

# Laura Ru Yun Pan

INTERNATIONAL MANAGEMENT

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## ARTICLES IN SCHOLARLY JOURNALS

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

LOJACONO G., PAN L. R. Y.

**Resilience of Luxury Companies in Times of Change**

De Gruyter, Berlin, Germany, 2021

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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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## CASES IN INTERNATIONAL CASE COLLECTIONS

PAN L. R. Y.

**Škodaverse: How Škoda Auto Entered the World of Web 3.0**

2024, The Case Centre, Great Britain

LOJACONO G., PAN L. R. Y.

**Ferrari: Exclusivity & Resilience**

2022, The Case Centre, Great Britain

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## PROCEEDINGS/PRESENTATIONS

BORGHINI S., COLM L., PAN L. R. Y., MEDICI B.

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

*XXI SIM Conference: Brands and Purpose in a changing era, October 17-19 2024, Milano, Italy*

BAGLIERI E., PAN L. R. Y., CROOM S.

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

*The 8th Naples Forum on Service, June 6-9, 2023, Napoli, Italy*

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