

Renata Trinca Colonel

Business Data Analytics

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Curriculum Vitae

Renata Trinca Colonel is Associate Professor of Practice of Decision Sciences & Business Analytics at SDA Bocconi School of Management. She is Adjunct Professor of Statistics at Bocconi University.

Her cooperation with SDA Bocconi began in 2002. Since then, she has run numerous courses on Business Analytics and she still is Faculty member of many Master Programs and Executive MBA Programs. She conducted research, consulting and teaching projects for important Italian and multinational companies in the energy, transportation, retail, banking, insurance, publishing and real estate industry.

Her research activities focus on business analytics, data visualization, CRM models and applications, sampling, 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 the subject. Her works have been published in *Journal of Product Innovation Management*, *Journal of Financial Regulation and Compliance* and *Economia&Management*, among others. Since 2002, she is corporate consultant in data analytics, modelling, CRM, quantitative market research.

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

Publications

Books

- “How do Emerging Markets Differ from Developed Markets?: A Conceptual and Empirical Analysis” con O. E. Annushkina, H. Merchant and E. Berselli in “Handbook of Contemporary Research on Emerging Markets” a cura di H. Merchant, Elgar, 2016
- “Età, performance e carriera: uno studio empirico” in Engagement e carriera. Il peso dell'età. a cura di S.Cuomo, A.Mapelli, EGEA, 2014
- “L’impatto reale della flessibilità sul percorso di carriera dei lavoratori” in La flessibilità paga. Perché misurare i risultati e non il tempo. a cura di S.Cuomo, A.Mapelli, EGEA SDABocconi, 2012
- “Gli obiettivi e la metodologia della ricerca” con F.Ancarani , P.Musile Tanzi in Il marketing per le banche e le assicurazioni a cura di F.Ancarani , P.Musile Tanzi, EGEA, 2012
- "I dati rilevati nell'indagine" in La funzione Compliance: banche e assicurazioni, imprese di investimento a cura di Paola Musile Tanzi, Bancaria Editrice, Milano, 2010
- “Il campionamento” in Ricerche di Marketing a cura di Luca Molteni e Gabriele Troilo, McGraw Hill, Milano, 2003 (e nuova edizione 2007)
- “Le ricerche per la gestione delle relazioni via Web” in Ricerche di Marketing a cura di Luca Molteni e Gabriele Troilo, McGraw Hill, Milano, 2003
- “Le tecniche statistiche di Data Mining per l’analisi di segmentazione del Customer Database“ in Customer Database: conoscere il cliente per gestire le relazioni di M.C.Ostilio, EGEA, Milano, 2002

Articles

- Trinca Colonel R., Negri G., Revenue estimation model, punto di partenza, Economia & Management, 2/2017, 2017
- Ghaddar S., Mauri C., Trinca Colonel R., I driver di una customer experience di successo, Economia & Management, 3/2017, 2017
- Journal of Product Innovation Management – (2014, March, Vol.31, Issue 2) – Enhancing the Creative Performance of New Product Teams: An Organizational Configurational Approach con R.Bissola, B. Imperatori
- Journal of Financial Regulation and Compliance – (2013 Issue 2) – Do loans fair value affect market value? Evidence from European banks con D.Drago, M.Mazzuca
- Economia&Management (febbraio 2013) “L’eccellenza della creatività pubblicitaria in evoluzione. Alcuni insegnamenti da diciotto anni di Cannes Award” con M.C. Ostilio
- Critical perspectives on international business – (2013 Issue 1/2 Special Issue: Russia: As solid as a BRIC?) – Foreign market selection by Russian MNEs. Beyond a binary approach? con O.E. Annushkina
- SSRN – Giugno 2009, “The evolution of compliance function and compliance risk in investment services”
- Economia&Management (febbraio 2004) “Un caso di propensione all’acquisto”
- Economia&Management (dicembre 2002) “Data Mining: come estrarre valore dai customer database”
- POLI, M., R. TRINCA COLONEL, "Predictive analytics: solo una questione di algoritmi?", Economia & Management, 2015

Director

BUSINESS DATA ANALYTICS

DATA ANALYSIS FOR BUSINESS: FOUNDATIONS

LANGUAGE

ENGLISH

ON DEMAND

