



**Laurianne SCHMITT**

**Ph.D. in Sales and Marketing**

**Assistant Professor, Marketing**

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## **EDUCATION**

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

## **COURSES TAUGHT**

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- 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**

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## Papers in refereed journals

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### 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., Fergusson 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

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### 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

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### 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

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### 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**

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### **Panelist in an academic conference**

GSSI

## **RESEARCH ACTIVITIES**

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### **COMMITTEE CHAIR**

#### **Member of the research committee**

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