

# Laura Colm

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ASSOCIATE PROFESSOR OF PRACTICE

**Sales**

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## Biography

Laura Colm is an Associate Professor of Practice of Marketing and Sales at SDA Bocconi. Her research activities focus on B2B and industrial marketing, services marketing and service-based business models (e.g., solution selling, Everything-as-a-Service), as well as the interface of marketing and sales, and e-commerce and omnichannel strategies. She is Head of Core Team of SDA Bocconi's Mobius Lab on user-centric, smart, and sustainable mobility, as well as a member of the Commercial Excellence Lab (CEL).

She authored articles, books, international book chapters, and teaching cases on these subjects. Her work has been published among others in the Journal of Marketing, Journal of Service Research, Harvard Business Review Italy, and the Italian Journal of Marketing (former Mercati e Competitività). Her latest book is "Forgiare il futuro – L'effectuation theory e il percorso imprenditoriale di Loccioni" (Egea, 2021).

In 2024 Laura won the Robert Lusch Early Career Research Award, presented by the American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF), which aims to recognize a scholar who has published an article early in his/her career in an AMA journal, which pushes boundaries and introduces novel theories and/or conceptual frames to better understand consumers, markets, and marketing actions. In 2022 Laura was finalist and runner-up for the best dissertation award by AMA SERVSIG and in 2021 she won a teaching award at Bocconi University. In 2016 she won the ASFOR GSE Research/Greenleaf Publishing annual best case study award and in 2014 the Lyam Glynn research scholarship by AMA SERVSIG and Arizona State University.

She teaches courses with a main focus on e-commerce and omnichannel sales, digital marketing, services marketing, and qualitative research methods. She is adjunct professor at Università Bocconi and member of the AMA and the SIMktg (the Italian Marketing Society). Laura is an editorial review member for the Journal of Business Research and an ad hoc reviewer for the Journal of Service Research and Journal of Business Ethics.

Laura earned a Ph.D. in Marketing Management from the University of Stuttgart with highest honors, and an M.Sc. in Marketing Management, as well as a B.Sc. in Business Administration and Management from Università Bocconi.

## Teaching domains

B2B Marketing

Service Marketing

Marketing Management

## ARTICLES IN SCHOLARLY JOURNALS

BORGHINI S., CIRRINCIONE 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 Karjalainen (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 Jato 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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## Grants & Honors

2024 Robert Lusch Early Career Research Award – AMA – American Marketing Association , 2024

Finalist and runner-up – Best dissertation award – AMA-SERVSIG (Services Special Interest Group) – AMA – American Marketing Association , 2022

Teaching Award – Graduate School – Università Commerciale Luigi Bocconi , 2021

Best case study – ASFOR GSE Research/Greenleaf Publishing , 2016

Liam Glynn research scholarship – AMA-SERVSIG (American Marketing Association – Services Special Interest Group) and Arizona State University , 2014

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