

Dr. Valerie D. Good, Ph.D.

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EXPERIENCE

ACADEMIC

Assistant Professor	2020-Present
Department of Marketing Grand Valley State University, Seidman College of Business 50 Front Ave SW, Grand Rapids, MI 49504	
Fixed-Term Faculty & Graduate Research Assistant	2015-2020
Department of Marketing Michigan State University, Eli Broad College of Business 632 Bogue Street, East Lansing, MI 48823	

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	2019
	Major: Marketing (Sales/Strategy Research Emphasis)	
	Minor: Research Methods	

HONORS & RECOGNITION

Research & Grant Funding

- ✓ Earned the prestigious 2023 Distinguished Early Career Scholar Award.
- ✓ Won the 2023 Sales Education Foundation (SEF) Research Grant Award (\$5,000).
- ✓ Nominated for the 2022 AMA Sales SIG Excellence in Research Award.
- ✓ Received a USCA Best Conceptual Contribution to JPSSM Award (2022 finalist/honorable mention).
- ✓ Awarded a 2021 Catalyst Grant (\$7,000) for research on A.I. in sales.
- ✓ Earned the 2020 AMA Sales SIG Doctoral Dissertation Award (\$1,500).
- ✓ Granted the 2019 Taylor Research Award (\$2,500).
- ✓ Won the 2019 AMA Sales SIG Doctoral Dissertation Proposal Competition Award.
- ✓ Received a 2019 Organizational Frontlines Research Young Scholars Award.
- ✓ Unanimously nominated to attend the 2018 AMA Sheth Doctoral Consortium, 2018 Marketing Strategy Consortium, and 2018 Haring Symposium (research recognition).

Teaching & Coaching

- ✓ Received the Hollander Teaching Award for excellence in college instruction 2017, 2018.
- ✓ Earned a Broad College of Business Instructor Excellence Award 2017.
- ✓ Coached the 2018 NCSC “Individual Student” and “Overall Team” Winners.

PUBLISHED RESEARCH (FT-50 JOURNALS LISTED FIRST)

Good, Valerie, Douglas E. Hughes, Ahmet Kirca, and Sean McGrath (2022), “A Self-Determination Theory-Based Meta-Analysis on the Differential Effects of Intrinsic and Extrinsic Motivation on Salesperson Performance,” *Journal of the Academy of Marketing Science*, 50(3), 586–614, <https://doi.org/10.1007/s11747-021-00827-6>.

Good, Valerie, Douglas E. Hughes, and Hao Wang (2022), “More Than Money: Establishing the Importance of a Sense of Purpose for Salespeople,” *Journal of the Academy of Marketing Science*, 50(2), 272-295, <https://doi.org/10.1007/s11747-021-00795-x>.

Good, Valerie, and Lisa McLeod (2022), “Is Salesperson Loneliness Costing You Customers?” *Harvard Business Review*, <https://hbr.org/2022/05/are-lonely-salespeople-costing-you-customers?>.

Bhattacharya, Abhi, **Valerie Good**, Hanieh Sardashti and John Peloza (2021), “Beyond Warm Glow: The Risk-Mitigating Effect of Corporate Social Responsibility (CSR),” *Journal of Business Ethics*, 171(2), 317-336, <https://doi.org/10.1007/s10551-020-04445-0>

Good, Valerie (2024), “Commentary: Developing a Deeper Understanding of Resilience in Service Contexts,” *Journal of Services Marketing*, published online, forthcoming in print, <https://www.emerald.com/insight/content/doi/10.1108/JSM-09-2023-0348/full/html>.

Good, Valerie, Stephanie M. Mangus, and Ellen B. Pullins (2023), “Salesperson Rapport: A Literature Review & Research Agenda for an Evolving Digital Sales Process,” *Journal of Personal Selling & Sales Management*, 43(4), 245-269, <https://doi.org/10.1080/08853134.2023.2236483>. [Lead article]

Good, Valerie, Amy Fehl, Alex Labrecque, and Clay M. Voorhees (2023), “Cultivating Resilience in Organizational Frontline Employees,” *Journal of Service Research*, 26(3), 405–421, <https://doi.org/10.1177/10946705231161778>.

Fehl, Amy, **Valerie Good**, and Todd Arnold (2023), “Exploring the Drivers of B2B End User Engagement” *Journal of Personal Selling & Sales Management*, 43(3), 159-178, <https://doi.org/10.1080/08853134.2022.2120488>. [Lead article]

Rapp, Adam, and **Valerie Good** (2023), “Leadership Transition and Journal Advancements,” *Journal of Personal Selling & Sales Management*, 43(1), 1-4, <https://doi.org/10.1080/08853134.2023.2167085>. [Lead article]

Malshe, Avinash, Douglas E. Hughes, **Valerie Good**, and Scott Friend (2022), “Marketing Strategy Implementation Impediments and Remedies: A Multi-Level Theoretical Framework within the Sales-Marketing Interface,” *International Journal of Research in Marketing*, 39(3), 824-846. <https://doi.org/10.1016/j.ijresmar.2021.10.002>.

Dishop, Christopher, and **Valerie Good** (2022), “A Dynamic System of Job Performance with Goals and Leadership Changes as Shocks,” *Journal of Business Research*, 139, 602-613, <https://doi.org/10.1016/j.jbusres.2021.10.018>.

Good, Valerie, Ellen B. Pullins, and Maria Rouziou (2022), “Persisting Changes in Sales Due to Global Pandemic Challenges” *Journal of Personal Selling & Sales Management*, 42(4), 317-323, <https://doi.org/10.1080/08853134.2022.2132399>.~ [Lead article]

~Runner Up for the 2022 USCA Award for the Best Conceptual Contribution to JPSSM

Good, Valerie, Douglas E. Hughes, and Alexander C. Labrecque (2021). “Understanding and Motivating Salesperson Resilience,” *Marketing Letters*, 32(1), 33–45. <https://doi.org/10.1007/s11002-020-09552-6>.

Bhattacharya, Abhi, **Valerie Good** and Hanieh Sardashti, (2020) “Doing Good When Times are Bad: The Impact of CSR on Brands During Recessions,” *European Journal of Marketing*, 54(9), 2049-2077. <https://www.emerald.com/insight/content/doi/10.1108/EJM-01-2019-0088/full/html>.

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>.

Good, Valerie (2019), “Motivating Salespeople Toward Greater Productivity,” Michigan State University, *ProQuest*, No. 22587733, 1-149. <https://search.proquest.com/docview/2293039647>.

See citations and copies of published research on [Google Scholar](https://scholar.google.com/).

PUBLISHED RESEARCH (TRADE JOURNALS – SOCIETAL IMPACT)

Good, Valerie, Douglas E. Hughes, Ahmet Kirca, and Sean McGrath (2023), “Improving Salesperson Performance: Intrinsic vs. Extrinsic Motivation,” *Baylor Keller Center Research Report*, 16(3), 1-5. <https://www.baylor.edu/business/kellercenter/news.php?action=story>. [Lead article]

Good, Valerie, Amy Fehl, Alex Labrecque, and Clay M. Voorhees (2023), “Resilience in the Face of Adversity: Frontline Employees as ‘Heroes’,” *Social Science Space, SAGE Management*, <https://www.socialsciencespace.com/2023/07/resilience-in-the-face-of-adversity-frontline-employees-as-heroes/>.

Good, Valerie, Douglas E. Hughes, and Hao Wang (June 2023), “Fostering a Sense of Purpose in Salespeople” *Baylor Keller Center Research Report*, <https://www.baylor.edu/business/kellercenter/doc.php/406423.pdf>. [Lead article]

Good, Valerie (March 2022), “Even as Companies Struggle, They Should Not Give Up on Doing Good,” *Seidman Business Review*, 28(1), 10. <https://scholarworks.gvsu.edu/cgi/viewcontent.cgi?article=1271&context=sbr>.

Good, Valerie (February 2020), “A Company’s Good Deeds Can Make Consumers Think Its Products are Safer,” *The Conversation*, <https://theconversation.com/a-companys-good-deeds-can-make-consumers-think-its-products-are-safer-132234>.

Recognized for practical and societal impact of research. Media mentions include [Harvard Business Review](#), [Forbes](#), [the Economist](#), [Sales Management Association](#), [the Growth Leader](#), [Selling with Noble Purpose](#), [Thrive Global](#), [Killerstartups](#), [the Conversation](#), [EconoTimes](#), [the National Interest](#), [The Hour](#), [Broad College of Business News](#), [The Sales Scholars Podcast](#), and additional radio and newspaper outlets.

SELECT MANUSCRIPTS UNDER REVIEW (OR NEARING SUBMISSION)

Wang, Hao, **Valerie Good** and Ming-Huei Hsieh, “*Title Suppressed for Double Blind Review*”
Topic: Platform Selling Status: 3rd Round, *Journal of Retailing*

Fehl, Amy, Todd Arnold, and **Valerie Good**, “*Title Suppressed for Double Blind Review*”
Topic: B2B Selling Status: 3rd Round, *Journal of Business Research*
- *This research was supported by MSI Grant #4000127*

Good, Valerie, Amy Fehl, and Stephanie M. Mangus “*Title Suppressed for Double Blind Review*” Topic: Salesperson Wellness Status: 3rd Round, *Journal of Business Research*
- *This research was supported by a grant from the Sales Education Foundation*

Fehl, Amy, **Valerie Good**, Todd Arnold, and Lisa Slevitch, “*Title Suppressed for Double Blind Review*” Topic: OFR Mental Health Status: 2nd Round, *JAMS*

Bhattacharya, Abhi, **Valerie Good**, Neil Morgan, and Lopo Rego, “*Title Suppressed for Double Blind Review*” Topic: Marketing Strategy Status: 1st Round, *Journal of Marketing Research*

Good, Valerie, Abhi Bhattacharya, Clay M. Voorhees and Bryan Hochstein, “*Title Suppressed for Double Blind Review*” Topic: A.I. in Sales Status: Under Review, *JAMS*

Good, Valerie, Irene Nahm, and Molly Ahearne, “*Title Suppressed for Double Blind Review*”
Topic: Leadership Turnover in Sales Target: *JM*

Childs, Dayle, Stefanie Boyer, and **Good, Valerie**, “*Title Suppressed for Double Blind Review*”
Topic: Women in Sales Target: *JAMS*

Good, Valerie, and Ellen B. Pullins, “*Title Suppressed for Double Blind Review*” Target: *JPSSM*

RESEARCH INTERESTS

My research interests focus on managerially relevant marketing strategy with an emphasis on the intersection of organizational frontlines with customer experiences. Substantive topics broadly include personal selling and sales management, frontline employee well-being and mental health, women in sales and diversity, societal impact, as well as artificial intelligence and customer-organization experiences.

DISSERTATION

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

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

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

CONFERENCE AND INVITED RESEARCH PRESENTATIONS

Childs, Dayle, **Valerie Good**, and Stefanie Boyer (February 2024), “His and Hers: Understanding the Contrasting Effects of Sales Manager Feedback Across Gender,” *American Marketing Association (AMA) Winter Conference*, St. Pete Beach, FL.

Bhattacharya, Abhi, Neil Morgan, **Valerie Good**, and Lopo Rego (February 2024), “Back to the Future: Revisiting Porter’s Strategy,” *American Marketing Association (AMA) Winter Conference*, St. Pete Beach, FL.

Good, Valerie, Abhi Bhattacharya, Clay M. Voorhees and Bryan Hochstein (September 2023), “Helping Salespeople Determine Qualified Leads from Chatbot Conversations,” *Marketing Dynamics Conference*, Boston, MA.

Fehl, Amy, Todd Arnold, and **Valerie Good** (June 2023), “Utopia at work: End user meaning-making through the consumption of B2B brands,” *Consumer Culture Theory Conference*, Sweden.

Good, Valerie (February 2023), “Exploring the Impact of Leadership Turnover on Subordinate Sales Performance,” *Women in Sales (WinS) Conference*, Nashville, TN. *Invited*.

Good, Valerie, and Amy Fehl (February 2023), “Cultivating Resilience in Organizational Frontline Employees,” *Organizational Frontlines Research Conference*, Nashville, TN. *Invited*.

Good, Valerie, Abhi Bhattacharya, Clay Voorhees, and Bryan Hochstein (February 2023), “Helping Salespeople Determine Qualified Leads from Chatbot Conversations,” *American Marketing Association (AMA) Winter Conference*, Nashville, TN

Fehl, Amy, Todd Arnold, and **Valerie Good** (February 2023), “B2B Sales Outreach: End User Lessons for Supplier Firms,” *AMA Winter Conference*, Nashville, TN.

Wang, Hao, **Valerie Good**, Juno Lim, and Ming-Huei Hsieh (February 2023), “Online Retail Formats and Product Performance: The Moderating Role of Product Characteristics,” *AMA Winter Conference*, Nashville, TN.

Good, Valerie and Amy Fehl (August 2022), “Exploring the Impact of Salesperson Loneliness,” *American Marketing Association Summer Conference*, Chicago, IL.

Good, Valerie, Amy Fehl, Alex Labrecque, and Clay M. Voorhees (February 2022), “Salesperson Resilience in Crises,” *American Marketing Association Winter Conference*, Las Vegas, NV.

Good, Valerie and Amy Fehl (June 2021), “The Yin and Yang of Salesperson Loneliness.” ^ *Global Sales Science Institute (GSSI) Conference*, Toronto, Canada; virtual conference. ^*best paper finalist*

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, TX.^^

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

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, MA.

Good, Valerie (June 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Sheth Consortium*, Leeds, UK. *Invited*.

Good, Valerie (April 2018), “Understanding and Leveraging Intrinsic Motivation in Salespeople.” *Haring Symposium*, Bloomington, IN. *Invited*.

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

Good, Valerie and Douglas E. Hughes (March 2018), “Exploring Resilience: A Key to Salesperson Success.” *Enhancing Sales Force Productivity Conference*, Columbia, MO.

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, CA.

Good, Valerie (February 2017), “Corporate Motivation: Marketing Matters.” *American Marketing Association Winter Conference*, Orlando, FL.

TEACHING EXPERIENCE

Seidman College of Business, Grand Valley State University
Assistant Professor of Marketing

2020-Present

- Instructed courses in professional selling and marketing negotiations, both online and in-person.
- Created a new course in negotiations using interactive technologies, case studies, and experiential hands-on learning negotiation exercises.
- Created a new course on advanced technical sales with experiential learning components.
- Implemented the university’s first interactive role play with professional buyers for sales students and helped design the state-of-the-art sales lab.
- Received **excellent teaching evaluations** (typically ranging from 4.5 to 4.9/5.0 on a scale of 0 to 5, with 5 being outstanding) along with enthusiastic student comments.

Eli Broad College of Business, Michigan State University
Fixed Term Faculty and Graduate Research Assistant

2015-2020

- Instructed courses in sales such as MKT 313 Consultative Selling and Buying Processes.
- Received excellent teaching evaluations (as high as 4.95/5.0) along with positive comments.
- Awarded the Hollander **Teaching Award** in 2017 and 2018 for teaching excellence.
- Earned the Broad College of Business **Instructor Excellence Award** for 2017.
- Served as a teaching assistant for Quantitative Business Research Methods.

School of Professional and Continuing Studies, Elizabethtown College
Affiliate Faculty Member

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.

Millersville University
Adjunct Faculty

2006-2014

- Instructed classes such as Advertising, Personal Selling, Principles of Marketing, and Retail Marketing.
- Student evaluations were excellent and consistently above Department and University means. 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. Students gained hands-on experience based on my professional background.

** Please notice the variety of classes instructed, excellence of teaching evaluations, experience teaching traditional and executive level students, skill in teaching online and in-person (or blended format) classes, and wide range of experiential learning projects. **

SERVICE AND PROFESSIONAL DEVELOPMENT

- Managing Editor, *Journal of Personal Selling and Sales Management* 2017-Present
- Sales Program Co-Designer, Seidman College of Business, GVSU 2022-Present
- IRB Policies & Procedures Committee (Human Subjects Research) 2022-Present
- Reviewer, *Industrial Marketing Management Journal* 2022-Present
- Societal Impact and Outreach Committee 2021-Present
- Hiring Committee, GVSU 2023
- Reviewer, *Journal of Services Marketing Journal* 2023
- Reviewer, Teaching Portfolios (GVSU) 2023
- Reviewer, Winter AMA Conference 2023
- Special Issue Editor, *Journal of Personal Selling and Sales Management* 2022
- Reviewer: Summer AMA Conference 2022
- Reviewer: Global Sales Conference 2022
- Conference Session Chair, Winter AMA 2022
- Conference Session Chair, Summer AMA 2022
- International Education Committee Member, GVSU 2022
- Reviewer: GSSI Conferences 2021
- Reviewer: Organizational Frontlines (OFR) Conference 2021
- Reviewer: Winter AMA Conferences 2021
- All-MSU Sales Competition Coordinator 2020
- Judge, All-MSU Sales Competition 2016-2020
- Coach, National Collegiate Sales Competition (NCSC) 2018
- Reviewer, AMS Conference 2018
- Session Chair (Sales Track) at Summer AMA Conference 2017

REFERENCES

Dr. Douglas E. Hughes, Ph.D.

Chairperson and Professor of Marketing
Muma College of Business, University of South Florida
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Dr. Todd Arnold, Ph.D.

Raymond A. Young Chair & Professor of Marketing
Spears School of Business, Oklahoma State University
316 North Hall, Tulsa, OK 74106
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Dr. Ellen Bolman Pullins, Ph.D.

Schmidt Research Professor of Sales & Sales Management
Professor of Marketing and International Business
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Dr. Adam Rapp, Ph.D.

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