

# Renata Trinca Colonel

---

ASSOCIATE PROFESSOR OF PRACTICE

**Business Data Analytics**

**RENATA.TRINCA@SDABOCCONI.IT**

---

## Biography

Renata Trinca Colonel is Associate Professor of Practice of Decision Sciences & Business Analytics at SDA Bocconi School of Management. Since January 2021 she has been the Director of the Executive MBA Programs, both weekend and modular format, and she is also the coordinator of the category Business Data Analytics for Open Programs. She is Adjunct Professor of Statistics at Bocconi University.

Her cooperation with SDA Bocconi began in 2002. Since then, she has run various courses on Business Analytics and she still is Faculty member of many Specialized Master Programs and Executive MBA Programs. She is Program Director of the online course Data Analysis for Business and the course Research, Organization and Quantitative Data Analysis. She conducted research, training and consulting projects for important Italian and multinational companies in the energy, transportation, retail, banking, insurance, publishing and real estate industry (with Indian Railways, Trenord, Enel Green Power, Ferrero, Banca Mediolanum, Aruba and others).

Her research activities focus on business analytics, data visualization, sampling and marketing research, applications and statistical analysis in different fields, scoring and rating statistical models, forecasting and quantitative techniques in general.

She is the author of books and numerous articles on her topics of interest. Her works have been published in the Journal of Product Innovation Management, Critical Perspectives on International Business, the European Journal of Finance, the Journal of Financial Regulation and Compliance and Economia&Management, among others. Renata won the Bocconi Innovation in Teaching Award in 2019. Since 2002, she has been a corporate consultant in data analytics, modelling, predictive analytics, market research.

Renata earned a degree in Economic and Social Disciplines (D.E.S.) from Università Bocconi and an ITP (International Teachers Programme) from SDA Bocconi School of Management in 2009.

## Teaching domains

Data Analysis Process

Predictive Analytics

Market Research

Multivariate Models

---

## ARTICLES IN SCHOLARLY JOURNALS

TRINCA COLONEL R., ZAMAGNI C.

**La consulenza di vendita nel settore automotive - Sales Assistance in the Automotive Sector**

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

BAZZANA F., DE LAURENTIS G., PISANI R., TRINCA COLONEL R.

**Can domestic trade credit insurance contracts be effective collateral for banks? A quantitative study of the Italian market**

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

TRINCA COLONEL R., GHADDAR S., MAURI C.

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

Economia & Management, 2017, no. 3, pp.33-39

TRINCA COLONEL R., NEGRI G.

**Revenue estimation model, punto di partenza**

Economia & Management, 2017, no. 2, pp.29-32

POLI M., TRINCA COLONEL R.

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

Economia & Management, 2015, no. 3, pp.42-46

TRINCA COLONEL R.

**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

OSTILIO M. C., TRINCA COLONEL R.

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

Economia & Management, 2013, no. 1, pp.65-82

TRINCA COLONEL R.

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

Economia & Management, 2013, no. 3, pp.40-43

TRINCA COLONEL R.

**Un caso di propensione all'acquisto**

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

TRINCA COLONEL R.

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

Economia & Management, 2002, no. 6, pp.46-49

---

## TEXTBOOKS

TRINCA COLONEL R.

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

Egea, E-Book, Italy, 2021

---

## 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

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

**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

TRINCA COLONEL R.

**Età, performance e carriera: uno studio empirico** in *Engagement e carriera: il peso dell'età*  
S. Cuomo, A. Mapelli(Ed), Egea, pp.57-66, 2014

TRINCA COLONEL R.

**L'impatto reale della flessibilità sul percorso di carriera dei lavoratori** in *La flessibilità paga: perché misurare i risultati e non il tempo*  
S. Cuomo, A. Mapelli(Ed), Egea, pp.79-98, 2012

---

## CASES IN INTERNATIONAL CASE COLLECTIONS

ANNUSHKINA O., TRINCA COLONEL R.

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

2019, The Case Centre, Great Britain

---

## PROCEEDINGS/PRESENTATIONS

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

**What is an emerging economy?**

*AIB Annual Meeting - International business for sustainable world development - June 24-28 2011, Nagoya, Japan*

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

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

*26th EGOS Colloquium - July 1-3 2010, Lisbon, Portugal*

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*

---

## Grants & Honors

Innovation in Teaching Award (2017–2018) – SDA Bocconi School of Management , 2019

---