

# Laura Colm

Associate Professor of Practice



**Knowledge Group:** Marketing

**Research Domains:** Sales

**Teaching Domains:** B2B Marketing, Service Marketing, Marketing Management, Marketing & Sales Integration, New Business Models

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## Cases in International Case Collections

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

COLM, L., I. M., P. GUENZI - "Introducing Social Selling with Digital Lead Generation in B2B: The Gewiss SpA Case" - 2025, The Case Centre, Great Britain

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

COLM, L., I. M., P. GUENZI - "The Strategic Role of Sales Content Management for Omnichannel Customer Journeys: The Bioline Jatò Case" - 2023, The Case Centre, Great Britain

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

COLM, L., I. M., P. GUENZI - "A Roadmap for Omnichannel Sales Transformation Starting from Remote Selling: The Olympus Italy Case" - 2021, The Case Centre, Great Britain

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## Practice-Oriented Books

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

CAIOZZO, P., P. GUENZI, L., I. M. COLM - "Commercial excellence. La scienza dietro l'arte dell'eccellenza commerciale" - 2025, McGraw-Hill, Italy

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## Other

## **From cement to cloud: the future of construction is digital - Dal cemento al cloud: il futuro delle costruzioni è digitale**

CAIOZZO, P., L., I. M. COLM, "From cement to cloud: the future of construction is digital - Dal cemento al cloud: il futuro delle costruzioni è digitale", SDA Bocconi Insight, 8 September 2025

## **The invisible power of technology in luxury - Il potere invisibile della tecnologia nel lusso**

VERONESI, V., L., I. M. COLM, B. MEDICI, S. GALLO, "The invisible power of technology in luxury - Il potere invisibile della tecnologia nel lusso", SDA Bocconi Insight, 10 November 2025

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## **Articles in Scholarly Journals**

### **Il nuovo paradigma commerciale del Social Trade Marketing**

COLM, L., I. M., S. PRESTINI, "Il nuovo paradigma commerciale del Social Trade Marketing", Harvard Business Review Italia, March 2024, pp. 104-105

### **La mobilità urbana nella prospettiva della Generazione Z**

BORGHINI, S., A. CIRRINCIONE, L., I. M. COLM, A. GAUR, B. MEDICI, F. SORBINO, "La mobilità urbana nella prospettiva della Generazione Z", Economia & Management, 2024, no. 2, pp. 87-96

### **Mobilità sostenibile tra obbligo e aspirazione**

COLM, L., I. M., "Mobilità sostenibile tra obbligo e aspirazione", Economia & Management, 2023, no. 4, pp. 33-37

### **Dieci aree di azione per ridisegnare la funzione vendite**

CAIOZZO, P., L., I. M. COLM, P. GUENZI, M. A. SISTI, "Dieci aree di azione per ridisegnare la funzione vendite", Economia & Management, 2022, no. 4, pp. 83-91

### **Dynamic Governance Matching in Solution Development**

COLM, L., I. M., A. ORDANINI, T. BORNEMANN, "Dynamic Governance Matching in Solution Development", Journal of Marketing, 2020, vol. 84, no. 1, pp. 105-124

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

COLM, L., I. M., A. ORDANINI, A. PARASURAMAN, "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

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

COLM, L., I. M., A. CARÙ, "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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## Contribution to Chapters, Books or Research Monographs

### **What Is the Metaverse for?**

GAUR, A., L., I. M. COLM, "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

### **Strategies to Improve B2B Customer Relationships Through Digitally Enabled Experiences**

COLM, L. I. M., "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 (Ed.), IGI Global, chap. 2, pp. 18-35, 2022

### **Innovating Luxury Service Experiences Through E-Servicescapes**

COLM, L., I. M., S. PRESTINI, "Innovating Luxury Service Experiences Through E-Servicescapes" in Research Anthology on Business Continuity and Navigating Times of Crisis., Information Resources Management Association (Ed.), IGI Global, pp. 942-961, 2022

### **Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity**

COLM, L., I. M., A. ORDANINI, "Facing Supply Chain Disruptions: Strategies to Ensure Relational Continuity" in The Impact of COVID-19 on Supply Chain Management., Richard Wilding (Ed.), Proud Pen, chap. 4, pp. 55-72, 2021

### **Innovating Services Through Experiences: An Investigation of Servicescape's Pivotal Role**

CARÙ, A., L., I. M. COLM, B. COVA, "Innovating Services Through Experiences: An Investigation of Servicescape's Pivotal Role" in Service Innovation., Marja Toivonen (Ed.), Springer Japan, pp. 149-170, 2016

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## Proceedings/Presentations

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

BORGHINI, S., L., I. M. COLM, L. R. Y. PAN, B. MEDICI, "A superhero in your pocket: the phenomenon of super apps from a technocultural perspective" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

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

BORGHINI, S., L., I. M. COLM, B. MEDICI, "Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità alternativa" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

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

COLM, L., I. M., S. PRESTINI, "Avvicinarsi al mercato finale in ottica b2b2c grazie al social trade marketing: il caso Silhouette Italia" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

### **Imagining the future: challenges and pitfalls of doing research with Gen Z**

BORGHINI, S., L., I. M. COLM, F. ZERBINI, "Imagining the future: challenges and pitfalls of doing research with Gen Z" in 12th EIASM Workshop on Interpretive Consumer Research, April 18-19, 2024, Malaga, Spain

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

COLM, L., I. M., S. PRESTINI, "Servizi ed esperienze per la smart city: il caso Open Stage" in XX SIM Conference: "Marketing per il benessere, la salute e la cura", 20-21 Ottobre, 2023, Firenze, Italy

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

ZERBINI, F., L., I. M. COLM, C. MORBIDELLI, "Fight the Self and save the Planet: When feeling guilty and paying the bill isn't that easy" in Sinergie-SIMA Management Conference 2022, 30 June-1 July, 2022, Milano, Italy

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## **Research Monographs**

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

COLM, L., I. M., A. ORDANINI - "Forgiare il Futuro. L'effectuation Theory e il Percorso Imprenditoriale di Loccioni" - 2021, Egea, Milano, Italy