

# Renata Trinca Colonel

BUSINESS DATA ANALYTICS

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## ARTICLES IN SCHOLARLY JOURNALS

TRINCA COLONEL R., ZAMAGNI C.

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Economia & Management, 2021, no. 1, pp.96-103

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European Journal of Finance, 2020, vol.26, no. 13, pp.1239–1252

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**I driver di una customer experience di successo**

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**Revenue estimation model, punto di partenza**

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POLI M., TRINCA COLONEL R.

**Predictive analytics: solo una questione di algoritmi?**

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**Carriera in azienda: quanto conta l'età?**

Economia & Management, 2014, no. 6, pp.46–50

BISSOLA R., IMPERATORI B., TRINCA COLONEL R.

**Enhancing the creative performance of new product teams: an organizational configurational approach**

Journal of Product Innovation Management, 2014, vol.31, no. 2, pp.375–391

DRAGO D., MAZZUCA M., TRINCA COLONEL R.

**Do loans fair value affect market value? Evidence from european banks**

Journal of Financial Regulation and Compliance, 2013, vol.21, no. 2, pp.108–120

ANNUSHKINA O., TRINCA COLONEL R.

**Foreign market selection by russian MNEs: beyond a binary approach?**

Critical Perspectives on International Business, 2013, vol.9, no. 1/2, pp.58–87

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**L'eccellenza della creatività pubblicitaria in evoluzione: alcuni insegnamenti da diciotto anni di Cannes Award**

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**La flessibilità ti costa la carriera: uno studio italiano**

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**Un caso di propensione all'acquisto**

Economia & Management, 2004, no. 1, pp.34-37

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**Data mining: come estrarre valore dai customer database**

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## TEXTBOOKS

TRINCA COLONEL R.

**Data Analysis per Manager: Fondamenti - Data Analysis for Business: Foundations**

Egea, E-Book, Italy, 2021

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

TRINCA COLONEL R.

**Il campionamento** in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo(Ed), Egea, chap. 7, pp.217-246, 2022

TRINCA COLONEL R.

**Le competenze analitiche in scenari ipercomplessi** in *Manager del Futuro*

E. Baglieri(Ed), Egea, pp.33-45, 2022

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**How do emerging markets differ from developed markets?: A conceptual and empirical analysis** in

*Handbook of Contemporary Research on Emerging Markets*

H. Merchant (Eds),Edward Elgar Publishing, chap. 1, 2016

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S. Cuomo, A. Mapelli(Ed), Egea, pp.79-98, 2012

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## CASES IN INTERNATIONAL CASE COLLECTIONS

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**Ricci Curbastro Winery: Global Strategy with Sparkles**

2019, The Case Centre, Great Britain

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## PROCEEDINGS/PRESENTATIONS

TRINCA COLONEL R., ANNUSHKINA O., BERSELLI E.

### **What is an emerging economy?**

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### **Developing a new creative product: an organizational configurational approach**

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ANNUSHKINA O., TRINCA COLONEL R.

### **Foreign Market Selection by Russian MNEs**

*52nd AIB Annual Meeting: "International Business in tough times" -June 25-29, 2010, Rio de Janeiro, Brazil*

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