

# Luca Molteni

ECONOMICS, POLITICS AND DECISION SCIENCES

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ASSISTANT PROFESSOR  
Business Data Analytics

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## 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

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## Latest publications

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.

Le ricerche per il posizionamento dei prodotti in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo (Ed), Egea, chap. 9, pp.385-430, 2022

MOLTENI L.

Le ricerche per la segmentazione del mercato in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo (Ed), Egea, chap. 8, pp.339-384, 2022

MOLTENI L.

Le ricerche quantitative in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo (Ed), Egea, chap. 4, pp.147-216, 2022

MOLTENI L., TROILO G.

Le ricerche sull'evoluzione e sul potenziale dei mercati in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*

Luca Molteni, Gabriele Troilo (Eds), Egea, chap. 7, pp.285-338, 2022

MOLTENI L., POLI M.

Data scientist chi è, cosa fa e come lo fa

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

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