

Laurent BOURGEON

Associate Teaching Professor

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Department: Management

Campus de Cergy

DIPLOMAS

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|------|---|
| 1998 | Doctorat in Management Sciences
(IAE Aix-Marseille Graduate School of Management France) |
| 1993 | DEA Management Sciences
(Université Paris X Nanterre France) |
| 1990 | Maîtrise Company Administration
(Université Paris X Nanterre France) |
| 1989 | Maîtrise Econometrics
(Université Paris X Nanterre France) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

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|-------------------|---|
| 1998 - 2007-08-31 | Assistant Teaching Professor (ESSEC Business School France) |
| 2007 - Now | Associate Teaching Professor (ESSEC Business School France) |

OTHER APPOINTMENTS

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| 1965 - Now | Visiting Research Fellow at the Centre for Corporate Change, AGSM
(University of New South Wales Australia) |
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OTHER ACADEMIC APPOINTMENTS

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| 1965 - Now | Chargé de cours (École Centrale Paris France) |
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1965 - Now ATER (Université de Besançon France)

PROFESSIONAL APPOINTMENTS

1965 - Now EUROSTAF Research Manager: strategic and financial analysis for pharmaceutical companies (Les Echos Etudes France)

PUBLICATIONS

JOURNAL ARTICLES

[BOURGEON, L. \(2002\). Emergence de l'organisation transversale : vers de nouvelles modalités de gestion du personnel participant aux projets. *Management International*, pp. 35-48.](#)

[BOURGEON, L. \(2017\). Les communautés virtuelles de patients. Les facteurs d'engagement des patients. *Gestions Hospitalières*, \(567\), pp. 338-341.](#)

[BOURGEON, L. \(2001\). Nouveaux produits, temps et apprentissage organisationnel. *Revue Française de Gestion*, pp. 103-111.](#)

[BOURGEON, L. et DEVINNEY, T.M. \(2010\). Organisational Knowledge and the Project Dimension. *International Journal of Project Organisation and Management*, 2\(3\), pp. 267-285.](#)

[BOURGEON, L. \(2007\). Staffing Approach and Conditions for Collective Learning: The Case of New Product Development Management. *International Journal of Project Management*, pp. 413-422.](#)

[BOURGEON, L. \(2002\). Temporal Context of Organizational Learning in New Product Development Projects. *Creativity and Innovation Management*, pp. 175-183.](#)

[BOURGEON, L. \(2018\). Ubérisation, innovation, désintermédiation... Petit lexique de la digitalisation. *Gestions Hospitalières*, \(575\), pp. 22-24.](#)

[BOURGEON, L. et BOISSEAU, C. \(1997\). La Capitalisation des apprentissages dans la gestion par projet des activités de R&D. *Mathematical Programming*.](#)

[BOURGEON, L. \(2021\). Innovation : une difficile et complexe définition. *Gestions Hospitalières*, \(605\), pp. 207-209.](#)

[BOURGEON, L. \(2021\). Innovation de business model et désintermédiation. *Gestions Hospitalières*, \(605\), pp. 244-245.](#)

BOOKS

[BOURGEON, L., MAUGET, R. et PERON, C. \(2016\). *Construire avec pertinence la stratégie de votre PME*. Ellipses, 185 pages.](#)

[BOURGEON, L., PERON, C. et SASSIER, G. \(2015\). *Résoudre avec succès vos problématiques d'entreprise*. Ellipses, 191 pages.](#)

BOOK COLLECTION EDITOR

[BOURGEON, L. et PERON, C. \[Eds\] \(2018\). *Comment créer une marque bankable*. Ellipses.](#)

[BOURGEON, L. et PERON, C. \[Eds\] \(2016\). *Manager avec efficacité les connaissances de votre entreprise*. Ellipses.](#)

[BOURGEON, L. et PERON, C. \[Eds\] \(2017\). *Mettre en place avec efficacité les connaissances de votre entreprise*. Ellipses.](#)

BOOK CHAPTERS

[BOURGEON, L. et TARONDEAU, J.C. \(2000\). L'apprentissage dans les organisations transversales : le cas de l'organisation des projets de R&D. Dans: *Le management stratégique des compétences*. 1st ed. Ellipses, pp. 287-326.](#)

[BOURGEON, L. \(2018\). L'organisation par processus, un modèle d'organisation apprenante. Dans: *L'apprenance au service de la performance*. 1st ed. Éditions Management et Société \(EMS\), pp. 52-59.](#)

[BOURGEON, L. et DEMIL, B. \(2003\). Opulence et innovation dans les organisations. Dans: *Savoir gérer. Mélanges en l'honneur de Jean-Claude Tarondeau*. 1st ed. Vuibert, pp. 31-47.](#)

[BOURGEON, L. et TARONDEAU, J.C. \(2005\). Organizational Learning in Project-based Organizations: The Case of New Product Development Projects. Dans: *A Focused Issue on Managing Knowledge Assets and Organizational Learning*. 1st ed. Elsevier, pp. 229-250.](#)

CONFERENCE PROCEEDINGS

[BOURGEON, L. et RAUFFLET, E. \(2002\). Assessing the Performance of Project-based Organization in the Development of New Products. Dans: *Proceedings of the SMS 22nd Annual International Conference*. Strategic Management Society \(SMS\).](#)

[BOURGEON, L. \(2004\). Capitalization of Learning in Project-based Organization. Dans:](#)

[Proceedings of the 5th International CINet Conference. University of Western Sydney.](#)

[BOURGEON, L. \(2000\). Emergence de l'organisation par projet : vers une redéfinition du savoir organisationnel. Dans: CD-Rom. Congrès IFSAM. Taking Stock/Faisons le point. UQAM.](#)

[BOURGEON, L. \(2003\). Knowledge Transfer in Project-based Organization. Dans: Proceedings of the European Academy of Management. Financial Management Association \(FMA\).](#)

[BOURGEON, L. \(1999\). La capitalisation des apprentissages dans l'organisation transversale. Le cas des projets de développement de nouveaux produits. Dans: VIIIème Conférence Internationale de Management Stratégique. Laboratoire Stratégie et Technologie Ecole Centrale de Paris.](#)

[BOURGEON, L. et DEMIL, B. \(2006\). Linking Organizational Slack and Innovation: The Case of the French Hospital Public Sector. Dans: CINet Conference 2006 Proceedings: Continuous Innovation and Sustainability: Designing the Road Ahead. CINet.](#)

[BOURGEON, L. \(2002\). Organisation par projets et performances des projets de développement de nouveaux produits. Dans: AFZAM/INSAM VIth International Congress. AFZAM.](#)

[BOURGEON, L. \(1999\). Organisation par projets, logiques de constitution des équipes-projet et modes gestion de carrière des chefs de projet. Le cas des projets de développement de nouveaux produits. Dans: VIIIème Conférence Internationale de Management Stratégique. Laboratoire Stratégie et Technologie Ecole Centrale de Paris.](#)

[BOURGEON, L. et DEVINNEZ, T.M. \(2009\). Organizational Knowledge and the Organization by Projects. Dans: IRNOP IX 2009 Berlin Proceedings. ESMT.](#)

[BOURGEON, L. et TARONDEAU, J.C. \(2000\). Organizational Learning in Horizontal Organizational Structures. The Case of New Product Development Projects' Structure. Dans: Proceedings of the International Conference on Competence-based Management. Helsinki University of Technology.](#)

[BOURGEON, L. et DEMIL, B. \(2003\). Organizational Slack and Innovations: Some Evidence from the French Hospital Sector. Dans: Proceedings of the 17th ANZAM Conference. Surfing the Waves: Management Challenges-Management Solutions. Australian and New Zealand Academy of Management \(ANZAM\).](#)

[BOURGEON, L. et LEHMANN, V. \(2008\). Project Management in the Not-for-Profit Organizations: Identifying Issues and Practices. Dans: Proceedings of the 2008 PMI Global Congress Proceedings - Sydney, Australia PMI Global Congress. PMI Global Congress.](#)

[BOURGEON, L. et DEMIL, B. \(1999\). Slack organisationnel et innovation : le cas du secteur hospitalier français. Dans: VIIIème Conférence Internationale de Management Stratégique. Laboratoire Stratégie et Technologie Ecole Centrale de Paris.](#)

[BOURGEON, L. \(2004\). Staffing Approach and Organizational Learning in Project Teams. The Case of New Product Development Projects. Dans: Proceedings of the Fifth Conference on Organizational Knowledge, Learning and Capabilities. University of Innsbruck.](#)

[BOURGEON, L. \(2005\). Staffing Project Teams and Career Development of Project Managers in the Project-based Organization: Towards an Orthogonal Approach. Dans: *Proceedings of the 19th ANZAM Conference*. Australian and New Zealand Academy of Management \(ANZAM\).](#)

[BOURGEON, L. \(2003\). Team Building and Organizational Learning in New Product Development Projects. Dans: *Organizational Learning and Knowledge 5th International Conference*. Lancaster University Management School.](#)

[BOURGEON, L. \(2002\). Temporal Context of Organizational Learning in New Product Development Projects. Dans: *The European Academy of Management*. Financial Management Association \(FMA\).](#)

[BOURGEON, L. \(2001\). The Emergence of Team Organization: Towards a Redefinition of Organizational Knowledge. Dans: *Organizational Learning and Knowledge - New Directions - 4th International Conference Proceedings*. Richard Ivey School of Business, pp. 19-30.](#)

[BOURGEON, L. \(2002\). Time and Organizational Learning in New Product Development Projects. Dans: *3rd European Conference on Organizational Knowledge, Learning and Capabilities*. Athens Laboratory of Business Administration \(ALBA\).](#)

[BOURGEON, L. \(2003\). Transferring Organizational Knowledge in Project-based Organization. Dans: *Proceedings of the Strategic Management Society: Intersections: Strategy Across Conventional Boundaries*. Strategic Management Society \(SMS\), pp. 36-37.](#)

PUBLISHED CASES

[BOURGEON, L. et PÉRON, C. \(2012\). Brandon, the transporteur. ESSEC Business School.](#)

[BOURGEON, L. \(2015\). Surfboard Industry: from Local Craftsmen to a Global Industry. ESSEC Business School.](#)

[BOURGEON, L. et PÉRON, C. \(2012\). Brandon, le transporteur. ESSEC Business School.](#)

[BOURGEON, L. et BENITEZ, L. \(2018\). Evolution de l'environnement de l'industrie photovoltaïque en Guadeloupe. ESSEC Business School.](#)

[BOURGEON, L. et MENDO, P.A. \(2018\). Evolutions de l'environnement du secteur portuaire camerounais. ESSEC Business School.](#)

[BOURGEON, L. \(2015\). Industrie du surfboard : d'un artisanat local à une industrie globale. ESSEC Business School.](#)

[BOURGEON, L., PÉRON, C. et GALTIER, V. \(2011\). Le marché des Mini-PC. ESSEC Business School.](#)

[BOURGEON, L., KNAPPEN, J. et PÉRON, C. \(2012\). Le secteur du logiciel open source a la](#)

[croisée des chemins. ESSEC Business School.](#)

RESEARCH ACTIVITIES

Member of an academic association

1965 - Now: Member of Strategic Management Society

Reviewer for a journal

- Reviewer for Management International
- Revue Française de Gestion

Editorial Board Membership

2006 - 2016: Editorial board membership - Revue Française de Gestion

PROFESSIONAL ACTIVITIES

Consulting

1965 - Now: Consultant at Nextep Health Care (Strategic Consulting, Pharmaceutical Industry)