

Dr. Valerie D. Good, Ph.D.

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EXPERIENCE

ACADEMIC

Assistant Professor Department of Marketing Grand Valley State University, Seidman College of Business 50 Front Ave SW, Grand Rapids, MI 49504	2020-Present
Fixed-Term Faculty Department of Marketing Michigan State University, Eli Broad College of Business 632 Bogue Street, East Lansing, MI 48823	2015-2020
Affiliated Faculty School of Continuing and Professional Studies Elizabethtown College 1 Alpha Dr, Elizabethtown, PA 17022	2011-2015
Adjunct Faculty Department of Marketing and Management Millersville University McComsey Hall, P.O. Box 1002, Millersville, PA 17551	2006-2014

INDUSTRY

Marketing Consultant and Small Business Owner, Copywriter and Proofreader,
Marketing Manager of High-Demand Advertising Agency,
Marketing Product Manager in Financial Services Industry,
Sales and Marketing Coordinator in Hospitality Industry,
Publicist/Public Relations Specialist.

EDUCATION

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	

PROFILE AT A GLANCE

- **Published researcher** with active pipeline. Manuscripts published are available in *Industrial Marketing Management*, *Journal of Business Ethics* and *European Journal of Marketing* with several additional academic research papers under advanced review in top-tier marketing journals.
- Devoted academic to practical impact. **Media mentions** of research include [Forbes](#), [Thrive Global](#), [Killerstartups](#), [the Conversation](#), [EconoTimes](#), [the National Interest](#), [The Hour](#), [Broad College of Business News](#), and additional radio and newspaper interviews.
- Distinguished recipient of the 2020 AMA Sales SIG Dissertation **Award**, 2019 Michigan State Taylor **Research Award**, 2019 OFR Young Scholar **Research Award**, and 2019 AMA Sales SIG Dissertation Proposal **Award**.
- **Recognized scholar** nominated for the 2018 AMA Sheth Consortium, 2018 Marketing Strategy Consortium, and 2018 Haring Symposium for outstanding research.
- 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*.

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 the organizational front lines, salesperson motivation, sales management and automation (AI), corporate social responsibility and marketing strategy implementation.

PUBLISHED ARTICLES

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

<https://www.emerald.com/insight/content/doi/10.1108/EJM-01-2019-0088/full/html>

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>

Good, Valerie (2019), “Motivating Salespeople Toward Greater Productivity,” Michigan State University, *ProQuest*, No. 22587733, 1-149.

<https://search.proquest.com/docview/2293039647>

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>

MANUSCRIPTS UNDER REVIEW

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

Good, Valerie, Douglas E. Hughes, and Alex LaBrecque, “*Title Suppressed for Double Blind Review*” Topic: Salesperson Effort
Status: 2nd Round, *Marketing Letters*

Malshe, Avinash, Douglas E. Hughes, **Valerie Good**, and Scott Friend, “*Title Suppressed for Double Blind Review*” Topic: Sales-Marketing Interface
Status: 2nd Round, *Journal of the Academy of Marketing Science*

Good, Valerie and Douglas E. Hughes, “*Title Suppressed for Double Blind Review*” Topic: Salesperson Motivation
Status: Revising for 2nd Round, *Journal of the Academy of Marketing Science*

Bhattacharya, Abhi, **Valerie Good**, and Neil Morgan, “*Title Suppressed for Double Blind Review*” Topic: Marketing Strategy
Status: Revising for 2nd Round, *Journal of the Academy of Marketing Science*

SELECT WORKING PAPERS

Good, Valerie, and Christopher Dishop “*Title Suppressed for Double Blind Review*” Topic: Salesperson Performance
Status: Preparing for Submission Target: *Journal of Applied Psychology*

Fehl, Amy, **Valerie Good**, and Todd Arnold, “*Title Suppressed for Double Blind Review **”
Topic: Organizational Frontlines
Status: Preparing for Submission Target: *Journal of Service Research*

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

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*

Good, Valerie, and Abhi Bhattacharya, “*Title Withheld for Double Blind Review*”
Topic: Selling in Crisis
Status: Collecting Data Target: *Journal of the Academy of Marketing Science*

DISSERTATION

Motivating Salespeople Toward Greater Productivity*** Chair: Dr. Douglas E. Hughes, Ph.D.

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

***Winner of the 2020 AMA Sales SIG Doctoral Dissertation Award*, funded by the Stephen Stagner Sales Excellence Institute at the University of Houston.

INVITED RESEARCH AND CONFERENCE PRESENTATIONS

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

Research

- ✓ Earned the 2020 *AMA Sales SIG Doctoral Dissertation Award*
- ✓ Granted the 2019 *Taylor Research Award* in recognition of research excellence.
- ✓ Won the 2019 *AMA Sales SIG Doctoral Dissertation Proposal Competition Award*.
- ✓ Received a 2019 *Organizational Frontlines Research Young Scholars Award*.
- ✓ Nominated to attend the 2018 *AMA Sheth Doctoral Consortium*, 2018 *Marketing Strategy Consortium*, and 2018 *Haring Symposium* (research recognition).

Teaching

- ✓ Received the *Hollander Teaching Award* for excellence in college instruction 2017, 2018.
- ✓ Earned the *Broad College of Business Instructor Excellence Award* 2017.

Coaching

- ✓ Coached the 2018 *National Collegiate Sales Competition Individual Student Winner*.
- ✓ Coached the 2018 *National Collegiate Sales Competition University Team Winners*.

SERVICE AND PROFESSIONAL DEVELOPMENT

- 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

Eli Broad College of Business, Michigan State University **2015-2020**

- 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**

- 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 with active engagement.

Millersville University **2006-2014**

- 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.

REFERENCES

Dr. Douglas E. Hughes, Ph.D.
Chairperson and Professor of Marketing
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International Business and Marketing
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Michigan State University
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Dr. Stephanie M. Mangus, Ph.D.
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