

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

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

Da modelli del passato a traiettorie future. Le pratiche di mobilità della Generazione Z - From Historical Patterns to Future Trajectories. Tracing the Evolution of Gen Z's Mobility Practices

BORGHINI, S., L., I. M. COLM, B. MEDICI, "Da modelli del passato a traiettorie future. Le pratiche di mobilità della Generazione Z - From Historical Patterns to Future Trajectories. Tracing the Evolution of Gen Z's Mobility Practices", *Economia & Management*, 2025, no. 4, pp. 8-16

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