

Rodrigo Mariath Zeidan

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HIGHLIGHTS

- Full Professor of Practice, Business and Finance, New York University Shanghai.
- Author of [Economics of Global Business](#), MIT Press, [The General Model of Working Capital Management](#), Palgrave, and others.
- Research published in top journals, e.g., *Nature Sustainability*, *J. of Corporate Finance*, *Harvard Business Review*, *Energy Economics*, *J. of Environmental Management*, and *J. of Business Ethics*.
- Co-creator of the [Sustainability Credit Score System](#).
- Senior Research Scholar at the Center for Sustainable Business, NYU Stern.
- Consulting project with savings to a listed company of US\$1 billion in four years.
- Articles in the New York Times, Bloomberg, CNN, Financial Times, World Economic Forum, etc.
- Columnist at Folha de S. Paulo.
- Associate Editor at the *J. of Economic Surveys*, *J. of Sustainable Finance & Investment*, and *Brazilian Review of Finance*.
- Multifarious top-level Executive Education programs: courses, seminars, workshops, etc.
- Chair of the Faculty Council Steering Committee, the highest elected bureaucratic position at NYU Shanghai.
- Wide-ranging regular international teaching experience: Asia, Europe, and South America.

Summary:

As a professor, researcher, or consultant, I strive to generate value for society. I have been recently promoted to Professor of Practice of Business and Finance at New York University Shanghai. I am also an Affiliate Professor at Fundação Dom Cabral, a Senior Scholar at the Center for Sustainable Business, NYU Stern, and a columnist at Folha de São Paulo, the largest newspaper in Brazil. My various research programs form the backdrop to my textbooks [Economics of Global Business](#) (2018, MIT Press) and [The General Model of Working Capital Management](#) (Palgrave Macmillan, 2022); I have also written five other books. A robust teaching portfolio spanning several continents, disciplines, and audiences informs my research, publications, and speaking engagements. My courses in economics and finance are tailor-made for each type of participant, whether undergraduates, MBA students, or top executives.

My research on sustainable finance, development economics and financial management has been published in *Nature Sustainability*, *Journal of Corporate Finance*, *Harvard Business Review*, *Journal of Business Ethics*, *Economic Letters*, *International Journal of Production Economics*, *Economic Modelling*, and *European Journal of Health Economics*. The [Sustainability Credit Score System](#) may become the standard non-financial rating system globally. My writing has also appeared in book chapters, magazines, and newspaper articles, including the New York Times, CNN, Bloomberg, the World Economic Forum, Nature Communities, etc.

I have delivered over 15,000 hours of teaching for undergraduates and over 4,000 hours for post-graduates and executive education. I have developed courses in executive education with numerous companies such as Kraft Foods, Johnson & Johnson, Santander, Skanska, L'Oreal, RCI Banque, Vale, Queiroz Galvão, Itaú Bank, and Petrobras, as well as various government agencies. My consulting jobs and funded research include valuation, M&A, working capital management, personal finance, and trust funds, among others. For more information, please visit <http://rzeidan.com>.

CURRENT ACADEMIC POSITIONS

PROFESSOR OF PRACTICE, BUSINESS & FINANCE *June/2016 to the present*
NYU SHANGHAI, China

Teaches Economics of Global Business, Sustainable Finance and Business Practices, Futures & Options, etc.

Senior Research Scholar, Center for Sustainable Business, NYU Stern.

Former Chair of the Faculty Steering Committee, the highest elected bureaucratic position at NYU Shanghai. Chief Sustainability Liaison with NYU. Member of the Sustainability Advisory Group of NYU Global and awarded the Annual Sustainability Honor. Dozens of other responsibilities in the institution.

AFFILIATE FULL PROFESSOR, FINANCE & ECONOMICS *June/2016 to the present*
FUNDAÇÃO DOM CABRAL, Brazil

In the past, responsible for developing customized and open enrollments programs in executive education for Kraft Foods, J&J, Santander, L'Oreal, and visiting MBAs from St. Gallen, Hult, Brown University and others.

EXTERNAL LECTURER, International Summer University Program *Jul/2013 to the present*
COPENHAGEN BUSINESS SCHOOL, Denmark.

Principles of Microeconomics (BA), Social Entrepreneurship, Sustainable Business and Development Economics (MSc), and Personal Finance: from getting rich to designing public policies (BA and MSc).

HIGHLIGHTED PUBLICATIONS

ZEIDAN, R., Bo, Inacio, Lewis Jr., N.; Luiz, S. (2023) Racial and income-based affirmative action in higher education admissions: Lessons from the Brazilian experience, [Journal of Economic Surveys](#), *in press*.

ZEIDAN, R. (2022): [The General Model of Working Capital Management](#), Palgrave Macmillan.

ZEIDAN, R. (2022) [Why don't asset managers accelerate ESG investing? A sentiment analysis based on 13,000 messages from finance professionals](#), *Business Strategy and the Environment*, 31(7), 3028-39.

ZEIDAN, R., Whelan, T., Van Holt, T. (2020) [Existence inductive theory building and coordination failures for less unsustainable beef production](#), *Journal of Cleaner Production*, 267, 122137.

Fedoseeva, S.; ZEIDAN, R. (2018) [Renewables inputs' tariffs reduction and impact on European decarbonization](#), *Nature Sustainability*, 1, 436-440.

ZEIDAN, R. (2018): [Economics of Global Business](#), MIT Press.

Fedoseeva, S.; ZEIDAN, R. (2018) [How \(a\)symmetric is the response of import demand to changes in its determinants? Evidence from European energy imports](#), *Energy Economics*, 69(1), 379-394.

ZEIDAN, R. Galil, K., Shapir, O. (2018) [Do ultimate owners follow the pecking order theory? Evidence from Brazil](#), *Quarterly Review of Economics and Finance*, 67(2), 45-50.

ZEIDAN, R.; Shapir, O. (2017) [Cash conversion cycle and value-enhancing operations: Theory and evidence for a free lunch](#), *Journal of Corporate Finance*, 45(4), 203-19.

Whelan, T.; Zappa, B.; ZEIDAN, R.; Fishbein, G. (2017) [How to Quantify Sustainability's Impact on Your Bottom Line](#), *Harvard Business Review*, 9/13.

ZEIDAN, R.; Boechat, C.; Fleury, A. (2015). [Developing a Sustainability Credit Score System](#). *Journal of Business Ethics*, 127 (283-296).

ZEIDAN, R.; Müllner, J. (2015) [Firm, Market and Top Management Antecedents of Speculation: Lessons for Corporate Governance](#), *Journal of Multinational Financial Management*, 32-33(4) 42-58.

HIGHLIGHTED MEDIA ARTICLES

CNN (2022). [Locked down in Shanghai](#).

The New York Times (2018). [Still Haunted by Grocery Shopping in the 1980s](#).

Nature Sustainability (2019). [Female Representation in Economics, from data to action](#).

Nature Ecology and Evolution (2019). [The Deforestation Bill as a Threat to Biodiversity](#).

Folha de S. Paulo (2019). [Não ame seu trabalho](#).

South China Morning Post (2018). [TPP survives but Donald Trump's retreat from globalisation is likely to remain, creating an opening for China to take the lead](#)

Americas Quarterly (2018). [Four Reasons for Brazil's Credit Dysfunction – and How to Fix It](#)

The World Economic Forum (2017). [These two Swedish economists foresaw a globalization backlash](#)

Bloomberg View (2016). [Brazil Could Help Solve Europe's Refugee Crisis](#).

EDUCATIONAL BACKGROUND

Ph.D. Economics

completed 2005

Federal University of Rio de Janeiro

Title: The Economics of Market Power (all three essays have been published in peer-reviewed articles):

- Measuring Market Conduct in the Brazilian Cement Industry.
- Accounting and Economic Rates of Return.
- On a Game-Theoretical Model for Competition Policy: A Test of Berry-Briggs.

M.Sc. Economics

completed 2001

Federal University of Rio de Janeiro. Title: Economic Development of the Southern Asian Countries

B.Sc. Economics

completed 1998

Federal University of Rio de Janeiro

PAST ACADEMIC POSITIONS

ASSOCIATE PROFESSOR, FINANCE & ECONOMICS

Jul/2011 to June/2016

FUNDAÇÃO DOM CABRAL, Nova Lima, Brazil

Responsible for designing and teaching open enrollment and customized executive education courses.

VISITING ASSOCIATE PROFESSOR, BUSINESS

Dec/2014 to May/2016

NEW YORK UNIVERSITY SHANGHAI, China

VISITING ASSISTANT PROFESSOR, ECONOMICS

Jul/2011 to Dec/2014

NOTTINGHAM UNIVERSITY BUSINESS SCHOOL, Ningbo, China

Undergraduate Courses: Industrial Economics: Games and Strategies, Microeconomics, Introduction to Business Methods. Graduate Course: Introduction to Business Methods.

ASSISTANT PROFESSOR, ECONOMICS

Jul/2010 to Jul/2011

NOTTINGHAM UNIVERSITY BUSINESS SCHOOL, Ningbo, China

Undergraduate Courses: Economics of Innovation and Industrial Economics: Games and Strategies. Teaching Director of the Department of Economics.

ASSISTANT PROFESSOR, FINANCE & ECONOMICS

Nov/2005 to Feb/2010

UNIGRANRIO UNIVERSITY, Rio de Janeiro, Brazil

Graduate Courses: Corporate Finance; Industrial Economics; International Economics; Microeconomics; Macroeconomics; Scientific Methodology, International Trade Theory. All courses 60hs per semester. Research Professor. Teaching load: over 200 hours per year.

ADJUNCT PROFESSOR

Feb/2005 to Jun/2010

FUNDAÇÃO GETÚLIO VARGAS (FGV-RJ), Brazil

Undergraduate Courses: Corporate Finance I and Corporate Finance II; Corporate Governance; Portfolio Management Theory; Corporate Finance III – Derivatives; Financial Mathematics; Financial Management. Teaching awards in 2006, 2008 and 2009. Developed the online course on Financial Management. Each course 60hs per semester. Teaching load: over 250 hours per year. MBA: Microeconomics, 24 hours. Executive MBA: Corporate Finance, 24 hours.

ASSISTANT PROFESSOR

Feb/2000 to Jul/2007

UNIVERSIDADE ESTÁCIO DE SÁ, Brazil

Graduate Courses: Financial Management. 60 hours.

Undergraduate Courses: Microeconomics; Macroeconomics; Econ 101; Political Economy; Corporate Finance; Financial Mathematics; Industrial Organization; Monetary Economics, International Trade Theory; International Financial Systems. Teaching awards in 2004, 2005 and 2006. All courses 60hs per semester. Teaching load: over 750 hours per year.

ADJUNCT PROFESSOR

Feb/2005 to Jun/2010

IBMEC, Brazilian Institute of Capital Markets, Brazil

Undergraduate Courses: Microeconomics; Macroeconomics; Financial Management. Each course 60hs per semester. Teaching load: over 200 hours per year.

COMPLETE PUBLICATION LIST

Peer-Reviewed Journals:

- ZEIDAN, R., Bo, Inacio, Lewis Jr., N.; Luiz, S. (2023) Racial and income-based affirmative action in higher education admissions: Lessons from the Brazilian experience, [Journal of Economic Surveys](#), *in press*.
- ZEIDAN, R. (2022) [Why don't asset managers accelerate ESG investing? A sentiment analysis based on 13,000 messages from finance professionals](#), *Business Strategy and the Environment*, 31(7), 3028-39.
- ZEIDAN, R. (2022) [Obstacles to sustainable finance and the covid19 crisis](#), *Journal of Sustainable Finance and Investment*, 12(2), 525-528.
- Fedoseeva, S.; ZEIDAN, R. (2022) [The US-China trade war and the emergence of market power in commodity markets](#), *Applied Economics*, 54(43), 4952-60.
- ZEIDAN, R., Whelan, T., Van Holt, T. (2020) [Existence inductive theory building and coordination failures for less unsustainable beef production](#), *Journal of Cleaner Production*, 267, 122137.
- Fedoseeva, S.; ZEIDAN, R. (2018) [Renewables inputs' tariffs reduction and impact on European decarbonization](#), *Nature Sustainability*, 1, 436-440.
- Fedoseeva, S.; ZEIDAN, R. (2018) [How \(a\)symmetric is the response of import demand to changes in its determinants? Evidence from European energy imports](#), *Energy Economics*, 69(1), 379-394.
- ZEIDAN, R. Galil, K., Shapir, O. (2018) [Do ultimate owners follow the pecking order theory? Evidence from Brazil](#), *Quarterly Review of Economics and Finance*, 67(2), 45-50.
- Guttman, D.; Young, O.; Jing, Y.; Bramble, B.;; Zhang, X.; ZEIDAN, R. (2018) Environmental Governance in China: Interactions between the State and "Nonstate Actors", *Journal of Environmental Management*, 220, 126-135.
- ZEIDAN, R.; Shapir, O. (2017) [Cash conversion cycle and value-enhancing operations: Theory and evidence for a free lunch](#), *Journal of Corporate Finance*, 45(4), 203-19.
- Whelan, T.; Zappa, B.; ZEIDAN, R.; Fishbein, G. (2017) [How to Quantify Sustainability's Impact on Your Bottom Line](#), *Harvard Business Review*, 9/13.
- Fedoseeva, S.; ZEIDAN, R. (2016) [A Dead-End Tunnel or the Light at the End of It: The Role of BRICs in European Exports](#), *Economic Modelling*, 59, 237-48.
- Torres Filho, E.; ZEIDAN, R. (2016) [The Life-Cycle of National Development Banks: The Experience of Brazil's BNDES](#), *Quarterly Review of Economics and Finance*, 62, 97-104.
- Resende, M.; ZEIDAN, R. (2016) [Tacit Collusion under Imperfect Monitoring in the Canadian Manufacturing Industry: An Empirical Study](#), *Applied Economics*, 48(8) 701-711.
- ZEIDAN, R.; Boechat, C.; Fleury, A. (2015). [Developing a Sustainability Credit Score System](#). *Journal of Business Ethics*, 127 (283-296).
- Resende, M. and ZEIDAN, R. (2015) [Psychological Biases and Economic Expectations: evidence on Industry Experts](#), *Journal of Neuroscience, Psychology and Economics*, 8(3) 162-170.
- ZEIDAN, R.; Müllner, J. (2015) [Firm, Market and Top Management Antecedents of Speculation: Lessons for Corporate Governance](#), *Journal of Multinational Financial Management*, 32-33(4) 42-58.
- ZEIDAN, R.; Spitzbeck, H. (2015) [The Sustainability Delta: Considering Sustainability Opportunities in Firm Valuation](#), *Sustainable Development*, 23(6) 329-42.
- ZEIDAN, R. (2015) [The Displacement Effects of Chinese Exports on the U.S. Clothing Market](#). *Journal of Chinese Economics and Business Studies*, 13(3), 217-31.
- Resende, M.; Ribeiro, E.; ZEIDAN, R. (2015). [Dynamic Entry and Exit Linkages in the Brazilian Manufacturing Industry: an Econometric Investigation](#). *International Journal of the Economics of Business*, 22(3), 379-92.
- ZEIDAN, R. (2014). [Voluntary Corporate Governance with an Empirical Application](#). *Applied Financial Economics*, 24(12), 837-51.
- Resende, M.; Strube, E.; ZEIDAN, R. (2014). [Complementarity of Innovation Policies in Brazilian Industry: an Econometric Study](#). *International Journal of Production Economics*, 158(6), 9-14.
- ZEIDAN, R.; Rodrigues, B. (2013). [The Failure of Risk Management for Nonfinancial Companies in the Context of the Financial Crisis: Lessons from Aracruz Celulose and Hedging with Derivatives](#). *Applied Financial Economics*, 23(3), 241-50.
- Resende, M.; ZEIDAN, R. (2010). [Adverse Selection in the Health Insurance Market: Some Empirical Evidence](#). *The European Journal of Health Economics*, 11(4), 413-418.
- ZEIDAN, R.; Richardson, K. (2010). [Complexity Theory and the Financial Crisis: A Critical Review](#). *Corporate Finance Review*, 14, 20-32.
- ZEIDAN, R.; Resende, M. (2009). [Measuring Market Conduct in the Brazilian Cement Industry: A Dynamic Econometric Investigation](#). *Review of Industrial Organization*, 34(3), 231-244.

Resende, M.; ZEIDAN, R. (2008). [Expectations and Chaotic Dynamics: Empirical Evidence on Exchange Rates](#). *Economics Letters*, 99(1), 33-35.

ZEIDAN, R. (2007). [On Hayek's Pretence of Knowledge. An Introduction to the Classical Papers Section](#). *Emergence: Complexity and Organization*, Boston, MA, 9(1-2), 131-32.

ZEIDAN, R.; Fonseca, M.G.D. (2005). [Epistemological Considerations on Agent-Based Models in Evolutionary Consumer Choice Theory](#). *Emergence: Complexity and Organization*, Boston, MA, 6(3), 32-39.

Books:

ZEIDAN, R. [The General Model of Working Capital Management](#), 2022, Palgrave Macmillan.

ZEIDAN, R.: [Economics of Global Business](#), 2018, MIT Press.

Giambiagi, F.; ZEIDAN, R.: [Apelo à Razão: a reconciliação com a lógica econômica](#), 2018, Record.

ZEIDAN, R.: [Os problemas da educação no Brasil: diagnósticos e propostas de solução](#). Z Edições: Rio de Janeiro, 2016, 187 pages.

ZEIDAN, R.: [Vida de Rico sem Patrimônio](#), Altabooks: Rio de Janeiro, 2015, 192 pages.

Fleuriet, M.; ZEIDAN, R.: [O Modelo Dinâmico de Gestão Financeira](#), Altabooks: Rio de Janeiro, 2015, 320 pages.

ZEIDAN, R.: [Administração Financeira de Curto Prazo](#), Editora FGV: Rio de Janeiro, 2014, 100 pages.

Peer-Reviewed Journals (in Brazil):

ZEIDAN, R. (2020). Why is bank credit in Brazil the most expensive in the world?. *Brazilian Review of Finance*, Sao Paulo, 18(4), p. 1-22.

Abreu C. ZEIDAN, R. (2020). Reply to "Comment on: 'Why is bank credit in Brazil the most expensive in the world?'". *Brazilian Review of Finance*, Sao Paulo, 18(4), p. 29-32.

ZEIDAN, R.; Vanzin, C. (2019). Gestão do ciclo financeiro, rentabilidade e restrições financeiras. *Brazilian Review of Finance*, Sao Paulo, 17(4), p. 77-90.

Fleuriet, M.; ZEIDAN, R. (2015). Os sete princípios de finanças sustentáveis. DOM: a revista da Fundação Dom Cabral, Nova Lima, n. 25, p. 84-91.

Resende, M.; ZEIDAN, R.; Rega, G. P. (2014). Price Synchronization in Retailing: Some Empirical Evidence. *Revista de Economia Política*, 34(2), 284-293.

ZEIDAN, Rodrigo; LEONEL, Solange; NETO, Amir; COZZI, Afonso (2014). Incentivos à abertura de capital na Bolsa de Valores. DOM: a revista da Fundação Dom Cabral, Nova Lima, n. 24, p. 94 - 102.

Resende, M.; ZEIDAN, R. (2013). *Lionel Robbins: A Methodological Reappraisal*. Ensaios FEE, 34, 499-520.

ZEIDAN, R.; Resende, M. (2010). Colusão Ótima com Monitoramento Imperfeito: teste do modelo de Abreu-Pearce-Stachetti para os mercados regionais de cimento. *Economia Aplicada*, 14, 41-50.

ZEIDAN, R.; Resende, M. (2010). Accounting and Economic Rates of Return: a Dynamic Econometric Investigation. *Brazilian Review of Finance*, 8, 69-84.

Articles in Scholarly Books:

ZEIDAN, R. Desigualdade de renda e desenho das sociedades do Leste Asiático, in Cury, J. and Saraiva, L. (Eds.). *Igual-Desigual*. Hucitec, 2021.

ZEIDAN, R. Voluntary Corporate Governance, in Jalivand, A. and Malliaris, A. (Eds.). *Risk Management and Corporate Governance*. Routledge Advances in Management and Business Studies, 2012, pp. 265-85.

ZEIDAN, R.; Boateng, A.; Bi, X. Corporate Governance in Family-Owned Companies in China (in Portuguese). In: Joaquim Rubens Fontes Filho; Ricardo Pereira Câmara Leal. (Org.). *Governança Corporativa em Empresas Familiares*. 1 ed. São Paulo: Saint Paul, 2011, v. 1, p. 233-241.

ZEIDAN, R.; Resende, M.; Kiani, K. A Test of Perfect Collusion under Imperfect Information: A Case of Indian Minerals Market. In: Albert Tavidze. (Org.). *Progress in Economics Research*. Volume 23. 1 ed. Hauppauge, New York: Nova Science Publishers, 2011, v. 23, p. 233-266.

ZEIDAN, R. Development and Patterns of Trade between Brazil and the European Union 1994-2005. In: Gabriele Tondl. (Org.). *The EU and Emerging Markets*. Vienna: Springer, 2009, p. 230-255.

ZEIDAN, R. Development Economics and Social Entrepreneurship: A Recursive Social Capital Accumulation Model. In: Jeffrey Goldstein; James Hazy; Joyce Silberstang. (Org.). *Complexity Science and Social Entrepreneurship: Adding Social Value through Systems Thinking*. Boston: ISCE Publishing, 2009, p. 227-239.

Goldstein, J.; ZEIDAN, R. Social Networks and Urban Poverty Reduction: A Critical Assessment of Programs in Brazil and the United States with Recommendations for the Future. In: Jeffrey Goldstein; James Hazy; Joyce Silberstang. (Org.). *Complexity Science and Social Entrepreneurship: Adding Social Value through Systems Thinking*. Boston: ISCE Publishing, 2009, p. 277-335.

ZEIDAN, R.; Anjos, P. The Relationship between Venture Capital, Private Equity and Corporate Governance (in Portuguese), in: Fontes Filho, J. (Org). *Governança Corporativa: Estrutura de controles societários*. São Paulo: Saint Paul Editora Ltda., 2009, p. 235-247.

ZEIDAN, R.; Fonseca, M. G. D. Metaphors and Method: Epistemological Considerations on Complexity Science. In: Carlos Gershenson, Diederik Arts and Bruce Edmonds. (Org.). *Worldviews, Science and Us: Philosophy and Complexity*. London: World Scientific Publishing Co., 2007, p. 173-180.

ZEIDAN, R.; Guimarães, E. P.; Teixeira, M. Industrial Export Clusters in Rio de Janeiro: An Empirical Investigation (in Portuguese) In: Carlos A. Hemais. (Org.). *The Challenge of Foreign Markets*. 1 ed. Rio de Janeiro, 2005, v. 2, p. 175-202.

Guimarães, E. P.; ZEIDAN, R. Government Procurement in the USA and Canada (in Portuguese). In: Renato Baumman. (Org.). *Alca: A Contribution to the Debate*. Brasília, 2003, p. 121-158.

Media articles:

ZEIDAN, R., Nogueira, M. Opinion: [We're locked down in Shanghai with 25 pounds of mangoes -- and some very helpful neighbors](#), CNN, 4/13/2022

ZEIDAN, R. [Still Haunted by Grocery Shopping in the 1980s](#), The New York Times, 9/23/2018.

Jenq, C. ZEIDAN, R. [Female Representation in Economics, from data to action](#), Nature Sustainability Community, 3/8/2019.

ZEIDAN, R., Fernandes, R. and Raposo, M. [The Deforestation Bill as a Threat to Biodiversity](#). Nature Ecology & Evolution, 4/18/2019.

ZEIDAN, R. [TPP survives but Donald Trump's retreat from globalisation is likely to remain, creating an opening for China to take the lead](#), South China Morning Post, 3/11/2018.

ZEIDAN, R. [The Looming Military Coup in Brazil?](#), Americas Quarterly, 9/28/2018.

ZEIDAN, R.; Giambiagi, F.; [The Real Cost of Brazil President Michel Temer's Pension Reform Failure, Americas Quarterly](#), 02/27/2018.

ZEIDAN, R.; [Four Reasons for Brazil's Credit Dysfunction – and How to Fix It](#), Americas Quarterly, 01/10/2018.

ZEIDAN, R.; [Brazil's How-Not-To Guide on Trade](#), Americas Quarterly, 11/29/2017.

ZEIDAN, R.; Irineu E.C. Filho, [Can Latin America's Development Banks Be Fixed?](#). Americas Quarterly, 07/17/2017.

ZEIDAN, R. [Trans-Pacific Partnership To Forge Ahead Without The U.S. – At Least For Now](#). The Huffington Post, 05/29/2017.

ZEIDAN, R. [These two Swedish economists foresaw a globalization backlash. In the 1930s](#). The World Economic Forum, 05/16/2017.

ZEIDAN, R. [Redesigning NAFTA is not a bad idea if workers rather than vested interests win](#), TheConversation, 05/01/2017.

ZEIDAN, R., Evangelista Filho, I. [Brazil Could Help Solve Europe's Refugee Crisis](#), Bloomberg View, 12/14/2016

Torres, E. ZEIDAN, R. [Is there a Brazilian model of development?](#), Policy in Focus, United Nations Development Programme, 12(3), 24-29, 2015.

ZEIDAN, R. [The real minimum wage and poverty reduction](#), Financial Times, 02/03/2015.

Torres, E., Macahyba, L., ZEIDAN, R. [Earmarking credit for investment, stability and growth: lessons from the Brazilian Development Bank](#)

ZEIDAN, R. [Projeto que libera a terceirização é vantajoso para o país? NÃO](#), Folha de São Paulo, 03/25/2017.

ZEIDAN, R. [Damos Valor Exagerado ao Dinheiro](#), interview at [Folha de Sao Paulo](#), 04/09/2016.

ZEIDAN, R. [Desvalorização cambial e os limites da política econômica](#), Valor Econômico, 09/09/2016.

Evangelista Filho, I., ZEIDAN, R. [Sírios são bem-vindos](#), O Globo, 11/24/2016.

Evangelista Filho, I., ZEIDAN, R. [É hora de desmamar do BNDES as grandes empresas e as múlti](#), Folha de São Paulo, 12/03/2016.

ZEIDAN, R. [Petrobras, a grande Start-Up](#), O Estado de São Paulo, 01/10/2015.

ZEIDAN, R. [Brasil é o País mais Fechado do Mundo para o Comércio](#), Valor Econômico, 10/22/2014.

ZEIDAN, R. [Empty Homes in China](#). Longitude, v.24, p. 106 – 110, 2013.

ZEIDAN, R.; Bagella, M. [Brazil: A Tale of Two Countries](#). Longitude, v.23, p. 105 – 111, 2013.

ZEIDAN, R. [‘Amor ao Tijolo’ na China e no Brasil](#), Estado de São Paulo, 05/28/2013.

ZEIDAN, R. [A Taxa de Juros Americana e a Desvalorização do Real](#), Valor Econômico, 08/22/2013.

ZEIDAN, R. [Governança Corporativa e Derivativos: Lições da Crise Financeira](#). Relações com Investidores, São Paulo, p. 55 - 62, Jan. 2012.

ZEIDAN, R.; Boateng, A.; Bi, X. [Governança Chinesa. Relações com Investidores](#), São Paulo, p. 46 - 52, 01 nov. 2011.

Regular column at Folha de S. Paulo, since January, 2018:

[Todo o conhecimento do mundo](#), 04/15/2022.

[Uso de drones e robôs para controlar lockdown é caminho natural da tecnológica Xangai](#), 04/10/2022.

[Moradores de Xangai enfrentam lockdown com ajuda de vizinhos e kit de comida do governo](#), 04/05/2022.

[A pior equipe econômica da história](#), 04/01/2022.

[Rússia vai ter inveja do Brasil?](#), 03/18/2022.

[Putin não é um gênio, mas um megalomaniaco em uma bolha de bajuladores](#), 03/04/2022.

[O papel da China nas sanções à Rússia](#), 03/03/2022.

[Estamos à míngua, mas cheios de cloroquina](#), 02/18/2022.

[A China do futuro](#), 02/04/2022.

[Aniversário de dez anos da lei de cotas deve ser celebrado com orgulho](#), 01/22/2022.

[Ética da desgraça](#), 10/02/2021

[Quem você quer ser quando crescer?](#), 09/18/2021

[Minha casa minha vida?](#), 09/04/2021

[Balanço do governo](#), 08/21/2021

[Meritocracia?](#), 08/07/2021

[Onda de intervenções na China pode ser a primeira de muitas](#), 07/30/2021

[Desconto hiperbólico](#), 07/24/2021

[Voto impresso é cortina de fumaça sem conteúdo](#), 07/10/2021

[Demitir o pior ministro do Meio Ambiente da história do país é pouco](#), 06/26/2021

[Infraestrutura digital](#), 06/11/2021

[O último suspiro da democracia brasileira](#), 05/29/2021.

[Voucher não é solução para o ensino](#), 05/15/2021

[Filho do porteiro é o acerto do Fies](#), 05/01/2021

[O Brasil está em estagflação](#), 04/17/2021

[Pária mundial](#), 04/03/2021

[Por amor aos brasileiros](#), 03/20/2021

[O risco de que vem dos EUA](#), 03/06/2021

[O erro de reduzir o preço dos combustíveis](#), 02/20/2021

[O Ano do Boi](#), 02/06/2021

[Cumprindo ordens](#), 01/23/2021

[Brasil está quebrado, mas não falido](#), 01/09/2021

[O Rio tem futuro?](#), 12/26/2020

[Reta Final](#), 12/12/2020

[Tributação de renda e patrimônio](#), 11/28/2020

[RH medieval](#), 10/14/2020

[Reabrem as escolas públicas](#), 10/30/2020

[A Amazônia sem valor](#), 10/16/2020

[A segunda onda dos planos econômicos](#), 10/02/2020

[Por que não há casos de Covid na China?](#), 09/19/2020

[ONGs são um câncer?](#), 09/05/2020

[O mito dos gestores militares](#), 08/21/2020

[EUA ou China, qual o império do futuro?](#), 08/07/2020

[Sem reformas, sem futuro](#), 07/24/2020

[O distanciamento sem fim](#), 07/11/2020

[A greve dos entregadores de app](#), 06/27/2020

[Liberais de quermesse](#), 06/13/2020

[Falta de educação](#), 05/29/2020

[Precisamos discutir um programa de renda básica permanente e sem populismo](#), 05/15/2020

[Visita é nova rodada na briga do contraliberalismo contra democracia](#), 05/08/2020

[Espiral da Morte](#), 05/01/2020

[Falsa dicotomia](#), 04/18/2020

[Pensamento míope faz países limitarem exportação de comida durante pandemia de coronavírus](#), 04/05/2020

[Armadilha da liquidez](#), 04/04/2020

[Para evitar nova onda, desembarcar na China tem três etapas e pode levar 15 horas](#), 03/30/2020

[Parem o país](#), 03/21/2020.

[Não existe essa de PIB Privado e Público](#), 03/07/2020.

[Sordidez de vilão de James Bond](#), 02/22/2020.

[Você voltaria?](#), 02/08/2020.

[Coronavírus se concentra em áreas que geram mais da metade do PIB chinês](#), 01/30/2020.

[Bens de pecado](#), 01/25/2020

[O agente laranja, a gripe e a fumaça](#), 01/11/2020.

[A década perdida](#), 12/28/2019.

[A grande divergência](#), 12/14/2019.

[Mais uma geração perdida](#), 11/30/2019.

[Golpes sem golpistas](#), 11/16/2019.

[Gestão de carreiras](#), 11/02/2019.
[Por que os juros são altos no Brasil?](#), 10/17/2019.
[O salário mínimo deve aumentar?](#), 09/21/2019.
[O fim do neoliberalismo](#), 09/21/2019.
[Sem pesquisa, sem futuro](#), 09/07/2019.
[Governo volta a errar ao tentar acertar](#), 08/24/2019.
[O trilema cambial](#), 08/10/2019.
[O mundo binário](#), 07/27/2019.
[Finanças sustentáveis e inércia](#), 07/13/2019.
[Não existe indústria da multa](#), 06/29/2019.
[Impeachment econômico](#), 06/15/2019.
[Solução colonial para a Europa é tentadora, mas errada](#), 06/01/2019.
[Inflação e recessão já estão virando a rua e vêm com vontade](#), 05/18/2019.
[Os robôs vão tomar seu emprego, mas tudo bem](#), 05/04/2019.
[Governo erra até ao tentar acertar](#), 04/20/2019.
[A força das elites](#), 04/06/2019.
[Transparência para evitar tragédias](#), 03/23/2019.
[Crise em países ricos levará todos a reboque](#), 03/20/2019.
[O Racismo no Brasil](#), 03/09/2019
[Reforma da Previdência em números e a bomba que vem por aí](#), 02/23/2019
[Não realizar prejuízo é falácia que vale para ações ou casamento infeliz](#), 02/09/2019
[Falta de sono mata](#), 01/26/2019
[Urbanização dá fôlego para China crescer por 30 anos](#), 01/20/2019
[Não ame seu trabalho](#), 01/12/2019
[Um governo de ofuscação](#), 12/29/2018
[Quem são os donos do Brasil?](#), 12/15/2018
[Se alguém se apresentar a você como pós-doutor para impressioná-lo, fuja](#), 12/01/2018
[Risco privado e retorno público \(e vice-versa\)](#), 11/17/2018
[Estelionato eleitoral](#), 11/03/2018
[As reformas da extrema direita bolsonarista para destruir o Brasil](#), 10/20/2018
[Os dois principais candidatos vêm para corroer a democracia](#), 10/06/2018
[Qual o melhor plano de governo?](#) 09/22/2018
[Vamos jogar fora o Banco dos Brics?](#) 09/07/2018
[Não adianta escrever: 'Se a Dinamarca tem, por que não podemos ter no Brasil?'](#) 08/25/2018
[Brasil deveria abrir completamente as fronteiras para os venezuelanos](#) 08/11/2018
[Ceticismo é a única forma de nos mantermos intelectualmente honestos](#) 07/28/2018
[Tiroteio comercial entre EUA e China atinge Brasil em cheio](#) 07/14/2018
[Detalhes importam](#) 06/30/2018
[Energia renovável para reciclar R\\$ 1 trihão](#) 06/16/2018
[A maldição do pré-sal](#) 06/02/2018
[Brasil deveria adotar licença-paternidade de até quatro meses](#) 05/19/2018
[Apesar de tantas mazelas, vivemos hoje no melhor dos mundos](#) 05/05/2018.
[Traumas afetam nosso processo decisório](#) 04/21/2018
[Chineses atingem os EUA em cheio e viramos dano colateral](#) 04/07/2018
[No mundo, fintechs revolucionam; no Brasil, inovação é pagar conta em lotérica](#) 03/24/2018
[Criar confiança é a única forma de sairmos da armadilha da renda média](#) 03/10/2018
[Não, a culpa não é dos outros; é toda nossa](#) 02/24/2018
[Como escapar da armadilha da renda média a que estamos presos](#) 02/10/2018
[Empacamos em um protecionismo ridículo que só nos prejudica](#) 01/27/2018
[Problemas do Brasil vêm da violência e da falta de mobilidade social](#) 01/13/2018
[Desenvolvimento e lições para o Brasil](#) 09/16/2017
[Traumas e Finanças Pessoais](#) 09/09/2017
[Paranoia governamental e direitos humanos](#) 09/02/2017
[O novo imperialismo chinês](#) 08/26/2017
[Lições das reformas microeconômicas](#) 08/29/2017
[Ambiente e a armadilha do crescimento](#) 08/12/2017.
[Desigualdade de renda e o futuro](#) 08/05/2017.
[Ataque especulativo e yuan global](#) 07/29/2017.
[Migração ilegal no próprio país](#) 07/22/2017.
[Toda propriedade é do Estado](#) 07/15/2017.
[Competição amplia crédito](#) 07/08/2017
[Meritocracia Milenar](#) 07/01/2017
[Capitalismo de compadre na China](#) 06/24/2017
[Na China, sistema financeiro e mercado de capitais são inovadores, mas frágeis](#) 06/17/2017.
[Desigualdade Chinesa](#) 06/11/2017.

Regular column at Exame.com, on Finance for SMEs, 2012/2013. Some examples:

[As vantagens e desvantagens da sua empresa ter dívidas](#) 12/09/2013;
[Como calcular o custo do capital próprio no seu negócio](#) 11/25/2013;
[O indicador financeiro que você não pode ignorar](#) 10/28/2013;
[3 sinais de que a sua pequena empresa perde dinheiro](#) 10/14/2013;

Written for the Chinese embassy.

[【老外谈】巴西学者：金砖国家需坚定推进改革 中国是榜样](#) (in Chinese)

[BRICS, reformas e o futuro](#) (in Portuguese)

EXECUTIVE EDUCATION COURSES

Customized Executive Education. Over 1000 hours in total, a small sample:

- Macroeconomics scenario for Brazil and the World – Totvs – Joinville – 4 hours, June, 2018.
- Wealth and Financial Management - Figueiredo e Velloso – 8 hours – Brasília, January, 2018.
- Risk Management – Itau Bank – 8 hours – São Paulo, August, 2017.
- Cornelio Brennand Group – Foundations of Finance and Shareholder Value – 16 hours – Recife, January, 2017.
- Itau Bank – Risk Management – 2 hours – São Paulo, September, 2016.
- Cornelio Brennand Group – Foundations of Finance and Shareholder Value – 16 hours – Recife, August, 2016.
- Suzhou International Development Venture Capital Holdings – Working Capital Management and Big Data – 8 hours – Suzhou, February, 2016.
- Petrobras – Financial Management – 16 hours – Rio de Janeiro, December, 2015.
- Petrobras – Corporate Governance – 8 hours – Rio de Janeiro, December, 2015.
- Itau Bank – Risk Management for Senior Executives – 6 hours – Nova Lima, October, 2015.
- British American Tobacco (Souza Cruz) – Financial Management – 16 hours - Rio de Janeiro, September, 2015.
- Queiroz Galvão – Shareholder Development – 16 hours – Rio de Janeiro, December, 2014.
- L'Oreal – Advisor with Beauty Shakers Program – 4 hours – Rio de Janeiro, November, 2014.
- Sicredi – Risk Management – 8 hours – Rio de Janeiro, September, 2014.
- 10,000 Women, sponsored by Goldman Sachs – Value Creation – 4 hours – Rio de Janeiro, September, 2014.
- RCI Banque – Corporate Finance – 8 hours – Curitiba, August, 2014.
- Janssen, Johnson & Johnson – Corporate Finance – 16 hours – São Paulo, April, 2014.
- Embraco – Financial Management – 16 hours – Joinville, October, 2013.
- Skanska – Corporate Finance – 16 hours – São Paulo, December, 2012.
- VALE – Risk Management – 8 hours – Belo Horizonte, August, 2012.
- Teuto Pharmaceutical (controlled by Pfizer) – Corporate Finance – 8 hours – Goiânia, May, 2012.
- Kraft Foods – Mergers and Acquisitions – 16 hours – Curitiba, November, 2011.
- Angola Government - Public Economics – 40 hours – Luanda, February, 2010.

Open Enrollment Programs. Over 1000 hours in total, a small sample:

- Financial Management – MSc in Professional Management – Nova Lima, August, 2019.
- EMBA NYU Stern – The future of the Chinese economy – 2 hours – Shanghai, March, 2019.
- Senior Management Program – Working Capital Management – 8 hours – Nova Lima, August, 2017.
- Sustainability Management – Finance for Sustainability Executives – 16 hours – São Paulo, June, 2017.
- Shareholder Development and Family Business Partnership – Portfolio Analysis and Valuation – 8 hours – Rio de Janeiro, December, 2015.
- Senior Management Program – Capital Markets – 4 hours – Rio de Janeiro, December, 2015.
- Visiting EMBA St Gallen – Entrepreneurship and Financial Markets in Brazil – 8 hours – Rio de Janeiro, November, 2015.
- Visiting MBA Kellogg-Schulich – Financial Markets in Brazil – 8 hours – São Paulo, November, 2015.
- Senior Management Program – Valuation – 24 hours – Rio de Janeiro, November, 2015.
- CEOs Forum – Valuation and Total Shareholder Return – 8 hours – Maringa, November, 2015.
- CEOs Forum – Sustainable Growth – 4 hours – Manaus, October, 2015.
- Corporate Governance – Valuation – 4 hours – São Paulo, October, 2015.
- Senior Management Program – Financial Management – 16 hours – Blumenau, August, 2015.
- Advanced Corporate Finance – Valuation and M&A – 8 hours – Nova Lima, August, 2015.
- Visiting MSc in Public Policy - Brown University – Macroeconomics – 4 hours – Nova Lima, August, 2015.
- CEOs Forum – Shareholder Return and Valuation – 8 hours – Belo Horizonte, May, 2015.
- Sustainability Management – Finance for Sustainability Executives – 8 hours – São Paulo, November, 2014.
- Visiting MBA Kellogg-Schulich – Financial Markets in Brazil – 8 hours – São Paulo, November, 2014.
- Partners for Excellence – Corporate Finance – 16 hours – Caxias do Sul, August, 2014.
- Partners for Excellence – Financial Management – 16 hours – Caxias do Sul, May, 2014.
- Visiting MBA Vlerick Business School – Entrepreneurship in Brazil – 4 hours, São Paulo, December, 2013.
- Shareholder Development and Family Business Partnership – Financial Markets – 16 hours – Bento Gonçalves, January, 2014.
- Executive Program on the Oil and Gas Industry – Financial Management – 24 hours, Rio de Janeiro, 2013.
- Visiting MBA Cheung Kong Graduate School of Business – Entrepreneurship in Brazil – 4 hours, São Paulo, December, 2013.
- EMBA 35 – IPO for SMEs – Nova Lima – 4 hours, December, 2013.
- Visiting MBA Hult – Entrepreneurship and Finance in Emerging Markets – 8 hours – São Paulo, June, 2013.
- Visiting MBA St. Gallen – Doing Business in Brazil – 4 hours – Rio de Janeiro, April, 2013.
- Director Development – Corporate Governance – 8 hours – Belo Horizonte, April, 2013.
- EMBA – Mergers and Acquisitions – Belo Horizonte – 4 hours, August, 2012.

ONLINE COURSES (DESIGN AND CONTENT)

[Business Finance](#), Online module for the Economics and Corporate Governance major - Uninettuno, 2015.
Financial Management (in Portuguese), Online module for the business major – FGV, 2007.

EDITORIAL POSITIONS

Associate Editor at the Journal of Economic Surveys.
Associate Editor at the Journal of Sustainable Finance and Investment.
Associate Editor at the Brazilian Review of Finance (Revista Brasileira de Financas).

INVITED RESEARCH PRESENTATIONS

Keynote Speaker at the Conference on Social Entrepreneurship and Complexity, Adelphi University, New York, USA.
Theme of the Speech: Development Economics. April, 2008.

Keynote Speaker at the 2nd International Conference on Business Administration and Economics
" People. Ideas. Experience", Romania, October, 2012.

Kedge Business School, Sustainability Credit Scores Systems: From Theory to Practice , November, 2021.

BNDES, The Sustainability Credit Score System, July, 2020.

Universidad Carlos III, Toward a General Theory of Working Capital, March, 2020.

ICADE, Comillas Universidad, Sustainable Finance, January, 2020.

Minas Gerais Development Bank (BDMG), Sustainability Ratings Systems, August, 2019.

NUBS China, The General Theory of Trade Credit, November, 2018.

New Development Bank, Sustainability Ratings Systems, May, 2018.

Peking University, Institute of New Structural Economics (INSE), Restructuring National Financial Systems, April, 2018.

LUISS Business School, The general theory of trade credit/cash conversion cycle, November, 2017.

University of Technology Brunei, The general theory of trade credit/cash conversion cycle, November, 2017.

NUBS China, Free lunch and working capital, March, 2017.

NYU Shanghai, Operating Working Capital, December, 2016.

Shanghai Tech University, Free Lunch and Operating Working Capital, September, 2016.

New York University Shanghai, Sustainable Finance, Shanghai, April, 2016.

Florida Gulf Coast University, Risk Management and Sustainability in Commercial Banking, Fort Myers, October, 2015.

CEOs Meeting, Queiroz Galvão Company, Development Economics, Johannesburg, South Africa, April, 2014.

Adelphi University, MBA Program, Economics of Innovation, Long Island, USA, October, 2014.

New York University, Stern School of Business, Guest Lecture at Communications and Business, New York, USA, October 2013 and 2014.

Tor Vergata, School of Economics, Research Seminar, Rome, Italy, November, 2012.

University of Pescara, Research Seminar, Pescara, Italy, November, 2012.

CONFERENCES, WORKSHOPS AND OTHER EVENTS

ZEIDAN, R. Obstacles to Greener Banking, Globally Sustainable Banking & Finance: in support of evidence based policy making, Belfast, October, 2021.

ZEIDAN, R. Obstacles to Greener Banking, (In)corporate Sustainability Conference, Barcelona, September, 2021.

ZEIDAN, R. Sustainable Banking: Moving Forward?, Beijing Impact Investing Days, Copenhagen Business School and University of Chinese Academy of Sciences, Beijing, May, 2019.

ZEIDAN, R. Sustainable Banking, Detroit Impact Measurement Forum, Erb Institute, University of Michigan and Innovation Forum, Detroit, October, 2018.

ZEIDAN, R. Dynamic thinking and sustainable development in Brazil and China. Brazil+China Challenge, Beijing, September, 2017.

Fedoseeva, S.; ZEIDAN, R. How (a)symmetric is the long-run response of import demand to changes in its determinants? Evidence from European energy imports, European Union Asymmetries, Pescara, March, 2017.

Torres, E.; ZEIDAN, R. The Life-Cycle of National Development Banks: The Experience of Brazil's BNDES, International Symposium on Development and Governance in the BRICS, Fudan University, Shanghai, September, 2016.

ZEIDAN, R.; Spitzack, H. The Sustainability Delta, ESG and Firm Valuation, Social and Sustainable Finance & Impact Investing (SSFII) Conference, Oxford, April, 2015.

Fedoseeva, S.; ZEIDAN, R. Development of European exports to the BRIC countries and its determinants, Asimmetrie in Europa: cause, conseguenze, rimedi, Pescara, April, 2015.

ZEIDAN, R.; Mullner, J. Derivatives and Non-Financial Companies: Lessons from Corporate Crises. World Finance & Banking Conference, Singapore, December, 2014.

ZEIDAN, R.; Mullner, J. Derivatives and Non-Financial Companies: Lessons from Corporate Crises. Paris Financial Management Conference, Paris, France, December, 2014.

ZEIDAN, R. The Displacement Effects of Chinese Exports on the U.S. Clothing Market. 16th INFER Annual Conference, Pescara, Italy, May, 2014

ZEIDAN, R. Hedging and Corporate Governance: Lessons from the Financial Crisis. International Research Management Conference, Copenhagen, Denmark, June, 2013.

ZEIDAN, R. Boechat, C. and Fleury, A. Developing a Sustainability Credit Score System. Financial Globalisation and Sustainable Finance: Implications for Policy and Practice. ECCE-USB. Cape Town, South Africa, May, 2013.

2012 NACD Board Leadership Conference. National Association of Corporate Directors. Washington, D.C., USA, October, 2012.

ZEIDAN, R. An Empirical Analysis of Derivatives and Corporate Governance, IMRA International Conference, Emerging Markets and the New Dynamics of Management, London, UK, May, 2012.

Ecological Economics and Rio+20: Challenges and Contributions for a Green Economy. Rio de Janeiro, Brazil, July, 2012.

ZEIDAN, R. Hedging and Corporate Governance: Lessons from the Financial Crisis. XX International Tor Vergata Conference on Money, Banking and Finance: Actors, Rules and Policies in the Global Financial Crisis. Rome, Italy, December, 2011.

ZEIDAN, R. Hedging and Corporate Governance: Lessons from the Financial Crisis. Invited Speaker at Università degli Studi "G. D'Annunzio"; Dipartimento di Economia e Storia del Territorio, Workshop Cycle, Pescara, Italy, December, 2011.

ZEIDAN, R.; Rodrigues, B. The Failure of Risk Management for Non-Financial Companies in the Context of the Financial Crisis: Lessons from Aracruz Celulose and Hedging with Derivatives. European Financial Management Association, Braga, Portugal, June, 2011.

ZEIDAN, R. Voluntary Corporate Governance: Theoretical Framework and Application for the Brazilian Market. Annual Meeting of the Midwest Finance Association, Chicago, USA, March, 2011.

ZEIDAN, R. Voluntary Corporate Governance: Theoretical Framework and Application for the Brazilian Market. 50th Annual Meeting of the Southwestern Finance Association, Houston, USA, March, 2011.

Guimarães, E. P.; ZEIDAN, R. Acordos do MERCOSUL com Terceiros Países. II Seminário sobre Pesquisas em Relações Econômicas Internacionais; Ministério das Relações Exteriores, Brasília, Brazil, December, 2010.

ZEIDAN, R. Voluntary Corporate Governance: Evidence from a Probit Panel Data Model. Risk Management and Corporate Governance Annual Conference. Loyola University Chicago School of Business Administration, Chicago, USA, October, 2009.

Ventura, L.; ZEIDAN, R. Volatility and Growth Redux. Annual Irish Economic Association Conference, Blarney, Ireland, 2009.

ZEIDAN, R. Evolving Patterns of Trade between Brazil and the European Union 1994-2005. INFER Workshop, Cluj-Napoca, Romania, 2008.

ZEIDAN, R. Lakatos and Development Economics. European Society for the History of Economic Thought Annual Conference, Prague, Czech Republic, May, 2008.

ZEIDAN, R. European Union and Brazil: Evolving Patterns of Trade and Exchange Rate Volatility Effects on Trade Flows. The EU and Emerging Markets: Trade and Investment Relations with Latin America, East Asia and Transition Countries. Vienna, Austria, June, 2007.

ZEIDAN, R.; Goldstein, J. A Critical Assessment of Poverty Reduction Urban Policies in Brazil and the United States: Towards a New Framework. Annual Conference of the Norwegian Association for Development Research. Bergen, Norway, November, 2007.

ZEIDAN, R.; Resende, M. Lionel Robbins: A Methodological Reappraisal. Lionel Robbins's Essay on the Nature and Significance of Economic Science. 75th Anniversary Conference, London, UK, December, 2007.

ZEIDAN, R.; Sobreira, R. Renting vs. Financing: An Investigation over Consumer Rationality in the Brazilian Housing Market. CLADEA Conference in Miami, Florida, USA, October, 2007.

ZEIDAN, R.; Resende, M. Measuring Market Conduct in the Brazilian Cement Industry: A Dynamic Econometric Investigation. Scottish Economic Society Annual Conference, Perth, UK, April, 2006.

ZEIDAN, R.; Resende, M. Accounting and Economic Rates of Return: An Empirical Investigation. The Irish Economic Association Twentieth Annual Conference, Buncloody, Ireland. April, 2006.

ZEIDAN, R.; Fonesca, M.G.D. Can Agent-Based Approaches Sustain Evolutionary Principles? Exploring Computational Models and Methods. International J. A. Schumpeter Conference: Society, Innovation, Competition and Growth: Schumpeterian Perspectives. Sophia-Antipolis, France. June, 2006.

ZEIDAN, R.; Fonesca, M.G.D. Epistemological Considerations on Agent-based Models in Evolutionary Consumer Choice Theory. Complexity, Science and Society Conference. University of Liverpool, UK, September, 2005.

Fonesca, M.G.D.; ZEIDAN, R. Complexity, Methodology and Models: In Search of New Economics Foundations. International J. A. Schumpeter Conference, Gainesville, USA, June, 2004.

PRIZES AND HONORS

Research Honors:

2021 Second Prize – Best article of the year – Brazilian Review of Finance
 2011 First Prize – [Best Paper](#) – Brazilian Institute of Corporate Governance
 2009 Top authors in [NEP-ACC](#) (Accounting & Auditing), IDEAS.

2006 Best monograph (third prize) for the Brazilian Regulatory Agency (Prêmio SEAE de Monografias em Defesa da Concorrência e Regulação Econômica– SEAE).

Teaching Honors:

2009 Honored Teacher – Business School - EBAPE/FGV.
2008 Honored Teacher – Business School - EBAPE/FGV.
2006 Honored Teacher – Business School - EBAPE/FGV.
2006 Honored Teacher – School of Computer Science, Universidade Estácio de Sá.
2005 Honored Teacher – School of Computer Science, Universidade Estácio de Sá.
2004 Honored Teacher – School of Computer Science, Universidade Estácio de Sá.
2003 Honored Teacher – School of Computer Science, Universidade Estácio de Sá.

FUNDLED RESEARCH

Brazilian Audiovisual Association (APRO) [The Economic Impact of the Audiovisual Industry](#), 2016, Leading Researcher, US\$200,000.

International Research Initiative on Brazil and Africa (IRIBA) [Restructuring Brazil's National Financial System](#), funded by the UK Aid from the Department for International Development (DFID), with Ernani Torres and Luiz Macahyba, US\$40,000, 2015.

Brazilian Association of Industrial Development (ABDI) – [IPO for Small and Medium Enterprises](#). 2013, Leading Researcher, US\$200,000.

Santander Bank – Development of a Framework for Sustainable Rating of Agricultural companies. 2012, Leading Researcher, US\$250,000.

Brazilian Institute of the Oil Industry (ONIP) – Sectoral Analysis for Development of Public Policy. 2012, Leading Researcher, US\$30,000.

TCE/MG (Court of Audit for the State of Minas Gerais) – Development of Internal Methods for Econometric Analysis. 2011, Leading Researcher, US\$40,000.

Valls, L and ZEIDAN, R. ECLAC, [Trade Diversion on Bilateral Trade Agreements between Latin American Countries and the United States of America](#), 2005, US\$25,000.

ZEIDAN, R. [External Debt of the Oil and Gas Industry](#) (in Portuguese), for the Brazilian National Institute of Technology, 2004, Leading Researcher, US\$25,000.

CONSULTING

2017 – Working capital management on a large glass manufacturing company.

2016 - Restructuring of the Financial Operations department – supermarket chain.

2015 – Advising on M&A deal – service company.

2014 – Restructuring of the Financial Operations department – real state company.

2013 – Advising on CFO selection – agroindustry company.

2013 – Restructuring of the Financial Operations department – real state company .

2013 – Advising on Shareholders' agreement – agroindustry company.

2012 – Advising on M&A deal – manufacturing company.

2011 – Advising on M&A deal – manufacturing company.

2011 – Developing a Family Fund for Shareholders of an industrial company.

2010 – Advising on M&A deal – language school.

2009 – Restructuring of Business Operations – automotive services company.

INTERVIEWS FOR TELEVISION, NEWSPAPERS, MAGAZINES, AND OTHER MEDIA

[Drones in Shanghai used 'in fear' by local authorities scared of backlash](#), Sky News, Sydney, 2022.

[Lockdown, Food Shortages Leave Shanghai Residents stuck & scrambling](#), The Hill, LA, 2022.

[Xangai adota lockdown rígido por causa da Covid](#), Fantastico, Rio de Janeiro, 2022.

[CIIE, where developing and developed countries enjoy equal opportunities](#), CGTN, Shanghai, 2021

[Stronger coalition of developing economies needed to push for WTO reform](#), Chat Lounge, China, 2021.

[How Pudong's development drives Shanghai's hospitality industry](#), CGTN, Shanghai, 2020.

[Chinese Growth Potential. Is it time to worry? With Rodrigo Zeidan, professor at FDC](#), 2020.

[A resposta da China à pandemia](#), 2020

[Podcast discute vida na China seis meses depois dos primeiros casos de Covid-19](#), 2020

[O Assunto #135: Como o coronavírus está derrubando a economia](#), 2020

[Diálogos FDC Extra - O avanço do Coronavírus e o impacto econômico](#), 2020

[Economics of Global Business](#), 2019

[Genaro Lozano entrevista a Rodrigo Zeidan](#), 2018.

[New social contract for development](#), 2017.

[Macroeconomic Perspectives for 2017](#), 2017.

Comments on media, a sample:

<https://www.bbc.com/portuguese/internacional-61196372>
<https://www.smh.com.au/world/asia/why-people-are-screaming-from-their-apartments-in-shanghai-20220411-p5ac1i.html>
<https://www.portafolio.co/economia/finanzas/consecuencias-para-america-latina-del-atasco-en-el-puerto-de-shanghai-564364>
<https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/russia-s-pivot-to-china-for-payment-alternatives-offers-limited-gains-69377467>
<https://rpp.pe/economia/economia/embotellamiento-en-el-puerto-de-shanghai-como-afectara-a-america-latina-noticia-1400971?ref=rpp>
<https://www.poder360.com.br/coronavirus/xangai-tem-25-000-novos-casos-de-covid/>
<https://g1.globo.com/fantastico/noticia/2022/04/11/xangai-adota-lockdown-rigido-por-causa-da-covid-e-25-milhoes-de-pessoas-sao-mantidas-em-casa.ghtml>
<https://globoplay.globo.com/v/10335327/>
<https://www.youtube.com/watch?v=RBMJPw8MmOA>
<https://g1.globo.com/globonews/jornal-das-dez/video/china-teve-licao-do-que-pode-acontecer-se-invadir-territorios-diz-zeidan-10355983.ghtml>
<https://www.youtube.com/watch?v=XyNz-cdl0d8>
<https://www.youtube.com/watch?v=KVOatUBsHfw&feature=youtu.be>
https://g1.globo.com/podcast/o-assunto/noticia/2020/03/04/o-assunto-135-como-o-coronavirus-esta-derrubando-a-economia.ghtml?utm_source=twitter&utm_medium=social&utm_campaign=g1
<https://www.lavanguardia.com/vida/20200131/473227115993/la-economia-china-la-gran-infectada-por-la-epidemia-del-coronavirus.html>
http://www.xinhuanet.com/english/2019-12/27/c_138660963.htm
<https://www.reuters.com/article/us-china-trade-expo/china-to-use-import-fair-to-highlight-trade-credentials-idUSKBN1XB332>
<https://www.elcohetelaluna.com/es-posible-un-golpe-en-brasil/>
<https://thedevelopmentset.com/could-brazil-be-a-lifeline-for-syrian-refugees-227fea139b03#.qpvlnqz1>
<http://en.mercopress.com/2015/08/01/brazil-reports-its-worst-half-year-primary-deficit-since-1997>
<https://mninews.marketnews.com/content/brazil-economists-warn-policy-challenges-amid-econ-slowdown>
<http://www.bloomberg.com/news/2013-08-20/no-batista-bailout-as-rousseff-seeks-recovery-in-brazil.html>
<http://articles.latimes.com/2011/sep/02/world/la-fg-brazil-return-20110902/2> <http://www.kankanews.com/a/2016-06-22/0017574025.shtml>
<http://www.dw.de/ten-years-on-brazils-bolsa-familia-still-going-strong/av-17241829>
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REVIEWING ACTIVITIES

British Journal of Management
Economics Letters
Journal of Banking and Finance
FinanzArchiv/Public Finance Analysis
Managerial Finance
Journal of Business Ethics
Energy Strategy Review
International Journal of Production Economics

Comparative Economic Studies
Economic Modelling
Journal of Economic Studies
International Review of Economics and Finance
Business History
Journal of Economic Surveys
Corporate Governance

ADDITIONAL INFORMATION

Languages:

Portuguese, fluent in speaking and writing.
English, fluent in speaking and writing.
Spanish, working knowledge.

Supervision:

50+ MBA Candidates
10+ MSc Students
2 Ph.D. students and 2 Thesis defenses.
100+ Undergraduate dissertations.