

Laura Ru Yun Pan

LECTURER

International Management

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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 reseach 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 tranform 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.

Teaching domains

Adaptation Strategies

Market Selection

New Business Models

Change Management

Sustainable Blue Economy

ARTICLES IN SCHOLARLY JOURNALS

PAN L. R. Y.

NFT per una nuova relazione con i clienti

PRACTICE-ORIENTED BOOKS

LOJACONO G., PAN L. R. Y.

Resilience of Luxury Companies in Times of Change

De Gruyter, Berlin, Germany, 2021

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

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

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
