

# Laura Colm

SALES

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## 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

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## RESEARCH MONOGRAPHS

COLM L., ORDANINI A.

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

Egea, Milano, Italy, 2021

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## PRACTICE-ORIENTED BOOKS

CAIOZZO P., GUENZI P., COLM L.

**Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale**

McGraw-Hill, Italy, 2025

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## 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

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

COLM L., PRESTINI S.

**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

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## CASES IN INTERNATIONAL CASE COLLECTIONS

COLM L., GUENZI P.

**Introducing Social Selling with Digital Lead Generation in B2B: The Gewiss SpA Case**

2025, The Case Centre, Great Britain

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

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## 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*

BORGHINI S., COLM L., MEDICI B.

**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*

COLM L., PRESTINI S.

**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*

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