



Pierre POINSIGNON (Dr.)

CAMPUS PARIS
17, rue Juge
75015, Paris

✉ pierre.poinsignon@bsb-education.com

ASSISTANT PROFESSOR

DEPARTMENT: HUMANITIES AND ARTS MANAGEMENT

MS MECIC COORDINATOR

DISCIPLINARY TEAM: HUMANITIES AND ARTS MANAGEMENT

RESEARCH AXIS: ENTREPRENEURSHIP AND INNOVATION

EDUCATION AND DEGREES

- 2021 PhD in Management École polytechnique, Palaiseau, France
- 2015 Master in Management HEC, Jouy-en-Josas, France
- 2012 Licence de mathématiques Université Paris-Dauphine, Paris, France

WORK EXPERIENCE

TEACHING

DISCIPLINARY TEAM

- Humanities and Arts Management
- Management / HR / Strategy

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Arts and Cultural Management
- Entrepreneurship and Innovation

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Paris, T., Poinsignon, P., Viard, A., Focus, au cœur de l'histoire du jeu vidéo. *Entreprises et Histoire*, 2022,(109): 101-116. **CNRS 4, FNEGE 3, HCERES C**

Charbonnier, R., Poinsignon, P., Paris, T., Du BoP dans le beat, une analyse des transformations numériques dans la musique. *Revue Française de Gestion*, 2021, 47,(294): 115-134. **CNRS 3, FNEGE 2, HCERES A**

Poinsignon, P., Amar, L., Paris, T., La cité du cinéma, un outil à la croisée des enjeux d'une entreprise, d'un territoire et d'une industrie culturelle. *Cahiers de Champs Visuels*, 2020, 18/19: 15-40.

Book reviews

Poinsignon, P., De la musique pop aux théories gestionnaires, ou l'inverse. *Gérer et comprendre*, 2022, 147: 66-67. www.annales.org **CNRS 4, FNEGE 3, HCERES B**

Poinsignon, P., Jeu vidéo, culture et industrie. *Gérer et comprendre*, 2018. **CNRS 4, FNEGE 3, HCERES B**

Book chapters

Poinsignon, P., Paris, T., A diachronic view of the role of collaborative spaces in the creative industries: The singular case of the French "atelier Nawak". Montanari, F., Mattarelli, E., Scapolan, A.C., *Collaborative Spaces at Work*, London: Routledge, 2020, 160-176.

Papers in Academic Conferences

Blonski, T., Paris, T., Poinsignon, P., The dynamics of aggregation in creative territories, between tangible and perceived factors. The case of the evolution of the Parisian art market. *39th EGOS Colloquium*, July 6th-8th 2023, Cagliari, Italy.

Poinsignon, P., Blonski, T., Companies as a new talent trajectory in the art market. *Conférence AIMAC - 3ème Workshop international Innovation, Culture et Tourisme*, March 15th-16th 2023, Toulouse, France.

Poinsignon, P., Blonski, T., Paris, T., Aggregation dynamics of creative territories, between tangible and perceived factors. The case of the art market transformations in Paris. . *Conférence AIMAC - 3ème Workshop international Innovation, Culture et Tourisme*, March 15th-16th 2023, Toulouse, France.

Charbonnier, R., Paris, T., Poinsignon, P., Viard, A., Regulation in cultural sectors, the case of the French film and music industries. *AIMAC Conference*, June 24th-29th 2022, Mexico, Mexico.

Viard, A., Paris, T., Poinsignon, P., Outils de gestion et structuration sectorielle. Le cas du CNC et du cinéma français. *31ème Conférence de l'AIMS*, May 31st-June 3rd 2022, Annecy, France.

Poinsignon, P., Charbonnier, R., Paris, T., Du BoP dans le beat ; une approche Bas de la Pyramide dans l'industrie de la musique.. *AIMS International conference*, June 3rd-5th 2020, Toulouse, France.

Poinsignon, P., Charbonnier, R., Paris, T., Fighting inequalities in the music industry by addressing latent markets through BoP strategies.. *EGOS International conference*, July 2nd-4th 2020, France.

Poinsignon, P., Paris, T., Place and creativity, a multidimensional perspective; the case of the "atelier nawak", a french comic workshop. *AIMAC International Conference*, June 23rd-26th 2019, Venise, Italy.

Poinsignon, P., Paris, T., Place and creativity, a multidimensional perspective; the case of the "atelier nawak", a french comic workshop. *R&D Management International Conference*, June 17th-21st 2019, Paris, France.

Poinsignon, P., Amar, L., Paris, T., La Cité du Cinéma, un outil à la croisée des enjeux d'une entreprise, d'un territoire et d'une industrie culturelle. *Workshop AIMAC*, September 21st-22nd 2018, Dijon, France.

Poinsignon, P., Paris, T., Les lieux artistiques mythiques sont-ils sources de créativité ? Le cas de l'atelier Nawak.. *GT AIMS*, October 18th-19th 2018, Montréal, Canada.