

# Anatoli Colicev

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## Marketing and Sales

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# Curriculum Vitae

Assistant Professor

Department of Marketing

PhD in Decision Sciences and Statistics, ESSEC Business School, Paris France, 2016

Advanced M.Sc. in Research, ESSEC Business School, Paris France, 2014

M.Sc. in Economics and Finance (summa cum laude), University of Cagliari, 2012

B.Sc. in Economics (summa cum laude), University of Cagliari, 2010

Research Interests:

- Marketing Strategy
- Social Media Marketing

## Publications

- Colicev, Anatoli, Ashish Kumar, Peter O'Connor (2019) "Link Between Multiple Dimensions of Social Media Marketing and Marketing Funnel: An Empirical Investigation at Brand and Consumer-Level" International Journal of Research in Marketing (IJRM)(forthcoming)
- Colicev, Anatoli, Ashwin Malshe, Koen Pauwels, Peter O'Connor (2018) "Improving Consumer Mind-Set Metrics and Shareholder Value through Social Media: The Different Roles of Owned and Earned Media", Journal of Marketing, Volume 82, Issue 1, 37-56
- Platanou, Kalliopi, Kristiina Mäkelä, Anton Beletskiy, Anatoli Colicev "Using Online Data and Network Text Analysis in HRM Research", Journal of Organizational Effectiveness: People and Performance, Volume 5, Issue 1, 81-97
- Colicev, Anatoli, Pietro De Giovanni, Vincenzo Esposito Vinzi (2016) "An Empirical Investigation of the Antecedents of Partnering Capability" International Journal of Production Economics, Vol 178, p 144-153
- Colicev, Anatoli, Peter O'Connor, Vincenzo Esposito Vinzi (2016) "Is Investing in Social Media Really Worth It? How Brand Actions and User Actions on Social Media Influence Brand Value" Service Science, Vol. 8, Issue 2, p 152-168