

Laura Ru Yun Pan

Lecturer



Knowledge Group: Strategy and Operations

Research Domains: International Management

Teaching Domains: Adaptation Strategies, Market Selection, New Business Models, Change Management, Sustainable Blue Economy

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Biography

Pan Laura Ru Yun is a Lecturer of International Management at SDA Bocconi School of Management.

Laura joined the SDA Bocconi faculty in November 2019 and has conducted teaching activities in the MBA, Executive Masters, as well as custom executive courses. As of January 2020, she is the coordinator of the EMiLUX - Executive Masters in Luxury Management program. She is currently a researcher in the Gucci Lab and have assisted on training and research projects with Unicredit and Camera di Commercio IAA Venezia Giulia.

Her research activities are focused on luxury business models, international management and sustainability. Her current research addresses three main aspects which reflects the contemporary trends in the luxury and fashion industry. The first is the evolution of Country of Origin and consumer's perception of value. The second focuses on trading up and trading down - how to apply premiumization in FMCG goods. The third aims at determining the how luxury brands transform with digital engagement and digital integration.

Laura earned a double degree in Chemical Engineering and Food Manufacturing at RMIT University, Melbourne Australia and in 2018, she earned her MBA at SDA Bocconi School of Management. Prior to this she has held a position in Retail Operation in LVMH and Regional Manager positions in Process Optimization and Change Management in APAC and China for companies in Automotive and Oil & Gas.

Cases in International Case Collections

Škodaverse: How Škoda Auto Entered the World of Web 3.0

PAN, L. R. Y. - "Škodaverse: How Škoda Auto Entered the World of Web 3.0" - 2024, The Case Centre, Great Britain

Ferrari: Exclusivity & Resilience

Contribution to Chapters, Books or Research Monographs

New technologies and the future of customer experience

PAN, L. R. Y., "New technologies and the future of customer experience" in The Future of Luxury Customer Experience: How to Create High-Value, Personalized Omnichannel Experiences., Gabriella Lojacono (Ed.), Kogan Page, chap. 10, pp. 239-263, 2024

Proceedings/Presentations

A superhero in your pocket: the phenomenon of super apps from a technocultural perspective

BORGHINI, S., L., I. M. COLM, L. R. Y. PAN, B. MEDICI, "A superhero in your pocket: the phenomenon of super apps from a technocultural perspective" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Servitization in the Luxury Industry: how luxury companies are redesigning their customer experience

BAGLIERI, E., L. R. Y. PAN, S. CROOM, "Servitization in the Luxury Industry: how luxury companies are redesigning their customer experience" in The 8th Naples Forum on Service, June 6-9, 2023, Napoli, Italy

Articles in Scholarly Journals

NFT per una nuova relazione con i clienti

PAN, L. R. Y., "NFT per una nuova relazione con i clienti", Economia & Management, 2023, no. 3, pp. 31-33

Practice-Oriented Books

Resilience of Luxury Companies in Times of Change

LOJACONO, G., L. R. Y. PAN - "Resilience of Luxury Companies in Times of Change" - 2021, De Gruyter, Berlin, Germany