

Laura Colm

SALES

ARTICLES IN SCHOLARLY JOURNALS

BORGHINI S., CIRINCIONE A., COLM L., GAUR A., MEDICI B., SORBINO F.

La mobilità urbana nella prospettiva della Generazione Z

Economia & Management, 2024, no. 2, pp.87-96

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

GAUR A., COLM L.

What Is the Metaverse for? in *Blockchain, Metaverse, and Digital Payments*

Aijaz A. Shaikh, Galimkair Mutanov, Heikki Karjaluo (Eds), Routledge, chap. 12, pp.182-199, 2024

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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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Innovating Luxury Service Experiences Through E-Servicescapes in *Research Anthology on Business Continuity and Navigating Times of Crisis*

Information Resources Management Association (Eds), IGI Global, pp.942-961, 2022

COLM L., ORDANINI A.

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

BORGHINI S., COLM L., PAN L. R. Y., MEDICI B.

A superhero in your pocket: the phenomenon of super apps from a technocultural perspective

XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

COLM L., PRESTINI S.

Avvicinarsi al mercato finale in ottica b2b2c grazie al social trade marketing: il caso Silhouette Italia

XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

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Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità alternativa

XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

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Servizi ed esperienze per la smart city: il caso Open Stage

XX SIM Conference: "Marketing per il benessere, la salute e la cura", 20-21 Ottobre 2023, Firenze, Italy

ZERBINI F., COLM L., MORBIDELLI C.

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

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