

Laura Colm

SALES

ARTICLES IN SCHOLARLY JOURNALS

COLM L., PRESTINI S.

Il nuovo paradigma commerciale del Social Trade Marketing

Harvard Business Review Italia, March, 2024, pp.104-105

COLM L.

Mobilità sostenibile tra obbligo e aspirazione

Economia & Management, 2023, no. 4, pp.33-37

CAIOZZO P., COLM L., GUENZI P., SISTI M. A.

Dieci aree di azione per ridisegnare la funzione vendite

Economia & Management, 2022, no. 4, pp.83-91

COLM L., ORDANINI A., BORNEMANN T.

Dynamic Governance Matching in Solution Development

Journal of Marketing, 2020, vol.84, no. 1, pp.105-124

COLM L., ORDANINI A., PARASURAMAN A.

When Service Customers Do Not Consume in Isolation: A Typology of Customer Copresence Influence Modes (CCIMs)

Journal of Service Research, 2017, vol.20, no. 3, pp.223-239

COLM L., CARÙ A.

Two faces of the same coin: how the interplay between organizational and territorial culture builds the concept of service culture

Mercati e Competitività, 2016, no. 3, pp.87-109

RESEARCH MONOGRAPHS

COLM L., ORDANINI A.

Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Loccioni

Egea, Milano, Italy, 2021

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

COLM L. I. M., COLM L.

Strategies to Improve B2B Customer Relationships Through Digitally Enabled Experiences in *Handbook of Research on Digital Innovation and Networking in Post-COVID-19 Organizations*

Ana Pego (Eds), IGI Global, chap. 2, pp.18-35, 2022

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Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity in *The Impact of COVID-19 on Supply Chain Management*

Richard Wilding (Eds), Proud Pen, chap. 4, pp.55-72, 2021

CARÙ A., COLM L., COVA B.

Innovating Services Through Experiences: An Investigation of Servicescape's Pivotal Role in *Service Innovation*

Marja Toivonen (Eds), Springer Japan, pp.149-170, 2016

CASES IN INTERNATIONAL CASE COLLECTIONS

COLM L., GUENZI P.

The Strategic Role of Sales Content Management for Omnichannel Customer Journeys: The Bioline Jatò Case

2023, The Case Centre, Great Britain

COLM L., GUENZI P.

A Roadmap for Omnichannel Sales Transformation Starting from Remote Selling: The Olympus Italy Case

2021, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

ZERBINI F., COLM L., MORBIDELLI C.

Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy

Snergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italy
