



Laurianne SCHMITT

Ph.D. in Sales and Marketing

Assistant Professor, Marketing

l.schmitt@ieseg.fr

EDUCATION

2021 Ph.D. in Sales and Marketing, EM Strasbourg, France

COURSES TAUGHT

- Purchasing strategy, Bachelor in international business
- Advanced sales management, Bachelor in international business
- Research and consulting tools, Grande ecole (bachelor cycle)
- Survey design and analysis, Grande ecole (bachelor cycle)
- Managing the sales force
- Introduction to research
- Value-based selling
- Sales and business management, Grande ecole (bachelor cycle)
- Sales techniques
- Sales and key account management
- E-marketing
- Digital selling
- Sales management
- Customer relationship management

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Rangarajan D., McClure C., Epler R., Schmitt L., (2024), AI in Sales: Laying the Foundations for Future Research, *Journal of Personal Selling and Sales Management*, 44(2), pp. 108-127

Schmitt L., Epler R., Casenave E., Pallud J., (2024), An Inquiry into Effective Salesperson Social Media Use in Multinational Versus Local Firms, *Journal of International Marketing*, 32(1), pp. 72-91

Schmitt L., Plouffe C., Decarlo T., Ferguson R., Kumar B., Moreno G., Sleep S., volpers S., wang H., (2024), Salespeople and teams as stakeholder and knowledge managers: a service-ecosystem, co-creation, crossing-points perspective on key outcomes, *European Journal of Marketing*, 58(3), pp. 704 -732

Epler R., Schmitt L., Mathis D., Leach M., Hochstein B., (2023), Do Salesforce Management Systems Actually Drive Salesperson Intentions?, *Industrial Marketing Management*, 113(2023), pp. 42-57

Schmitt L., Casenave E., Pallud J., (2021), How B2B Salespeople Use Social Media: a Practice Theory Approach, *Décisions Marketing*, 104(4), pp. 199-216

Schmitt L., Casenave E., Pallud J., (2021), Salespeople's work toward the institutionalization of social selling practices, *Industrial Marketing Management*, 96(1), pp. 183-196

Communications in refereed conferences

International

Schmitt L., Franck R., Chefor E., (2024), *Feeling like an impostor: consequences on B2B salespeople's mental health* AMA Winter Academic Conference, Tampa, FL,, USA

Other conference and seminar presentations

International

Schmitt L., Casenave E., (2024), *Coaching Salespeople: How AI and Managers Should Adapt their Coaching to Positively Impact their Salespeople's Mindset* Global Sales Science Institute, Montpellier, France

Schmitt L., Klein M., Lussier B., (2024), *Engineering the Cognitive and Affective Customer Experience of the Key Clients in B2B Selling Contexts* Global Sales Science Institute (GSSI), Montpellier, France