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Enrico Colla earned a a Laurea (Bachelor) at the Department of Law of the University of Turin (Italy) and a Master in Industrial Economics and Management of the Scuola Superiore "Enrico Mattei" of ENI at Milan, where he taught industrial economics and organisation. He specialised in Business Policy at London Business School (International Teachers Programme) and Harvard Business School (Visitor Individual Studies Programme). He has been Adjunct Professor of "Economy and organisation of commercial firms" at Bocconi University in Milan and vice-director of Ifor, Institute for Management Education and Research in Commerce, then Director of Scuola Superiore del Commercio, del Turismo et dei Servizi of Milan.

In France since 1996, he has been Associated Professor of Management Science at Jean Moulin Lyon 3 University, Visiting Professor of International Retailing at Paris I - Panthéon/Sorbonne University then Professor of Marketing and Retailing at NEGOCIA, where he served also as a Research Dean, then at ADVANCIA-NEGOCIA, where he directed CRC (Research Center on Retailing). He has been also fellow, member of the Board of Directors and Treasurer, of Cerdice (Centre of international research on retailing and e-commerce at ESCP-EAP) and Emeritus Professor at Novancia.

Enrico Colla is member of the Advisory board of «International Journal of Retail and Distribution Management », of Publication Committee of « Revue Française du Marketing », of Evaluation Committee of “Management et Avenir” Journal, and of Scientific Committee of ERR (European Retail Research).

He has been a member of Scientific Committees of many conferences of Marketing and Retailing, expert in Commercial Distribution for European Commission and Eurostat (1990-2000) , member of “Commission des Comptes Commerciaux de la Nation” (1999-2010) and member of the Board of Administrators and Vice-President) of ISTEC Business School (2006-2015).