

Luca Molteni

ASSISTANT PROFESSOR

Business Data Analytics

LUCA.MOLTENI@UNIBOCCONI.IT

Biography

Luca Molteni is an Assistant Professor at the Department of Decision Sciences at Università Bocconi. Since January 2017 he has been the Department of Decision Science Liaison Officer at SDA Bocconi School of Management.

His collaboration with SDA Bocconi began in 1987. He is an MBA Faculty Member at SDA Bocconi. He has conducted research, education and consulting projects with some of the major players in the banking and pharmaceutical industries.

His research activities focus on the field of data analysis, Big and Small Data, with a particular emphasis on predictive models and their business applications (in marketing, strategy, organization and production). In the past, he has focussed on the study of statistical features for the evaluation of quality and customer satisfaction and has carried out research and statistical analysis of data for school projects.

He is the author of various books and articles on his subjects of interest. His works have been published in the International Journal of Design & Nature and Ecodynamics and Economia & Management, among others. He was a Visiting Scholar at the University of California, Los Angeles (UCLA) in 1992.

Luca earned a degree in Economics and Social Sciences (DES) from Università Bocconi.

Teaching domains

Predictive Analytics

Market Research

Big & Small Data

Time Series Analysis

Data Analysis Process

ARTICLES IN SCHOLARLY JOURNALS

MOLTENI L., POLI M.

Data scientist chi è, cosa fa e come lo fa

Economia & Management, 2021, no. 2, pp.43-51

BORGONOVO E., MOLTENI L.

Gli advanced analytics a supporto delle decisioni manageriali

Economia & Management, 2021, no. 2, pp.25-29

MOLTENI L., PONCE DE LEON J.

Forecasting With Twitter Data: An Application To Usa Tv Series Audience

International Journal of Design & Nature and Ecodynamics, 2016, vol.11, no. 3, pp.220-229

MOLTENI L., TONINI D.

L'impatto dei Big Data Analytics sulle decisioni manageriali. Stato dell'arte e prospettive in ambito europeo

Economia & Management, 2015, no. 1, pp.13-18

BUSACCA B., BERTOLI G., MOLTENI L.

Consumatore, marca ed "Effetto Made in": evidenze dall'Italia e dagli Stati Uniti

Finanza, Marketing e Produzione, 2006, vol.24, no. 2, pp.5-32

MEZZETTI M., LUSCIA F., MOLTENI L.

Graphical Models and Customer Satisfaction

Statistica Applicata, 2005, vol.16, no. 4, pp.487-513

MOLTENI L., ORDANINI A.

Consumption Patterns, Digital Technology and Music Downloading

Long Range Planning, 2003, vol.36, no. 4, pp.389-406

RESEARCH MONOGRAPHS

DE LAURENTIS G., MAINO R., MOLTENI L.

Developing, Validating and Using Internal Ratings: Methodologies and Case Studies

John Wiley & Sons, , 2010

EDITED BOOKS

MOLTENI L., TROILO G. (EDS.)

Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.

Egea, Milano, Italy, 2022

MOLTENI L., BORGONOVO E. (EDS.)

Quando ai manager danno i numeri . Come prendere decisioni nell'era dei big data

Egea, Milano, Italy, 2020

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TEXTBOOKS

MOLTENI L., PICCARRETA R.

Note di statistica descrittiva

Egea, Milano, Italy, 2001

MOLTENI L.

Elementi di statistica descrittiva per l'analisi di dati aziendali

Edizioni Angelo Guerini e Associati, , 1998

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

MOLTENI L.

L'impatto delle immagini sul livello di interesse per un'offerta digital: applicazione al mercato immobiliare
in *Marketing: una disciplina fantastica - Omaggio a Enrico Valdani*

B. Busacca, M. Costabile (Ed), Egea, pp.379-391, 2018

MOLTENI L., SOSCIA I.

Le ricerche di mercato in *Marketing e fiducia*

S. Castaldo (Eds), Il Mulino, chap. 7, 2009

MOLTENI L., TROILO G.

Le ricerche sull'evoluzione e sul potenziale dei mercati in *Ricerche di marketing*

L. Molteni, G. Troilo (Eds), McGraw-Hill Italia, pp.281-333, 2003

COFFETTI E., DE LAURENTIS G., MOLTENI L.

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A. Sironi, L. Marsella (Eds), Bancaria Editrice, chap. 2, 1998

CASES IN INTERNATIONAL CASE COLLECTIONS

MOLTENI L.

Machine Learning, Text Analytics, Sentiment and Topic Analysis: Italian Restaurants TripAdvisor Case

2024, The Case Centre, Great Britain

PROCEEDINGS/PRESENTATIONS

BUSACCA B., BERTOLI G., MOLTENI L.

The interaction effects between brand and made-in country: evidences from Italy and U.S.A.

4th International Congress On Marketing Trends in Europe - January 21-22, 2005, Paris, France
