

Laura Pan

STRATEGY, ENTREPRENEURSHIP AND GOVERNANCE

LECTURER

International Management

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Biography

Pan Laura Ru Yun is 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 BEng Chemical Engineering and BSc 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

Sustainable Blue Economy

Adaptation Strategies

Market Selection

New Business Models

Change Management
