
RESEARCHER

Sales

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Biography

Laura Colm is Researcher in 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, and Italian Journal of Marketing (former Mercati e Competitività). Her most recent book is "Forgiare il futuro – L'effectuation theory e il percorso imprenditoriale di Loccioni" (Egea, 2021).

Laura was finalist and runner-up for the best dissertation award by AMA SERVSIG in 2022 and won a teaching award at Bocconi University in 2021, the ASFOR GSE Research/Greenleaf Publishing annual best case study award in 2016, and the Lyam Glynn research scholarship by AMA SERVSIG and Arizona State University in 2014.

She also 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 Bocconi University and member of 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 Service Management.

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

Teaching domains

B2B Marketing

Service Marketing

Marketing Management

Marketing & Sales Integration

New Business Models

ARTICLES IN SCHOLARLY JOURNALS

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

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

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

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

Grants & Honors

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
