



Laurianne SCHMITT

Ph.D. in Sales and Marketing

Assistant Professor, Marketing

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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

CASENAVE E., SCHMITT L., (2025), Comparing AI coaching and sales manager coaching: A construal-level approach, *Journal of Business Research*, 190(March 2025), pp. 115241

Schmitt L., Klein M., Lussier B., (2025), Key account managers and customer experience: A service ecosystem approach, *Industrial Marketing Management*, 126(2025), pp. 118-130

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., Fergurson 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

EDITORIAL ACTIVITY

Reviewer in an academic journal

Industrial Marketing Management

Journal of Business research

Journal of Business and Industrial Marketing

Journal of Marketing Theory and Practice

Journal of Marketing Education

PROFESSIONAL SERVICE

Panelist in an academic conference

GSSI

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Member of the research committee

Membre du comité scientifique de l'Institut de vente HEC Montréal, University of Montreal, Canada