

# Anatoli Colicev

September 2021

## Academic Positions:

---

Assistant Professor-Marketing. 2018-Present  
Bocconi University, Department of Marketing

- Ph.D Program in Marketing curriculum coordinator (2020-)
- Member of the Junior Hiring Committee (2020-)

Assistant Professor-Marketing 2016- 2018  
Nazarbayev University Graduate School of Business, Astana

2014-2020: Visiting Scholar at KU Leuven VIVES Centre for Regional Economics, Aalto University School of Business, WU Vienna, Duke University Fuqua School of Business, Ozyegin University

## Education:

---

Ph.D. Statistics and Data Analytics, ESSEC Business School, Paris France 2016  
Advanced MSc in Research, ESSEC Business School, Paris France 2014  
M.Sc. Economics and Finance with distinction, University of Cagliari, Italy 2012  
B.Sc. Economics with distinction, University of Cagliari, Italy. 2010

## Research Interests

---

Marketing Strategy, Marketing-Finance Interface, Social Media Marketing, Digital Strategy, Strategic Management, Corporate Misconduct

## Journal Publications

---

10. Borah, Abhishek, Cem Bahadir, Anatoli Colicev, Gerrard Tellis (2022) “It Pays to Pay Attention: How Firm's and Competitor's Marketing Levers affect Investor Attention and Firm Value” (Forthcoming at *International Journal of Research in Marketing*)
  - [AJG/ABS 4](#)
9. Colicev, Anatoli and Koen Pauwels (2020) “Multiple time-series analysis for organizational research”, *Long Range Planning*, forthcoming
  - [AJG/ABS 3](#)
8. Malshe, Ashwin, Anatoli Colicev, Vikas Mittal (2020) “How Main Street Drives Wall Street: Customer Satisfaction, Short Sellers and Abnormal Returns”, *Journal of Marketing Research*, 57, 6, 1055-1075
  - [AJG/ABS 4\\*](#)
  - Open access under creative commons. [Video of the article](#)
  - Press coverage: [Bocconi Knowledge](#), [Rice News](#), Psych.org, [SDA Bocconi Podcast series](#), [MirrageNews](#), Post Online Media
7. Koubler, Raoul, Anatoli Colicev, Koen Pauwels (2020) “Social Media’s Impact on the Consumer Mindset: When to Use Which Sentiment Extraction Tool?” *Journal of Interactive Marketing*, 50, 136-155
  - [AJG/ABS 3](#)
  - Open access. PlumX article with most social media attention in 2019—2020
  - Winner of the Marketing Science Institute (MSI) Top Download 2018 award

6. Colicev, Anatoli, Ashish Kumar, Peter O'Connor (2019) "Modeling the relationship between firm and user generated content and the stages of the marketing funnel" *International Journal of Research in Marketing*, 36(1), 100-116

- AJG/ABS 4
- Press coverage: *Sarfatti25 Magazine*, [Heath Affairs](#)

5. 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*, 82(1), 37-56

- AJG/ABS 4\*
- Top 3 most-read article of Journal of Marketing (over 11,000 reads): 2018-2020
- Press coverage: *Long Room*, *Phys.org*, *Sarfatti25 Magazine*
- Study's results were replicated by Center for Open Science (cos.io)

4. Colicev, Anatoli, Ashwin Malshe, Koen Pauwels (2018) "Social Media and Customer-Based Brand Equity: An Empirical Investigation in Retail Industry", *Administrative Sciences*, 8(3), 1-55

- Open access

3. Platanou, Kalliopi, Kristiina Mäkelä, Anton Beletskiy, Anatoli Colicev (2017) "Using Online Data and Network Text Analysis in HRM Research", *Journal of Organizational Effectiveness: People and Performance*, 5(1), 81-97

- AJG/ABS 2
- Open access

2. Colicev, Anatoli, Pietro De Giovanni, Vincenzo Esposito Vinzi (2016) "An Empirical Investigation of the Antecedents of Partnering Capability" *International Journal of Production Economics*, 178, 144-153

- AJG/ABS 3

1. 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*, 8(2), 152-168

- AJG/ABS 1

## Other Publications

---

1. Colicev, Anatoli (2021), "The Real Value of Facebook Likes," *Impact at JMR*, (January)

- Available at: <https://www.ama.org/2021/01/26/the-real-value-of-facebook-likes/>

2. Colicev, Anatoli, Ashwin Malshe, Koen Pauwels (2020) "How Brand can Leverage their Social Media Marketing", *Management and Business Review*, forthcoming

- New practitioner-oriented journal (<https://mbrjournal.com/>)

3. Colicev, A., & O'Connor, P. (2020). How Social Media Impacts Brand Value: The Mediating Role of Customer Satisfaction. *Multidisciplinary Business Review*, 13(1), 82-96.

- Invited paper and Open access

## Under Review

---

1. "Name hidden to ensure the double-blind review process" with Tuuli Hakkarainen and Torben Pedersen (2<sup>nd</sup> Revise and Resubmit at *Strategic Management Journal*)
2. "Name hidden to ensure double blind review process" with Arnaud de Bruyn (Under second round review at *International Journal of Research in Marketing*)
3. "Name hidden to ensure double blind review process" with Joris Hoste and Joep Konings, (Under Review at *Journal of International Economics*)

## Work in Progress

---

4. Do Analysts Value the Intangibles? (with Mark Clatworthy and Peter Pope). Target: RAST
5. The effect of addiction on consumer purchases (with Radek Karpienko, Thomas Reutterer and Koen Pauwels). Target: JCR
6. Feature extraction from brand television advertising (with Gijs Overgoor, Koen Pauwels and Yakov Bart). Target: Marketing Science
7. Two projects that broadly study the brand response to corporate events (with Yakov Bart, Olga Hawn, Ruth Aguilera). Targets: SMJ, Org. Science.

## Reviewing

---

- Editorial Review Board Member, International Journal of Research in Marketing (2020-)
- Editorial Review Board Member, Management and Business Review (2021-)
- Ad-hoc Reviewer for Journal of Marketing, Journal of Marketing Research, Information and Management, Journal of Interactive Marketing
- Reviewer for MSI Clayton Doctoral Dissertation Competition

## Academic Service

---

- PhD Program in Marketing curriculum coordinator (2020-), Bocconi
- PhD supervision (Joris Hoste, 2016-), KU-Leuven
- Member of the Junior Hiring Committee (2020-2021), Bocconi
- Supervising Master Theses at Bocconi University (16 Theses defended), Bocconi
- Member of the academic Senate (2016-2018), Nazarbayev University
- MBA program admission committee (2016-2018), Nazarbayev University
- Supervising role in the MBA practicum projects and Master Theses (2016-2018), Nazarbayev University

## Conference Presentations

---

Marketing Strategy Meets Wall-Street IV and VI, Big Data Conference 2015, EMAC 44<sup>th</sup>, 45<sup>th</sup>, 46<sup>th</sup>, 47<sup>th</sup> and 48<sup>th</sup>, 14th Marketing Dynamics, 1<sup>st</sup> Young Quantitative Marketing Scholars, JAMS Thought Leaders Conference 2019, Marketing Science 2019, JR Thought Leader Conference 2019, AMA Summer 2020, Strategic Management Society Conference 2020;

## Academia-Industry Relations

---

- YouGov Group: 2014-; Metro AG group: 2016-; Equileap: 2020-ongoing
- Industry talks at YouGov Group Headquarters (2017), Neudata Conference (2019), and Web Marketing Training for professionals (2015)

## Teaching Interests

---

Marketing Analytics, Quantitative Research Methods, Data Analytics for Business

- Completed the Bocconi Excellence in Advanced Teaching 2019 Edition

## Teaching Experience

---

### Executive MBA (EMBA)

- *Quantitative Tools for Managers* (core course, 40 students): Evaluations 4.96/5
- *Demystifying Big Data* (executive 2-day training, 25 students): Evaluations 4.75/5

### MBA

- *Marketing Analytics* (core course, 2 x 50 students): Evaluations: 8.95/10 (2019), 8.17/10 (2020)
- *Probability and Statistics* (core course, 40 students): Evaluations 4.74/5 (2016), 4.59/5 (2017)

- *Data Analytics for Business* (elective, 20 students): Evaluations 4.92/5 (2017), 4.50/5 (2017)

### **Master's**

- *Marketing Analytics* (core course, 2 x 100 students): Evaluations: 8.10/10 (2020)
- *Strategic Marketing* (core course, 100 students): Evaluations 9.01/10 (2018), 8.74/10 (2019)  
Student group won the 1<sup>st</sup> prize in the Henkel Innovation Challenge 2019
- *Marketing Management Advanced* (core course, 100 students): Evaluations 8.48/10 (2018), 8.00/10 (2019)

### **Bachelor's Level**

- *Marketing Research* (elective course, ~30 students): Evaluations 8.80/10.

## **Honors, Scholarships and Fellowships**

---

- Bocconi Excellence in Research Award 2021
- Bocconi Departmental Research Grant 2020
- Bocconi Junior Research Grants 2019 and 2020
- Marketing Science Institute Top Download 2018 Award
- Best PhD Dissertation Award (2014-2016), ESSEC Business School, 2018
- Teaching Excellence Award in the MBA Program, NU GSB, 2017
- AMA-Sheth Foundation Doctoral Consortium Fellow, London Business School, 2015
- EMAC Doctoral Colloquium Fellow, Leuven Catholic University, 2015
- Most innovative research award, ESSEC Business School, 2014
- Bachelor Thesis Award. University of Cagliari, 2010