

MARTIN GIRAudeau

London School of Economics & Political Science
Houghton Street, London WC2A 2AE, UK
Tel.: +44 (0)207 955 7534
m.l.giraudeau@lse.ac.uk

POSITIONS

- 2011-... **Lecturer**, Department of Accounting, London School of Economics & Political Science.
- 2009-2011 **LSE Fellow**, Department of Accounting, London School of Economics & Political Science.
- 2007-2009 **Fixed-term lecturer** (*ATER*), Department of Sociology, University of Toulouse.

EDUCATION

- 2004-2010 **PhD in Sociology** (Distinction), University of Toulouse.
Title: The making of the future. A historical sociology of business plans (*La fabrique de l'avenir. Une sociologie historique des business plans*)
Committee: Franck Cochoy (advisor), Michel Grossetti, Bruno Latour (chair), Philippe Steiner, Pierre-Paul Zalio.
- 2000-2004 **Taught MA** (*magistère*) in Social Sciences, École Normale Supérieure (ENS) de Cachan.
- 2003-2004 **Research-based MA** (*diplôme d'études approfondies*) in Sociology, University of Toulouse.
- 2002-2003 Laureate of the **agrégation** in Social and Economic Sciences.
- 2001-2002 **Research-based MA** (*maîtrise*) in Sociology, University of Paris – Nanterre.
- 2000-2001 **BA** (*licence*) double major in Economics and Sociology, University of Paris – Nanterre.

FELLOWSHIPS & DISTINCTIONS

- Fall 2008 **Fulbright visiting fellow** at the Massachusetts Institute of Technology, Program in Science, Technology, and Society (Cambridge, Massachusetts).
- April 2008 **Research grant** from the French National Research Agency (*ANR*) for archive work at the Hagley Library (Wilmington, Delaware).
- June 2007 **Third prize** of the annual “Best Young Author” award from the journal *Sociologie du Travail*.
- Fall 2005 French Ministry for Research “Cultural areas” **visiting research fellow** at the Getulio Vargas Foundation business school in São Paulo (*FGV-EAESP*, Brazil).
- 2004-2007 **Research fellow** of the French National Center for Scientific Research (*CNRS*) and the European Social Fund, CERTOP research centre, University of Toulouse.
- 2004-2007 **Teaching fellow** (*moniteur*), Department of Sociology, University of Toulouse.
- 2000-2004 **Full scholarship** (*élève normalien*), Department of Social Sciences, ENS Cachan.

ARTICLES IN PEER-REVIEWED JOURNALS

Giraudeau M. (2012), Remembering the Future: Entrepreneurship Guidebooks in the US, from Meditation to Method (1945-1975), *Foucault Studies*, vol. 13, pp. 40-66.

Cochoy F., Giraudeau M., McFall L. (2010), Performativity, Economics and Politics: An Overview, *Journal of Cultural Economy*, vol. 3, n° 2, pp. 139-146.

Giraudeau M. (2010), Performing Physiocracy. Pierre Samuel Du Pont de Nemours and the Limits of Political Engineering, *Journal of Cultural Economy*, vol. 3, n° 2, pp. 225-242.

Giraudeau M. (2008), The Drafts of Strategy: Opening Up Strategic Plans and their Uses, *Long Range Planning*, vol. 41, n° 3, pp. 291-308.

Giraudeau M. (2007), Le travail entrepreneurial, ou l'entrepreneur schumpetérien performé, *Sociologie du Travail*, vol. 49, n° 3, pp. 330-350.

OTHER ARTICLES & BOOK CHAPTERS

Giraudeau M. (2011), Imagining (the Future) Business: How to Make Firms with Plans?, in P. Quattrone, C. McLean, N. Thrift & F.-R. Puyou (Eds.), *Imagining Business. Performative Imagery in Business and Beyond*, London: Routledge, pp. 213-229.

Giraudeau M. (2010), The Making of the Future. A Historical Sociology of Business Plans (PhD dissertation summary), *Economic Sociology_The European Electronic Newsletter*, vol. 11, n° 3, pp. 78-79.

Giraudeau M. (2009), Évaluer les projets d'entreprises : Les formules du formulaire ACCRE, in F. Vatin (Ed.), *Évaluer et valoriser. Une sociologie économique de la mesure*, Toulouse: PUM, pp. 137-154.

Giraudeau M. (2009), La longue marche du créateur d'entreprise, *Sciences Humaines*, "Grand Dossier" n°16.

Giraudeau M. (2008), La firme en formules, ou la demande d'Aide aux Chômeurs Créateurs ou Repreneurs d'Entreprises, *Idées*, vol. 152, pp. 35-42.

BOOK REVIEWS

Giraudeau M. (2009), Review of François Vatin, *Morale industrielle et calcul économique dans le premier XIX^e siècle* (L'Harmattan, 2007), in *Sociologie du Travail*, vol. 51, n°1, pp. 154-156.

Giraudeau M. (2008), Review of Laurent Vidal, *Mazagão. La ville qui traversa l'Atlantique (1769-1783)* (Aubier, 2005), in *Genèses*, vol. 70, pp. 162-165.

Giraudeau M. (2007), Review of Bruno Latour, *Changer de société – Refaire de la sociologie* (La Découverte, 2006), in *Sociologie du Travail*, vol. 49, n°3, pp. 412-414.

REPORTS

Cochoy F., Giraudeau M. & Martin D. (2005), *L'implantation des carrières. Trois essais de carottage socio-technique*, report commissioned by the French Agency for the Environment (ARPE) and the National Union of Quarry and Construction Materials Industries (UNICEM), 139 p.

Giraudeau M. (2004), *La création d'entreprise comme action collective*, report commissioned by the Toulouse Chamber of Commerce and Industry, 23 p.

INTERNATIONAL CONFERENCES & WORKSHOPS

“Les plans inclinés”, AIME/Bruno Latour workshop on Organization, Sciences Po Paris (April 2013).

“Entreprendre à l’aube de l’ère moderne. Une expérience autour de deux plans inclinés”, AIME/Bruno Latour workshop on Properties/Property, Sciences Po Paris (March 2013).

“Organizing the future. Business planning guidebooks in the United States (1940-2010)”, Rosnano workshop, European University in Saint Petersburg (October 2012).

“An economy of virtualities. A brief history of business plan guidebooks in the US (1970-2010)”, Interdisciplinary Perspectives in Accounting conference, Cardiff Business School (July 2012).

“Organizing the future. Business planning guidebooks in the United States (1940-2010)”, Projects as Institutions conference, École Normale Supérieure (January 2012).

“Inclined Planes. Business Plans as Mobilization Devices”, Strategy, Organizations and Society workshop, Copenhagen Business School (November 2011).

“Accounting Plug-Ins & Virtual Firms. A History of Business Plan Guidebooks in the US (1970-2010)”, Business History Conference, Saint Louis, MO (April 2011).

“Imagining the (Future) Business. How to Make Firms with Plans”, MASOP conference, Copenhagen Business School (March 2010).

“A Prehistory of Business Plans: Pierre-Samuel Du Pont de Nemours’ 1797 Physiocratic Utopia”, Goldsmiths College winter workshop on Performance, London (January 2009).

“Performing Physiocracy. Pierre Samuel Du Pont de Nemours, from Politics to Business”, University of Toulouse international conference on Performativity as Politics, Toulouse (October 2008).

“How to Make Firms with Plans. Relating Firms and Forms in Business Plan Guidebooks”, Lancaster sociology summer conference, Lancaster (July 2007).

“Towards Seamless Businesses. Strategic Planning as Contextualisation”, conference organized by the Oxford Saïd Business School and the Toulouse Graduate School of Management on The Crafts of Strategy: Strategic Planning in Different Contexts, Toulouse (May 2006).

“Governing through Business Plans: French State Support for the Jobless who Create Firms”, SASE conference, Budapest (July 2005).

“Disciplining Students and Markets: How to Embed Newcomers into Economics thanks to Market Games” (with J.-P. Gond & D. Martin), SASE conference, Budapest (July 2005).

FRENCH CONFERENCES & WORKSHOPS

“Organizing the future. Business planning guidebooks in the United States (1940-2010)”, *Journées d’histoire de la comptabilité et du management* conference, Toulouse School of Economics (March 2012).

“Coloniser l’avenir ou l’explorer. De deux façons de domestiquer la curiosité”, workshop on the Sociology of Curiosity (dir. F. Cochoy & C. Licoppe), Telecom ParisTech (June 2010).

“Le plan est mort, vive le plan ! Une brève histoire des business plans aux États-Unis”, workshop on Time and Markets, University of Toulouse (September 2008).

“Frank H. Knight, de l’économie du producteur à la sociologie de l’entrepreneur”, CERTOP workshop on Risks & Activities, University of Toulouse (April 2007).

“Le travail entrepreneurial, ou l’entrepreneur schumpétérien performé”, doctoral meeting of the CNRS Sociology and Economics Research Group, University of Paris-Nanterre (November 2006).

“Plans d’entreprises, figures d’entrepreneurs”, congress of the *Association Française de Sociologie*, University of Bordeaux (September 2006).

“Gouverner par les business plans. Petit essai sur le filtrage-modélage”, conference organized by the journal *Politique et Management Public* on Public Action and its Customers, IEP de Lille (March 2006).

INVITED PRESENTATIONS & SEMINARS

“How to make firms with plans. A brief history of business plan guidebooks in the US (1940-2010)”, Research Seminar of the Center for Business History, Copenhagen Business School (February 2013).

“Entrepreneurial formulas. Business plans and the formation of new ventures” (with Liliana Doganova); Research Seminar of the Centre de Sociologie de l’Innovation, Mines ParisTech (Janvier 2013).

Discussion of Mary Poovey, “The turn to the future in economics”, Futurepol seminar, Sciences Po Paris (January 2013).

“Les plans inclinés. Vers une sociologie de l’avenir”, Research Seminar of the TRAME research group, University of Toulouse (March 2012).

“Les plans inclinés. Éléments de sociologie des business plans”, Seminar of the Markets, Organisations, Society and Technologies (MOST) research group, University of Paris-Dauphine (February 2012).

“Inclined plans. Towards a sociology of the future”, Research Seminar, Department of Accounting, London School of Economics & Political Science (January 2012).

“Notre transplantation en Amérique. Éleuthère Irénée Du Pont de Nemours et les racines du plan d’affaire (1800-1804)”, Economic Sociology seminar, University of Paris-Sorbonne (June 2011).

“Tracking the numbers: Across accounting and finance, organizations and institutions” (with Andrea Mennicken), Measurement seminar, University of Paris-Nanterre (May 2011).

“Accounting Plug-Ins & Virtual Firms. A History of Business Plan Guidebooks in the U.S. (1970-2010)”, Research Seminar, Department of Accounting, London School of Economics & Political Science (March 2011).

“Rendre compte de l’avenir. Les plans d’affaires américains de Pierre Samuel Du Pont de Nemours (1797-1801)”, seminar on “Knowledge and technologies of forecasting in the 19th and 20th centuries”, EHESS-Paris (January 2011).

“La fabrique de l’avenir. Une sociologie historique des business plans”, Business History seminar, Université Libre de Bruxelles (May 2010).

“A Tale of Two Business Plans in the Late XVIIIth Century”, Research Seminar, Department of Accounting, London School of Economics & Political Science (March 2010).

“Création d’entreprise et mesure des possibles”, Measurement seminar, University of Paris-Nanterre (April 2008).

Discussion of Antoine Hennion, “Réflexivités de l’amateur” (working paper), CERTOP seminar, University of Toulouse (December 2007).

“La firme multinationale et son environnement, ou la localisation comme contextualization”, seminar on Economic Activities, Social Worlds and Territories, EHESS-Paris (February 2007).

“Gouverner par les business plans. L’Aide aux Chômeurs Créateurs ou Repreneurs d’Entreprises”, CERTOP seminar, University of Toulouse (February 2006).

“Filtering and Modeling: Business Plans as Public Action Tools”, research seminar on Public Administration, FGV-EAE de São Paulo (November 2005).

Discussion of Michel Grossetti, *Sociologie de l’imprévisible. Dynamiques de l’activité et des formes sociales* (PUF, 2004), CERTOP seminar, University of Toulouse (March 2005).

“Business plans : pour une sociologie des anticipations économiques”, Sociology of Economic Activities research seminar, ENS Cachan (March 2004).

“Espace social et espace physique”, sociology seminar of the Teachers’ Training Institute (*IUFM*), Toulouse (January 2004).

ORGANIZATION OF SCIENTIFIC EVENTS

- June 2013 **Co-organizer** with Nathalie Mitev and François-Xavier de Vaujany of the 3rd Organisations, Artefacts & Practices workshop on “Time, history and materiality in management & organization studies”, London School of Economics & Political Science.
- Feb. 2012 **Organizer** of the “No-thing personal? Drawing the frontier between persons and things in accounting, law and marketing” workshop, London School of Economics & Political Science.
- Jan. 2012 **Member of the scientific committee** for the AIMS workshop on “The temporalities of decision within organized action systems”, EM Normandie.
- Oct. 2008 **Organizer** with Franck Cochoy, Jean-Pascal Gond and Jacques Igalens of the “Performativity as Politics: Unlocking Economic Sociology” conference, University of Toulouse.
- June 2007 **Organizer** of the interdisciplinary conference – sociology, psychology, ergonomics – on “Labor and Communication,” University of Toulouse.
- 2004-2006 **Lead organizer** of the CERTOP seminar on “Translating American Economic Sociology,” University of Toulouse.

COLLECTIVE RESEARCH RESPONSIBILITIES

- Ad hoc reviewer** for the *British Journal of Management*, *Organization Studies*, the *Socio-Economic Review*, the *Journal of Cultural Economy*, *M@n@gement*...
- 2013-2015 **Member** of the “STS and entrepreneurship” project of the STS Center at the European University in Saint Petersburg (dir. M. Biagioli & V. Lépinay)
- 2007-2011 **Member** of the “Social supports of entrepreneurship” project of the French National Research Agency (dir. P.-P. Zalio & M. Grossetti).
- 2006-2009 **Member** of the “Measurement” research group, University of Paris X (dir. F. Vatin).
- 2006-2009 **Member** of the TRAME research group, University of Toulouse (dir. F. Cochoy).
- 2004-2007 **Member** of the “Spatial logics of innovation” research program of the *Maison des Sciences de l'Homme d'Aquitaine*.

TEACHING EXPERIENCE

- 2009-... **LSE**, Department of Accounting:
- AC100 classes: Elements of Accounting and Finance (60h, 2009-2010).
 - AC211 lectures and classes: Managerial Accounting (30h/year: 2012-...)
 - AC410/411 classes and lectures: Management Accounting, Strategy & Organizational Control (30 to 60h/year, 2010-...).
 - AC412 lectures: Accountability, Organisations & Risk Management (10h/year, 2012-...)
 - AC424 classes and lectures: Accounting, Organisations & Institutions (6h/year, 2011-...).
 - AC490 classes: Management Accounting, Decisions & Control (60h, 2010-2011).
 - MG436 classes: Firms, Markets & Crises (Department of Management) (6h, 2011-2012).
 - Department of Accounting representative at the Academic Board.
 - Member of the Graduate Admissions Selection Team.
 - PhD and MSc dissertation supervisor.
 - Academic adviser for BSc and MSc students.
- 2008-2009 **IGS Toulouse Business School**:
- Introduction to Management (BSc in Management, 3rd year lectures)
 - Supervision of MSc dissertations in Management.
- 2007-2009 **University of Toulouse**, Department of Sociology:

- Sociological survey methodology (BA in Sociology, 3rd year classes)
- Statistics for sociologists (BA in Sociology, 2nd year classes)
- Framing and management of a year-long collective study on “Fun-Food for Children” (BSc in Applied Social Research, 3rd year classes). Backer: French National Research Agency. Supervisors: Franck Cochoy and Sandrine Barrey.

2004-2007 **University of Toulouse**, Department of Sociology:

- Statistical indicators (BA in Sociology, 3rd year lectures, 2006-2007)
- Social production and reproduction (BA in Sociology, 1st year classes, 2004-2006)
- Framing and management of two year-long collective studies (BSc in Applied Social Research, 3rd year classes):

2006-2007 study: “Genetically modified fish: impacts on consumption.” Backer: French National Research Agency. Supervisors: Sandrine Barrey and Catherine Mariojous.

2004-2005 study: “The settlement of quarries: environmental controversies.” Backers: Regional agency for the environment (*ARPE*) and the National union of quarry and construction materials industries (*UNICEM*). Supervisor: Franck Cochoy.

2000-2009 **Prep. School** for entrance to the *Grandes Écoles* at the *Lycée Janson de Sailly* (Paris) until 2003, and then at the *Lycée Saint Sernin* (Toulouse) (2 hours per week): Oral examiner in Economics and Sociology for 1st and 2nd year undergraduate students.