

# Valerie D. Good

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## ACADEMIC BACKGROUND

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Ph.D.	Eli Broad College of Business, Michigan State University Major: Marketing (Sales/Strategy Research Emphasis) Minor: Research Methods	2019
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 Award**, **2019 Michigan State 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 2017 and 2018 **Hollander Teaching Award** for teaching excellence in college instruction 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\*”    Chair: Dr. Douglas E. Hughes  
\**Winner of the 2019 Sales SIG Doctoral Dissertation Competition, funded by the University Sales Center Alliance*

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## 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 marketing strategy implementation, salesperson motivation, sales management and automation (AI), organizational frontlines, and corporate social responsibility.

## **PUBLISHED JOURNAL ARTICLES**

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**Good, Valerie** and Roger J. Calantone (2019), “When to Outsource the Sales Force for New Products,” *Industrial Marketing Management*, 82, 106-116.

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

Bhattacharya, Abhi, **Valerie Good**, Hanieh Sardashti and John Peloza, (2020) “Beyond Warm Glow: The Risk-Mitigating Effect of Corporate Social Responsibility (CSR),” *Journal of Business Ethics*, 1-20.

<https://doi.org/10.1007/s10551-020-04445-0>

## **MANUSCRIPTS UNDER REVIEW**

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

Status: 2<sup>nd</sup> Round at *Journal of the Academy of Marketing Science*

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

Status: 3<sup>rd</sup> Round at *European Journal of Marketing*

**Good, Valerie**, Douglas E. Hughes, and Alex LaBrecque, “Title Suppressed for Double Blind Review”

Status: 1<sup>st</sup> Round at *Marketing Letters*

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

Status: 1<sup>st</sup> Round at *Journal of the Academy of Marketing Science*

## **SELECT WORKING PAPERS**

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**Good, Valerie** and Douglas E. Hughes, “Title Suppressed for Double Blind Review”

Status: Preparing for submission to *Journal of Marketing Research*

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

Status: Gathering additional data      Target: *Journal of Service Research*

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

**Good, Valerie**, Douglas E. Hughes, Ahmet Kirca and Sean McGrath, “Title Suppressed for Double Blind Review”

Status: Gathering additional data      Target: *Journal of Marketing*

**Good, Valerie**, Abhi Bhattacharya, and Clay M. Voorhees, “Title Withheld for Double Blind Review” Status: Analyzing data      Target: *Journal of Marketing Research*

**Good, Valerie**, and Christopher Dishop “Title Suppressed for Double Blind Review”

Status: Finalizing writing      Target: *Journal of Management Studies*

## 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 2017, 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, *Journal of Personal Selling and Sales Management* 2017-Present
- All-MSU Sales Competition Coordinator 2020
- Coach, National Collegiate Sales Competition (NCSC) 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/Fixed Term Faculty**

- 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  
632 Bogue Street, N370, East Lansing, MI 48824  
Phone: 517-432-6324  
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### **Roger J. Calantone**

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### **Ahmet Kirca**

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### **Stephanie M. Mangus**

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