

> Friday, February 4<sup>th</sup>, 2022

14:30 - 16:00

PON-ICON RESEARCH SEMINAR

**RESEARCH  
SEMINAR**



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY



**ABSTRACT**

**MANAGING THE DIGITAL TRANSFORMATION OF SALES UNITS  
BY PAOLO GUENZI (DEPARTMENT OF MARKETING, SDA BOCCONI)**

In this Research talk, the speaker will present some projects developed in the last few years at SDA Bocconi's Commercial Excellence Lab on the topic of Digital Transformation in sales. Such studies gave rise to several publications in international Journals and are part of an ongoing research project on this important and broad phenomenon.

The goal is to present an overview of the different topics, foci and methods we used in this context, to hopefully provide some insights and ideas to stimulate discussion and suggest potential future developments.



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