

# Valerie D. Good

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## Office Address:

Broad College of Business, Michigan State University  
632 Bogue Street  
East Lansing, MI 48823-1122  
[goodvale@msu.edu](mailto:goodvale@msu.edu)

## Home Address:

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

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## ACADEMIC BACKGROUND

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

- **Published researcher** with active pipeline. Her research has been published in *Industrial Marketing Management*, *Journal of Business Ethics* and *European Journal of Marketing* with several additional papers under advanced review in top-tier marketing journals. Media mentions of her research include [Forbes](#), [Thrive Global](#), [the Conversation](#), [EconoTimes](#), [the National Interest](#), [The Hour](#), [Broad College of Business News](#), and Wisconsin Public Radio.
- 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

“Motivating Salespeople Toward Greater Productivity\*” Chair: Dr. Douglas E. Hughes

*\*Winner of the 2019 Sales SIG Doctoral Dissertation Competition*

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## 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 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>

Bhattacharya, Abhi, **Valerie Good** and Hanieh Sardashti, (2020) “Doing Good when Times are Bad: The Impact of CSR on Brands During Recessions,” Forthcoming at *European Journal of Marketing*.

## MANUSCRIPTS UNDER REVIEW

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Malshe, Avinash, Douglas E. Hughes, **Valerie Good**, and Scott Friend, “Title Suppressed for Double Blind Review” Topic: Sales-Marketing Interface

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

Bhattacharya, Abhi, and **Valerie Good**, “Title Suppressed for Double Blind Review” Topic: Marketing Strategy

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

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

Status: 2<sup>nd</sup> Round at *Marketing Letters*

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

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

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

Status: Submitting to *Journal of Marketing*

## SELECT WORKING PAPERS

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**Good, Valerie**, and Christopher Dishop “Title Suppressed for Double Blind Review” Topic: Salesperson Performance

Status: Finalizing writing      Target: *Journal of Applied Psychology*

**Good, Valerie**, Abhi Bhattacharya, Clay M. Voorhees and Bryan Hochstein, “Title Withheld for Double Blind Review” Topic: Artificial Intelligence (AI) in Sales

Status: Applying for Grant Funding      Target: *Journal of Marketing Research*

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

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

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

## INVITED RESEARCH AND CONFERENCE PRESENTATIONS

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Bhattacharya, Abhi, and **Valerie Good** (May 2020), “Investigating the Effect of Firm Strategy on the Profit Impact of Market Share and Firm Size.” *EMAC Conference*, Budapest, Hungary. (Conference canceled due to COVID-19 concerns.)

Fehl, Amy, **Valerie Good**, and Todd Arnold (February 2019), “Optimizing Frontline Shift Composition for Increased Customer Satisfaction and Firm Performance.” *Organizational Frontlines Research Conference (pre-AMA Winter conference)*, Austin, Texas.

Chernetsky, Victor, Douglas E. Hughes and **Good, Valerie** (August 2018), “A Blessing in Disguise: The Role of Conflict in the 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 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.

## 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.

**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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**Dr. Douglas E. Hughes, Ph.D.**

Chairperson and Professor of Marketing  
Muma College of Business, University of South Florida  
4202 East Fowler Ave., BSN3231  
Tampa, FL 33620-5500  
W: 813-974-6215 M: 832-515-9275  
Email: dehughes1@usf.edu

**Dr. Stephanie M. Mangus, Ph.D.**

Assistant Professor and Sales Coach  
Department of Marketing  
Baylor University  
Waco, Texas 76798  
Phone: (254) 710-4246  
Email: Stephanie\_Mangus@baylor.edu

**Dr. Ahmet Kirca, Ph.D.**

Associate Professor of Marketing of International Business and Marketing  
Department of Marketing, Broad College of Business, Michigan State University  
632 Bogue Street, Room N464  
East Lansing, MI 48824  
Phone: 517-432-6392  
Email: kirca@broad.msu.edu

**Dr. Roger J. Calantone, Ph.D.**

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  
East Lansing, MI 48824  
Phone: 517-432-6338  
Email: rogercal@msu.edu