**, and Scott Friend, “*Title Withheld for Double Blind Review*”

Status: 2nd Round at *Journal of Marketing Research*

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

Status: 1st Round at *Journal of the Academy of Marketing Science*

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

Status: 1st 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

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

Status: Preparing for Submission

Target: *Journal of Marketing Research*

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*

Alex LaBrecque, **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

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

- *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

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

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

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
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Roger J. Calantone

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Ahmet Kirca

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Stephanie M. Mangus

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