

Renata Trinca Colonel

Associate Professor of Practice



Knowledge Group: Economics, Politics and Decision Sciences

Research Domains: Business Data Analytics

Teaching Domains: Data Analysis Process, Predictive Analytics, Market Research, Multivariate Models

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Biography

Renata Trinca Colonel is Associate Professor of Practice of Decision Sciences & Business Analytics at SDA Bocconi School of Management. Since January 2021 she has been the Academic Director 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 online course Data Analysis for Business and the course 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 her topics of interest. Her works have been published in the Journal of Product Innovation Management, Critical Perspectives on International Business, the European Journal of Finance, the Journal of Financial Regulation and Compliance and Economia&Management, among others. Renata won the Bocconi Innovation in Teaching Award in 2019. Since 2002, she has been a corporate consultant in data analytics, modelling, predictive analytics, market research.

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

Contribution to Chapters, Books or Research Monographs

Le competenze analitiche in scenari ipercomplessi

TRINCA COLONEL, R., "Le competenze analitiche in scenari ipercomplessi" in *Manager del Futuro*, E. Baglieri (Ed.), Egea, pp. 33-45, 2022

Il campionamento

TRINCA COLONEL, R., "Il campionamento" in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative - II Ed.*, Luca Molteni, Gabriele Troilo (Eds.), Egea, chap. 7, pp. 217-246, 2022

How do emerging markets differ from developed markets?: A conceptual and empirical analysis

ANNUSHKINA, O., H. MERCHANT, R. TRINCA COLONEL, E. BERSELLI, "How do emerging markets differ from developed markets?: A conceptual and empirical analysis" in *Handbook of Contemporary Research on Emerging Markets*, H. Merchant (Ed.), Edward Elgar Publishing, chap. 1, 2016

Età, performance e carriera: uno studio empirico

TRINCA COLONEL, R., "Età, performance e carriera: uno studio empirico" in *Engagement e carriera: il peso dell'età*, S. Cuomo, A. Mapelli (Eds.), Egea, pp. 57-66, 2014

L'impatto reale della flessibilità sul percorso di carriera dei lavoratori

TRINCA COLONEL, R., "L'impatto reale della flessibilità sul percorso di carriera dei lavoratori" in *La flessibilità paga: perché misurare i risultati e non il tempo*, S. Cuomo, A. Mapelli (Eds.), Egea, pp. 79-98, 2012

Articles in Scholarly Journals

La consulenza di vendita nel settore automotive - Sales Assistance in the Automotive Sector

TRINCA COLONEL, R., C. ZAMAGNI, "La consulenza di vendita nel settore automotive - Sales Assistance in the Automotive Sector", *Economia & Management*, 2021, no. 1, pp. 96-103

Can domestic trade credit insurance contracts be effective collateral for banks? A quantitative study of the Italian market

BAZZANA, F., G. DE LAURENTIS, R. PISANI, R. TRINCA COLONEL, "Can domestic trade credit insurance contracts be effective collateral for banks? A quantitative study of the Italian market", *European Journal of Finance*, 2020, vol. 26, no. 13, pp. 1239-1252

I driver di una customer experience di successo

TRINCA COLONEL, R., S. GHADDAR, C. MAURI, "I driver di una customer experience di successo", *Economia & Management*, 2017, no. 3, pp. 33-39

Revenue estimation model, punto di partenza

TRINCA COLONEL, R., G. NEGRI, "Revenue estimation model, punto di partenza", *Economia & Management*, 2017, no. 2, pp. 29-32

Predictive analytics: solo una questione di algoritmi?

POLI, M., R. TRINCA COLONEL, "Predictive analytics: solo una questione di algoritmi?", *Economia & Management*, 2015, no. 3, pp. 42-46

Enhancing the creative performance of new product teams: an organizational configurational approach

BISSOLA, R., B. IMPERATORI, R. TRINCA COLONEL, "Enhancing the creative performance of new product teams: an organizational configurational approach", *Journal of Product Innovation Management*, 2014, vol. 31, no. 2, pp. 375-391

Carriera in azienda: quanto conta l'età?

TRINCA COLONEL, R., "Carriera in azienda: quanto conta l'età?", *Economia & Management*, 2014, no. 6, pp. 46-50

Do loans fair value affect market value? Evidence from european banks

DRAGO, D., M. MAZZUCA, R. TRINCA COLONEL, "Do loans fair value affect market value? Evidence from european banks", *Journal of Financial Regulation and Compliance*, 2013, vol. 21, no. 2, pp. 108-120

Foreign market selection by russian MNEs: beyond a binary approach?

ANNUSHKINA, O., R. TRINCA COLONEL, "Foreign market selection by russian MNEs: beyond a binary approach?", *Critical Perspectives on International Business*, 2013, vol. 9, no. 1/2, pp. 58-87

La flessibilità ti costa la carriera: uno studio italiano

TRINCA COLONEL, R., "La flessibilità ti costa la carriera: uno studio italiano", *Economia & Management*, 2013, no. 3, pp. 40-43

L'eccellenza della creatività pubblicitaria in evoluzione: alcuni insegnamenti da diciotto anni di Cannes Award

OSTILLIO, M. C., R. TRINCA COLONEL, "L'eccellenza della creatività pubblicitaria in evoluzione: alcuni insegnamenti da diciotto anni di Cannes Award", *Economia & Management*, 2013, no. 1, pp. 65-82

Un caso di propensione all'acquisto

TRINCA COLONEL, R., "Un caso di propensione all'acquisto", *Economia & Management*, 2004, no. 1, pp. 34-37

Data mining: come estrarre valore dai customer database

TRINCA COLONEL, R., "Data mining: come estrarre valore dai customer database", *Economia & Management*, 2002, no. 6, pp. 46-49

Textbooks

Data Analysis per Manager: Fondamenti - Data Analysis for Business: Foundations

TRINCA COLONEL, R. - "Data Analysis per Manager: Fondamenti - Data Analysis for Business: Foundations" - 2021, Egea, E-Book, Italy

Cases in International Case Collections

Ricci Curbastro Winery: Global Strategy with Sparkles

ANNUSHKINA, O., R. TRINCA COLONEL - "Ricci Curbastro Winery: Global Strategy with Sparkles" - 2019, The Case Centre, Great Britain

Proceedings/Presentations

What is an emerging economy?

TRINCA COLONEL, R., O. ANNUSHKINA, E. BERSELLI, "What is an emerging economy?" in AIB Annual Meeting - International business for sustainable world development - June 24-28, 2011, Nagoya, Japan

Foreign Market Selection by Russian MNEs

ANNUSHKINA, O., R. TRINCA COLONEL, "Foreign Market Selection by Russian MNEs" in 52nd AIB Annual Meeting: "International Business in tough times" -June 25-29, 2010, Rio de Janeiro, Brazil

Developing a new creative product: an organizational configurational approach

BISSOLA, R., R. TRINCA COLONEL, B. IMPERATORI, "Developing a new creative product: an organizational configurational approach" in 26th EGOS Colloquium - July 1-3, 2010, Lisbon, Portugal