

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

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