

Anne BERTHINIER-PONCET

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Trilingual French- English- German



Maître de conférences / Associate Professor in Innovation Management
CNAM Paris - LIRSA Research Laboratory

MAIN RESEARCH TOPICS

Collaborative innovation; Ecosystems of Innovation; Cluster governance; Clusters;
Collaborative spaces; Innovation Communities; Institutional work

EDUCATION

- 2008-2012** PhD in Management Sciences: “Governance and Innovation in French Clusters. An approach through Institutional Practices”, GRENoble UNIVERSITY, December 2012
Award for the **best doctoral thesis** in Innovation Management, AEI-FNEGE (June 2013)
- 2007-2008** Research Master in Management Sciences, SAVOIE MONT-BLANC UNIVERSITY
- 1989-1992** Graduate of Higher Business School, *Diplom Kaufmann* (Berlin) & *European Master in Management* (Oxford), ESCP-EUROPE, Paris

PROFESSIONAL EXPERIENCE

Since 01.09. 2013	Cnam - Conservatoire national des arts et métiers Paris (75) - France	Associate Professor in Innovation Management (EPN 16 Innovation) Research fellow at LIRSA , Management Research Laboratory, Cnam Paris Affiliate research fellow at IREGE , Savoie Mont-Blanc University
2013 2006	Savoie Mont-Blanc University Annecy-le-Vieux (74)	Assistant professor in Management from October 2008 to July 2013 Courses taught in French & English, Level L3 to M2: Innovation Management, Strategy, Strategy & CSR, Fundamentals of Marketing, International Marketing, Distribution & Merchandising, Negotiation techniques... Responsible of International Relationships Development / 2006-2008 Creation of international curriculum (« <i>European Master in Business Studies</i> ») and organization of multi-cultural events (international semester, European intensive programs)
2006 1997	Papeteries de Cran Special packaging papers and boards, Annecy (74), France	Marketing & Communication Manager for 2 factories / 2000- 2006 Export Manager (German speaking countries) / 1997-2000
1997 1994	IMS Schieder Blois (41), France	B2B Product Manager - for the French subsidiary of the 1 st European Furniture company (German)- Direct collaboration with German & Polish factories
1994 1992	Klostermann Germany	Product Manager / German independent Furniture Factory

EDUCATION EXPERIENCE

TOPICS	Management of Collaborative Innovation; Strategic Innovation Management; Marketing of Innovation; Design & Innovation; Innovation & CSR; Sales & Negotiation in International Environment; Responsible Innovation management
AUDIENCE	Public University students: Continuous and Initial Training
LEVEL	MBA; Bachelor's and Master's Degrees; Engineers

RESPONSIBILITIES & KNOWLEDGE DISSEMINATION

MAIN PEDAGOGICAL RESPONSIBILITIES

- Responsible for the **Master 2 In Innovation Management & Design** - Cnam, since 01/2020
- Creator and responsible of the University diploma (Cnam/Level M2) on “**Collaborative Innovation Management**” since 2014, with an average of 35 students per year
- **Cnam Development**: creation of “in-house” diploma training courses for private firms on the topic of “Collaborative Innovation Management”: **France Clusters, ProbBTP** (from 2016)
- **DNMADe - Responsible of the educational committees** of this new national diploma for Arts, Crafts and Design professions, since 2018 - Lycée Auguste Renoir, Paris
- **Erasmus + Master Program ArtIST**: French coordinator, in charge of the WP2 “*Analysis and comparison of the existing modules on STE(A)M in general and in the business, entrepreneurship and innovation education*” - Co-creation of a workshop on “**Innovation Theater**” for the 1st Online Winter school (March 2021).

RESEARCH RESPONSIBILITIES

- **Co-supervision of a CIFRE Thesis** with Prof.Thevenard-Puthod, C. (University Savoie Mont-Blanc) and the cluster OSV (Outdoor Sport Valley), started in October 2021 : “Le rôle des espaces collaboratifs et de leurs animateurs dans la réussite des projets d’innovation collaborative »
- Regular participation to **thesis monitoring committee (CST)** at the LIRSA research lab
- Member of the **executive committee** of the MED division of the international AOM conference
- **Co-organizer** of many research tracks (workshops and paper-reviewed tracks) in different international conferences: ACFAS (2020, 2021, 2022), AOM MED Ambassadors’ Program (2020 to 2022)

KNOWLEDGE DISSEMINATION

- **DNMADe Research Day**, November 2021, “Créer, inventer, innover. Le point de vue du management sur le sujet » Conference organized by and for the students of the DNMADe Lycée Auguste Renoir.
- **BETA.GOUV.fr**, June 2020: **Webinar** on their collaborative platform on “Innovation communities. Impact on the Innovation Process. View from the private sector” for their incubator of digital public services.
- **IESF - Journées Nationales de l’Ingénieur**, March 2019: Conference on “Collaborative Innovation in the Nuclear Industry”
- **MOOC “Collaborative Management and creation of collective intelligence”** of Cécile DEJOUX, November 2018: participation to the MOOC, interviewed as specialist on collaborative innovation.
- **GROUPAMA**, Université des Elus, Janvier 2017: Organization of a 2-day workshop on the “Territories Dynamics and Actors” with a conference on “The role of industrial clusters in the development strategies of territories”
- **ENGIE Cofely**, June 2017: Organization of a 1-day conference on “*Management 2.0. How to integrate collaboration to innovate and manage differently?*”
- **SPOC for the MEDEF**, “*Métarmophoses, Entreprendre au futur* », June 2015, creation and recording of one video capsule on “*Clusters and Innovation Ecosystems*”

RESEARCH ACTIVITIES

ARTICLES IN PEER-REVIEWED JOURNALS

- Dubouloz S., Berthinier-Poncet A., Castro-Gonçalves L., Ruiz E. & Thevenard-Puthod C. (2021),

“Communautés d’innovation : de leur caractérisation au questionnement de leurs frontières », *Management International*, Hors-série, n°25, pp.162-183

- Zacklad M., Arruabarrena B., Berthinier-Poncet A., Guezel N. (2021). « Les labs d’innovation interne : typologie des innovations, approche plateforme, rôle du design », *Approches Théoriques en Information-Communication* (ATIC), Vol. 2, n° 1, p. 127-161.
- Arruabarrena B., Berthinier-Poncet A., Carmes M., Letté M. (2020). « Les agencements socio-métrologiques de la qualité de l’air », *Les Cahiers du numérique*, Vol. 16, n° 2, p. 49-83.
- Berthinier-Poncet A., Castro-Gonçalves L., Mitkova L. & Ozman M. (2020), “Regards croisés sur les approches internationales de l’innovation collaborative », *Innovations*, N°62, Vol.2, pp.5-15
- Berthinier-Poncet A., Dubouloz S. & Thévenard-Puthod C. (2020), « Apports et freins de la localisation des Équipes de R&D au plus près des terrains de jeux des pratiquants - L’exemple du groupe Decathlon», *Finance Contrôle Stratégie*, NS(9)
- Grama-Vigouroux S., Berthinier-Poncet A., Saidi S., Vanhaverbeke, W., Madanamoothoo,A. (2020), “From Closed to Open: A Comparative Stakeholder Approach for Developing Open Innovation Activities in SMEs”, *Journal of Business Research*, Vol. 119, pp.230-244
- Suire R., Berthinier-Poncet A. & Fabbri J. (2018), « Les stratégies de l’innovation collective. Communautés, organisations, territoires », *Revue française de gestion*, Vol.44, n°272, pp.71-84
- Berthinier-Poncet A., Grama S. & Saidi S. (2016), Convergences ou divergences de vues ? L’effet sur l’innovation des différences de perception entre gouvernance et entreprises d’un technopôle, *Management International*, Vol 21, n°2, pp. 32-46
- Berthinier-Poncet A. (2014), Gouvernance et dynamiques d’innovation au sein d’un technopôle : une analyse par les pratiques institutionnelles d’innovation, *Management International*, Vol. 19, n°1, pp.94-112
- Berthinier-Poncet A. (2013), Gouvernance et innovation dans les clusters à la française. Le rôle stratégique du travail institutionnel, *Revue française de gestion*, Vol. 39, n° 232, pp. 119-138

BOOK CHAPTERS

- Berthinier-Poncet A., Grama S. & Saidi S. (2017), Open Innovation Practices of Clustered SMEs. The case study of a French Technopole, Chapter 9 in *Researching Open Innovation in SMEs*, under the direction of Vanhaverbeke W., Frattini F., Roijakkers N. & Usman M., World Scientific Publications, USA, pp. 275-306.
- Berthinier-Poncet, A., Bocquet R., Brion S., Mothe C. (2011), Institutional innovation practices in technopoles: an example in France, in *Technological, Managerial and Organizational Core Competencies: Dynamic Innovation and Sustainable Advantage*, Nobre, F., Walker, D., Harris, R., IGI Global, USA, pp. 450-473
- Berthinier-Poncet, A., Bocquet, R., Brion, S., Mothe, C. (2011), "La gouvernance de l’innovation dans les technopôles français : l’exemple de Savoie Technolac", in *Competitività territoriale : Determinanti e politiche* Resmini, L., Torre, A., Presses de l’AISRE, Italie, 2011, p. 265-294

PROCEEDINGS IN CONFERENCES WITH ACTS

- Berthinier-Poncet A. & Hernandez-Pozas, O. (2021), Organization of a PDW (Professional Development Workshop) “Broadening our international sight on management education” for the MED - Management Education Division of the *AOM Conference* (online), 30th of July to 4th of August
- Berthinier-Poncet A., Kirkels Y., Petraite, M. & Podmetina, D. (2021), « Arts and Innovation : Insights from experimental online workshops”, *R&D Management Conference* (online), 7-8 July 2021, and *ISPIM conference* (online), 20th to 23rd of June 2021
- Berthinier-Poncet A. & Rival, M. (2021), « La fabrique de l’innovation publique : le rôle des fablabs et de la participation citoyenne », *Colloque ACFAS* (online) 6&7 May
- Berthinier-Poncet A., Dubouloz S. & Thévenard-Puthod C. (2020), « Should I stay or should I go? The choice of R&D Localization near Lead-Users”, *AOM Conference*, Vancouver (online), 7th-

11th August 2020

- Berthinier-Poncet A., Gram-Vigouroux S., Lwango A., Saidi S. & Sellami M. (2020), « Innovation and Entrepreneurship in Peripheral Regions Ecosystems », *ISPIM Conference*, Berlin (Online), 8th-10th June 2020
- Berthinier-Poncet A., Ruiz E., Thévenard-Puthod C. & Dubouloz S. (2020), « In peripheral territories we trust for innovation », *XXIX AIMS conference* (Online), 3rd to 5th June 2020
- Berthinier-Poncet A., Dubouloz S., Ruiz E. & Thévenard-Puthod C. (2019), « Playground for Innovation. The influence of territorial anchorage on the innovation process in the outdoor sport industry », *Regional Studies Association Conference*, Montréal (McGill), Canada, 25th-27th September 2019
- Berthinier-Poncet A., Castro-Goncalves L., Dubouloz S., Ruiz E. & Thévenard-Puthod C. (2019), « Integration of Communities in the Open Innovation Process of French Outdoor Sport Companies », *AOM - Academy of Management Conference*, Boston, USA, 9th - 13th August 2019
- Berthinier-Poncet, A., Arrabuarena, B. & Carmes, M. (2019), « La data-littératie comme condition d'agencement des intelligences collectives de la captologie citoyenne : cas du collectif *Ambassad'Air*. », *Colloque de l'ACFAS*, Gatineau, Canada, 30 & 31st May 2019
- Berthinier-Poncet A., Saidi S., Grama-Vigouroux S. & Sellami, M. (2019), « Entrepreneurial Ecosystems in Peripheral Regions. The case of Champagne-Ardennes », *Global Entrepreneurship and Business Summit*, Toronto, Canada, 10&11 April 2019
- Berthinier-Poncet A., Castro-Goncalves L., Dubouloz S., Ruiz E. & Thévenard-Puthod C. (2018), « De la montagne au « cloud » : la contribution des communautés au processus d'innovation des entreprises du sport », 9^{èmes} journées du *GT Innovation AIMS*, Montréal, Canada, October 17th-19th
- Berthinier-Poncet A., Saidi S., Grama-Vigouroux S. & Madanamoothoo A. (2018), “How to switch from an opportunistic to a more systematic OI model? The case of a French industrial SME”, 63th ICSB World Congress - International Council for Small Business, Taipei, Taiwan, June 26th-29th
- Berthinier-Poncet A. Saidi S., Grama-Vigouroux S. (2018), « Systemising An Open Innovation Process in a French Industrial SME », *R&D Management conference*, Milano, Italy, June 30th- July 4th 2018
- Berthinier-Poncet A., Dubouloz, S. & Thévenard-Puthod C. (2018) « Le territoire : un terrain de jeu pour l'innovation. Apports et freins de l'ancrage territorial au cours du processus d'innovation au sein du groupe Décathlon », *XXVII AIMS conference*, Montpellier, June 2018
- Berthinier-Poncet A., Castro Goncalves L. & Mitkova L. (2017), “Knowledge Management: a Lever for Cluster Governance in Dynamising SME's Open Innovation”, *XXVI AIMS conference*, Lyon, France, June 2017
- Berthinier-Poncet A., Castro Goncalves L. & Mitkova L. (2016), Collaborative Innovation: the role of cluster governance for dynamising SME's openness, *3rd World Open Innovation Conference (WOIC)*, Barcelona, Spain, December 15 & 16
- Berthinier-Poncet, A., “Building Collaborative Innovation Dynamics for SMEs within clusters”, Castro-Goncalves, L. & Mitkova, L., *R&D Management Conference*, Cambridge, GB, July 2016
- Berthinier-Poncet, A., “Open Innovation Practices of Clustered SMEs. The case study of a French technopole. », S. Grama & S. Saidi, *R&D Management Conference*, Cambridge, GB, July 2016
- Berthinier-Poncet, A., “Ecosystems of innovation as responsible global value chains”, P. De Rozario, *EURAM, European Academy of Management*, Paris, France, June 2016
- Berthinier-Poncet, A., “Impact of Knowledge Brokering on Collaborative Innovation for Clusters Dynamics”, Castro-Goncalves, L. & Mitkova, L., *IFKAD, International Forum on Knowledge Assets & Dynamics*, Dresden, Germany, June 2016
- Berthinier-Poncet, A., “Perceptual distance between firms and governance of a technopole. What impact on innovation? », S. Grama & S. Saidi, *R&D Management Conference*, Pisa, Italy, July 2015
- Berthinier-Poncet, A., “The governance of sustainable territorial value chains. The impact of institutional practices of innovation in clusters”, *EURAM, European Academy of Management*, Warsaw, Poland, June 2015

Award: Best paper, SIG Business & Society, Track Responsible Global Value Chains

- Berthinier-Poncet, A., “The impact of cluster governance in the upgrading of territorial value chains”, *AIMS*, Paris, France, June 2015
- Berthinier-Poncet, A., “Distance perceptuelle entre entreprises et gouvernance d’une technopole : Une recherche exploratoire sur les pratiques institutionnelles d’innovation. », S. Grama & S. Saidi, paper presented to two conferences: *AEI, Academy of Entrepreneurship & Innovation*, Nantes, and *AIRMAP, Conference in Public Management*, Lyon, June 2015
- Berthinier-Poncet, A « How can cluster governance sustain innovation? A comparative analysis of French clusters of innovation », *EMNET*, Agadir, Maroc, November 2013
- Berthinier-Poncet, A « Gouvernance et Innovation dans les clusters : le rôle des pratiques institutionnelles », XXI^e AIMS conference, *International Association of Strategic Management*, Lille, June 2012
- Berthinier-Poncet, A « Gouvernance, dynamique collaborative et innovation dans un technopôle : quels leviers mobiliser ? » XX^e AIMS, Nantes, June 2011
- Berthinier-Poncet, A « Gouvernance et performance dans les pôles de compétitivité. Proposition d’un cadre conceptuel d’analyse », Track “*Stratégies, Espaces et Territoires*”, AIMS, Toulouse, November 2010
- Berthinier-Poncet, A « Les pratiques institutionnelles de l’innovation dans les technopôles : le cas Savoie Technolac”, R. Bocquet, S. Brion & C. Mothe, *ASRDLF- AISRe.*, Aoste, Italy, September 2010

PROFESSIONAL REPORTS

- Zacklad, M., Garel, G., Arruabarrena B., Berthinier-Poncet A. et Guezal, N. (2021), Les labs internes : de l’innovation au design, L’observatoire des labs, Co-Design it & Cnam, 127p.
- Berthinier-Poncet, A. (2010) “*Savoie Technolac Innovation Survey: main indicators and innovation profiles of the technopole’s firms*, R. Bocquet, S. Brion et C. Mothe, SYPARTEC
- Berthinier-Poncet, A. (2009) « Determinants and measures of KIBS’ innovation: the Savoie Technolac case”, with R. Bocquet, S. Brion et C. Mothe, IREGE

RESEARCH COLLABORATIVE PROGRAMS

- **ARTIST ERASMUS + PROGRAM (2020-2023).** A collaborative research and educational program with 7 European partners (KTU, LTU, Fontys Univ., Sant’Anna Univ., Miskolc Univ and WARP) that aims at evaluating the latest developments of STE(A)M approaches for higher education in the fields of innovation management and entrepreneurship. This program is developing innovative educational modules integrating Art Thinking as well as conceptual model to enable the development of such courses.
- **OBSERVATOIRE DES LABS D’INNOVATION (2019-2022).** A collaborative research program analysing the impact of Innovation Labs within complex organizations - Le Cnam, DICEN IdF Lab, LIRSA and Co-Design-it. This project analyses specifically the corporate innovation labs of VALEO, AIRBUS and La Française des Jeux, and develops an indicator model for assessing the performance of such innovative collaborative spaces.
- **ATMOPPI PROJECT - LABEX ITEM - INNOVATION & TERRITOIRES DE MONTAGNE (2018-2021).** « *Ancrage en Territoire de Montagne et Performance du Processus d’Innovation* », this project, sponsored by the University Grenoble Alpes, aims at identifying the impact of anchoring innovation teams in specific remoted territories such as mountains regions (Alpes) on the different steps of the innovation process. In our project, we focused on the outdoor sport industry, very present and representative in the region (Salomon, Décathlon/Quechua, Raidlight/Rosignol).
- **PROMISING RESEARCH TEAM, Grenoble University,** on innovative and creative pedagogy
- **MEMBER OF RINNODI, Innovation Network & International Dynamics (IRG, University Paris Est)**
 - **Organization of the international workshop on “Paradoxes of Collaborative Innovation”,** during EURAM conference, Paris, June 2016,
 - **Organization of the 3rd edition of the “13 minutes” conference on International view of Collaborative Innovation,** 10/10/2017, Telecom Ecole de Management

- **ARC 8 - Academic Research community, Rhône-Alpes Region - WP Governance of Innovation Mechanisms / Topics: Interorganizational relations & Innovation Clusters**

RESEARCH MANAGEMENT ACTIVITIES

- **GUEST EDITING**
 - Special issue for *Innovations - Revue d'économie et de management de l'innovation / Journal of Innovation Economics and Management* (2020), on the topic of **“International approaches and cases of Collaborative Innovation”**.
 - Berthinier-Poncet A., Goncalves L.C., Mitkova L., Ozman M. (2020). « Regards croisés sur les approches internationales de l'innovation collaborative », *Innovations*, N° 62, n° 2, p. 5-15.
 - Special issue for *Revue française de gestion* on the topic **“Innovation collective : Communautés, organisations, territoires”**, Vol.44, n°272. (2018)
- **CHAIR POSITIONS IN INTERNATIONAL & NATIONAL RESEARCH CONFERENCES**
 - **ACFAS 2022 90th Congress**, Université Laval, Québec, Canada - **Co-organizer** of a 2-day conference in collaboration with UQAM and ENAP - **“Les nouvelles gouvernances de l'action publique en contexte d'urgences écologique et climatique : une approche pluridisciplinaire”**
 - **AOM 2020, 2021 & 2022 - MED Division** - Co-organizer and chair of the workshop **“Ambassador's Program”**
 - **Member of the MED executive committee since 2021**
 - **EURAM 2021**- Co-organizer and chair of a track **“Innovation, Learning and Creativity in Organizations and the Public Sector”** - ST06-11, June 16th-18th
 - **ACFAS 88th & 89th Congress**, Sherbrooke University, Canada, May 6-7, 2020 & May 2021 - **Organization of a 2-day conference on the topic of “Citizen metrology facing ecological and health emergencies: what are the socio-digital perspectives, techno-political stakes, design of participation and role of Third Places?”**
 - **SIG Conference Chair of the JAG research day** - Journée de l'innovation de l'Abbé Grégoire - at the Cnam / LIRSA. Supervision of the session **“Management de l'innovation collaborative et des plateformes”**, March **2017 & 2018**
 - **Co-organization of the conference “13 minutes”** on **“The Paradoxes of Collaborative Innovation”** - 31st of May 2016, Paris - 8 Guest speakers
 - **Participation to Research Days:**
 - **COMUE HESAM: “Responsible Innovation”**, La Sorbonne, January 2016
 - **LIRSA / HT2S: Transversal research day on “La fabrique des politiques publiques”**, December 2015

INTERNATIONAL EDUCATIONAL ACTIVITIES

- **ERASMUS+ Project “ArtIST” (2020-2022)** - Integrated Interdisciplinary Education Module on Art, Entrepreneurship, Innovation and Science
Leader of WP2 / Member of a 7 European partners' project that aims at modernizing relevant STE(A)M subjects in multi-disciplinary programmes, such as business, innovation and entrepreneurship. Through a collaborative work, we aim at developing an innovative Master module mixing arts and technology hard and soft skills accompanied with entrepreneurial and business training. The module will be based on creativity techniques, design driven methods and modern IoT and ICT tools in the teaching and learning practices.
- **Al-Balqa Applied University, Jordan, 20th - 24th October 2019** - 1-week Seminar on **“Business & Innovation for Entrepreneurs' Training”**
- **Member of MOSAIC HEC Montréal - Pôle Créativité et Innovation**
Participation to the 9th Summer School on Creativity & Innovation, Montréal & Barcelona, July 2017
- Visiting Professor at **HEC MONTREAL** (Canada) - October 2018 - Professor David Doloreux

- Visiting scholar at **Telfer School of Management of Ottawa University** (Canada), with Professor David Doloreux (oct.-nov. 2010)
- **Summer school, Utrecht University** (Pays-Bas), Intensive course in « Applied Multivariate Analysis », August 2010

EXPERTISE / REVIEWS

- **Articles in Peer-reviewed Journals:** M@n@gement, Management International, International Management, Revue Française de Gestion, Innovation / JIE, Politiques & Management Public, Finance Contrôle Stratégie ; Creativity Innovation Management ; RERU
- **Articles in international conferences:** AOM, EURAM, AIMS, R&D Management, IFKAD, AEI, AIRMAP, ISPIIM, ACFAS
- **Expert evaluation:** COFECUB project