

# 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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## 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**

LOJACONO, G., L. R. Y. PAN - "Ferrari: Exclusivity & Resilience" - 2022, The Case Centre, Great Britain

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## 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

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## 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

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## 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

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## 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