



## **Pierre POINSIGNON (Dr.)**

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**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

- Entrepreneurship and Innovation

# INTELLECTUAL CONTRIBUTIONS

## Articles in peer refereed journals

Blonski, T., Paris, T., Poinson, P., Emergence and organization of a creative place in the middleground: acceleration, collateral effect and critical mass. *Research in the Sociology of Organizations*, 2025, 91. **CNRS 3, HCERES B**

Paris, T., Poinson, 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., Poinson, 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**

Poinson, 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

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

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

## Book chapters

Poinson, 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., Poinson, P., Reboud, S., Boosting creativity in organizations? The role of intermediaries as translators in artistic interventions in organizations. *17th International Conference on Arts and Cultural Management AIMAC*, June 23rd-26th 2024, Lisbonne, Portugal.

Blonski, T., Paris, T., Poinson, 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.

Poinson, 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.

Poinson, 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.