

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. Since January, 2018 she is the Coordinator 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 courses Data Analysis for Business, Predictive Analytics and 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 the subject. Her works have been published in Journal of Product Innovation Management, Critical Perspective on International Business, European Journal of Finance, Journal of Financial Regulation and Compliance and Economia&Management, among others. Renata won in 2019 the Bocconi Innovation in Teaching Award. Since 2002, she is corporate consultant in data analytics, modelling, predictive analytics, 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
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- “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.Ostillo, EGEA, Milano, 2002

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- 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
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- 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

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