

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

laura.colm@sdabocconi.it

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 SERV SIG 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 SERV SIG 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.

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

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

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

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

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

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

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