

**P.W. (PETER-WIM) ZUIDHOF**  
**Curriculum Vitae**

University of Amsterdam  
European Studies  
Dept. of History, European Studies, and Religious Studies  
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**Current Academic Position**

2012 – present    **University of Amsterdam, the Netherlands**  
Dept. of History, European Studies, and Religious Studies  
*Assistant Professor in European Political Economy*

**Education**

Ph.D.                **Erasmus University Rotterdam, the Netherlands**  
Dept. of History, Culture, and Communication, January 2012  
*Imagining Markets: The Discursive Politics of Neoliberalism*  
Advisor: Arjo Klamer  
Committee Members: Jack Amariglio, Marieke de Goede, Albert Jolink,  
Willem Schinkel, Esther Mirjam Sent, Jack Vromen, Michael Wintle

M.A.                **The New School for Social Research, New York, NY, U.S.A.**  
Dept. of Philosophy, September 2003  
*The Discourse of Markets: Fantasies of a Sovereign Power*  
Committee: Jay Bernstein, William Milberg

M.Sc.                **Erasmus University Rotterdam, the Netherlands**  
Dept. of Economics, October 1997  
*The Social in Theories of Path Dependence*  
Advisor: Uskali Mäki

**University of Notre Dame, South Bend, IN, U.S.A.**  
Dept. of Economics, Exchange Student, Spring 1995

**Research Areas**

*Areas of Specialization:* History and Philosophy of Neoliberalism, Cultural Economics, Governmentality (Foucault), Theory and History of European Integration, European Political Economy, Rhetoric of Economics, History and Methodology of Economics, Poststructuralism and Economics.

*Areas of Interest:* Discourse Theory, Political Theory, Science Studies, Economic Sociology.

## Previous Academic Positions

- 2010 – 2012     **Amsterdam University College, the Netherlands**  
Dept. of Social Sciences  
*Lecturer in European Integration*
- 2007 – 2012     **University of Amsterdam, the Netherlands**  
Dept. of History, Archeology, and Area Studies  
*Lecturer in European Political Economy*

## Fellowships and Awards

- 2012             *Warren and Sylvia Samuels Young Scholars Award*, History of Economics Society Annual Conference, Brock University, St. Catharines, Ontario.
- 2012             *Travel Grant*, Summer Institute for the History of Economic Thought, University of Richmond, VA.
- 2004             *Travel Grant*, Vereniging Trustfonds Erasmus Universiteit Rotterdam
- 2001, 2002       *Vera List Fellowship*, The New School for Social Research, New York
- 2001             *Fulbright Graduate Student Scholarship*, The Fulbright Commission
- 2001             *Scholarship*, Prins Bernhard Cultuurfonds Scholarship
- 2001             *Scholarship*, Dr. Hendrik Muller Vaderlandschfonds

## Departmental Service

- 2014 – present   *Program Director Bachelor European Studies* (Opleidingsdirecteur Bachelor Europese Studies)
- 2009 – 2014     *Coordinator*, Bachelor Program European Studies (Bachelor coördinator Europese Studies)
- 2009 – 2014     *Vice-Chair Board of Examiners*, Department of History, Archeology and Area Studies (lid Examencommissie Geschiedenis, Archeologie en Regiostudies)
- 2010 – 2011     *Chair Steering Committee Revision Bachelor Program European Studies* (Voorzitter Stuurgroep Herprogrammering Bachelor Europese Studies 8-8-4)
- 2010 – 2011     *Member Board of Studies*, Department of European Studies (lid Opleidingscommissie Europese Studies)
- 2010             *Member Search and Selection Committee Associate Professor European Studies*, Department of European Studies (lid selectiecommissie UHD Europese Studies)

## Professional Experience

- 2001             **Erasmus University Rotterdam, the Netherlands**  
Dept. of Philosophy, Erasmus Institute for Philosophy and Economics (EIPE)  
*Assistant Director (interim)*  
Program Coordinator / Coordinator NWO application / Budgeting
- 1997 – 2001     **Erasmus University Rotterdam, the Netherlands**  
Dept. of History and Arts  
*Research Associate*  
Projects commissioned by:  
The Getty Conservation Institute, J. Paul Getty Foundation, Los Angeles, USA  
European Commission, DG V, Brussels, Belgium  
City Council of 's-Hertogenbosch, the Netherlands  
Museum Boijmans van Beuningen, Rotterdam, the Netherlands  
Open University, Heerlen, the Netherlands  
Albeda College, Rotterdam, the Netherlands  
Rotterdam Port Authority, Rotterdam, the Netherlands

## Publications

- 2014 De Wonderlijke Geschiedenis Van het Neoliberalisme: Alles Wat Je Ooit Wilde Weten over het Neoliberalisme Maar Nooit Durfde te Vragen. *Groniek*. 199: 193-210.
- 2014 Thinking Like an Economist: The Neoliberal Politics of the Economics Textbook. *Review of Social Economy*. 72 (2): 157-185.
- 2012 (with Peter Rodenburg) De Euro en Structurele Verschillen in de Eurozone. *ESB: Economisch-Statistische Berichten* 97 (4631):170-173.
- 2012 Imagining Markets: The Discursive Politics of Neoliberalism. PhD. Dissertation, Erasmus School of History, Culture, and Communication, Erasmus University Rotterdam, the Netherlands: 1-321.
- 2008 The Market as Metaphor: Four Stories of the Market at U.S. Policy Think Tanks. In *How Language is Used to Do Business: Essays on the Rhetoric of Economics*, edited by Edward M. Clift. Lewiston, N.Y.: Edwin Mellen Press: 349-406.
- 1999 (with Arjo Klamer) The Values of Cultural Heritage: Merging Economic and Cultural Appraisals. In *Economics and Heritage Conservation*, edited by Marta de la Torre and Randall Mason. Los Angeles: The Getty Conservation Institute: 23-61.
- 1998 (with Arjo Klamer) Kijken, niet Kopen! Grenzen van de Economie en Media. In *Grenzen aan de Economie*. Heerlen: Open Universiteit: 75-95.
- 1997 (with Arjo Klamer) Xenofobie onder Economen? *Migrantenstudies* 13 (4):262-267.

## Manuscripts in Preparation

- 2015 *Imagining Markets: The Performative Politics of Neoliberalism*. Brooklyn, NY: Zone Books. (under contract in Near Futures series edited by Wendy Brown and Michel Feher)

## Reviews

- 2012 Review of *Reassessing the Paradigm of Economics: Bringing Positive Economics Back into the Normative Framework*, by Valeria Mosini. *Erasmus Journal for Philosophy and Economics* 5 (2):118-124.
- 2012 Ayn Rand: Fountainhead of Neoliberalism?. Review of *De Utopie van de Vrije Markt*, by Hans Achterhuis. *Krisis: Journal for Contemporary Philosophy*. 2012 (1):84-89.
- 2010 Review of *Economic Advice and Rhetoric: Why do Consultants Perform better than Academic Advisors?*, by Onno Bouwmeester. *ESB: Economisch-Statistische Berichten* 95 (4596):670.
- 2009 Is de Economische Wetenschap Medeplichtig aan de Financiële Crisis?. Review of *Op naar de Volgende Crisis!: Over het Verleidend Vermogen van de Financiële Markt*, by Olav Velthuis en Liesbeth Noordegraaf-Eelens. *Justitiële Verkenningen* 35 (6):127-135.
- 2006 Gemankeerde Markten. Review of *Dynamische Marktwerving: Over de Complexiteit van Mededinging in Vijf Sectoren* by Barbara Baarsma, Marc Pomp, Jules Theeuwes (eds.). *ESB: Economisch-Statistische Berichten* 91 (4498):606.
- 2006 Review of *Postmodern Moments in Modern Economics*, by David Ruccio and Jack Amariglio. *Journal of Economic Methodology* 13 (1):132-140.
- 2003 Review of *The Architecture of Markets: An Economic Sociology of Twenty-First Century Capitalist Societies*, by Neil Fligstein. *Review of Social Economy* 61 (3):417-420.

## Conference Papers

- 2014 Five Puzzles Concerning the History of Neoliberalism and its Economic Rationality, Conference 'History of Economic Rationality,' Aarhus University, Denmark, January 24-25.
- 2013 How to Do Things With Markets: The Performative Politics of Neoliberalism and the Deconstruction of Liberalism, Conference 'Conflict, Revolt and Democracy in the Neoliberal World,' University of Brighton, United Kingdom, November 7-8.
- 2013 Deconstructing Economic Sovereignty: The Case of EU Emissions Trading. Paper presented at Workshop Sovereignty over the market, or sovereignty of the market?, Conference 'Political

- Legitimacy and the Paradox of Regulation,' Leiden University, the Netherlands, January 23-25.
- 2012 Five Outstanding Questions Regarding the History of Neoliberalism. Paper presented at History of Economics Society Annual Conference, Brock University, St. Catharines, Canada, June 22-25.
- 2012 The Liberal Standing of Introductory Economics Textbooks. Paper presented at Summer Institute for the Preservation of the History of Economic Thought, University of Richmond, V.A., USA, June 29 - July 2.
- 2012 Economics and Neoliberalism. Paper presented at Netherlands Institute for Advanced Studies (NIAS) Symposium, Wassenaar, the Netherlands, May 24-25.
- 2007 Inside a Neoliberal Governmentality: Four Faces of Performing the Market at US Think Tanks. Paper presented at Conference on Markets, Economics, Culture and Performativity, Goldsmiths College, London, UK, March 6.
- 2006 Dealing with the Market: The Market in the Discourse of Policy Think Tanks in the Netherlands. Paper presented at (Hoe) Werkt de Markt / Framing the Market, Utrecht, the Netherlands, March 10.
- 2005 The Images of Markets: The 'Market' in Public Discourse. Paper presented at 17<sup>th</sup> Annual Meeting on Socio-Economics (SASE), Budapest, Hungary, June 30 - July 2.
- 2005 The Rhetoric of Markets: At the Intersections of Economics and Political Discourse. Paper presented at Rhetoric and Economics: an Interdisciplinary Conference, Decatur, I.L., USA, June 6-9.
- 2003 'Don't Think of Them as Terrorist States. Think of Them as Terrorist Markets': The Ideological Fantasies of Market Discourse. Paper presented at Rethinking Marxism: Marxism and the World Stage, Amherst Mass., USA, November 6-8.
- 2003 Behold the Polemics on the Market. Paper presented at the 73<sup>rd</sup> Annual Meeting of the Eastern Sociological Association, Philadelphia, USA. February 27 - March 2.
- 2002 The Teachings of Markets: Textbook Initiation of Markets. Paper presented at Colloquium on Text and Economics, Antwerp, Belgium, May 16-18.
- 2002 (with Berend Jan Langenberg) A European Dimension to Industrial Relations in the Arts: the Rationale of the Social Dialogue Committee in the sector of the Performing Arts. Paper presented at Bi-annual Conference of the Association for Cultural Economics International (ACEI), Rotterdam, the Netherlands, June 12-15.
- 2000 Financial Arrangements in the Arts: Perspectives from Institutionalism. Paper presented at the Bi-annual Conference of the Association for Cultural Economics International (ACEI), Minneapolis, USA, May 28-31.
- 1999 The Values of Cultural Heritage. Paper presented at ICARE Summer Course, Economics of Re-use of Cultural Heritage, Venice, Italy.
- 1999 Financial Arrangements in the Arts: Perspectives from Institutionalism. Paper presented at European Association for Evolutionary and Political Economy (EAEPE), Prague, Czech Republic, November 4-7.
- 1998 (with Arjo Klammer) The Role of the Third Sphere in the World of the Arts. Paper presented at The Bi-Annual Conference of the Association of Cultural Economics International (ACEI), Barcelona, Spain, June 14-17.

## Research Reports

- 2001 (with Arjo Klammer) *Naar een Vitaal Theater: Onderzoek Theater aan de Parade 's-Hertogenbosch*. Rotterdam: Erasmus Centrum voor Kunst- en Cultuurwetenschappen. (Commissioned by: Theater aan de Parade, 's-Hertogenbosch, the Netherlands).
- 2001 (with Berend Jan Langenberg) *'At Best an Impressionistic Collage': Organization and Funding of the Performing Arts in the European Union*. Rotterdam: Erasmus Centrum voor Kunst- en Cultuurwetenschappen. (Commissioned by: Social Dialogue Committee, European Union, DG V, Brussels, Belgium).
- 2000 (with Arjo Klammer) *De Genoegzaamheid en Teleurstelling Voorbij: Onderzoek naar de Waarde van Cultuur voor 's-Hertogenbosch*. Rotterdam: Erasmus Centrum voor Kunst- en

- Cultuurwetenschappen. (Commissioned by: Gemeente 's-Hertogenbosch, the Netherlands).
- 2000 (with Arjo Klamer) *'Community Art' op School*. Hilversum: Stichting Economie en Cultuur. (Commissioned by: Albeda College, Rotterdam, the Netherlands).
- 1999 (with Arjo Klamer) *The Values of Cultural Heritage: Merging Economic and Cultural Appraisals*. Rotterdam: Erasmus Centrum voor Kunst- en Cultuurwetenschappen. (Commissioned by: The Getty Conservation Institute, J. Paul Getty Foundation, Los Angeles, CA, USA).
- 1999 (with Arjo Klamer) *De Betekenis van de Vrienden voor Museum Boijmans van Beuningen*. Rotterdam: Erasmus Centrum voor Kunst- en Cultuurwetenschappen. (Commissioned by: Museum Boijmans van Beuningen, Rotterdam, the Netherlands).

### Other Publications

- 2014 Marktnormen dicteren beleid. *De Volkskrant*, March 11, 28.
- 2004 Links? Rechts? Neoliberaa! *NRC Handelsblad*, April 20, 7.
- 2001 Een Verdienstelijk Boekje. Review of Culturele Economie in de Lage Landen: De Bijdrage van Nederlandse en Vlaamse Economen aan Kunstbeleid en Kunstmanagement, by Frank van Puffelen. *Roest Tijdschrift*, Oktober.
- 1999 Het Prijskaartje van de Victory Boogie Woogie. *Roest Tijdschrift*, April.
- 1997 (with Arjo Klamer) Nederlanders zijn Hypocriet: Consumptie Asociaal? *Friesch Dagblad*, February 16.

### Conferences Organized

- 2006 (Hoe) Werkt de Markt? / Framing the Market: Representations and Evaluations of the Market in the Netherlands, Utrecht University, March 6, co-organized with Rutger Claassen (Utrecht University)

### Seminars and Panels

- 2014 Is neoliberalism here to stay? A historical perspective, debate with David Priestland and Martin van Hees, Spui25, Amsterdam, 18 September.
- 2013 Interview, Filosofisch Café, Felix Meritis, Amsterdam, 17 September.
- 2013 Het Spook van het Neoliberalisme, debate with Robin Brouwer, Nacht van de Filosofie, Amsterdam, the Netherlands, 12 April.
- 2011 Arnold Heertje over Adam Smith, Festival Session at 'City2Cities: Internationale Literaturodagen Utrecht,' Moderator and Interview, Utrecht, the Netherlands, April 9.
- 2010 De Euro, Solidair?!, workshop at Conference 'Europa Elitair?' organized by Student Association European Studies (SES), Moderator, University of Amsterdam, the Netherlands, April 21.
- 2010 The Political Economy of Aid to the Occupied Palestinian Territories, Panel Discussion with Shir Hever (Alternative Information Center, Jerusalem), Moderator, University of Amsterdam, the Netherlands, March 10.
- 2010 Economische Vrijheid als Bestuursmentaliteit voor Europa, Presentation, 'Vrijheid en Europa', Nieuwjaarsseminar Europese Studies, University of Amsterdam, January 12.
- 2004 International Network for Economic Method (INEM), Roundtable: Postmodernism: A Review, Panelist, University of Amsterdam, the Netherlands, August 19-21.
- 2004 Erasmus Institute Economics and Philosophy (EIPE), Discussant of Gido Berns, Erasmus University Rotterdam, the Netherlands, May 3.

### Media Appearances

- 2013 Panelist in: Theodor Holman in Gesprek over 'Markt en Moraal,' OBA Live, 10 July.

## **Refereeing**

- 2014 Review of Social Economy
- 2013 Review of Social Economy
- 2013 Edward Elgar
- 2012 Review of Social Economy
- 2012 Erasmus Journal for Philosophy and Economics
- 2011 Krisis: Journal for Contemporary Philosophy
- 2009 Erasmus Journal for Philosophy and Economics
- 2008 Pearson Education
- 2007 Palgrave Macmillan
- 2006 Review of Social Economy
- 2005 Rethinking Marxism

## **Teaching Experience**

### **University of Amsterdam, the Netherlands**

Dept. of European Studies

- 2014 Perspectives on European Integration (MA)
- 2013 – 2014 Political Economy of the Euro-crisis (BA)
- 2013 – 2014 Economic and Legal Integration of Europe (BA)
- 2012 – 2014 Ruled by the Market: Neoliberalism in Europe (MA)
- 2012 – 2014 European Economics I: Micro (BA)
- 2008 – 2010 European Integration – tutorial (BA)
- 2007 – 2011 The Making of the European Economy (BA)
- 2007 – 2010 Introduction to Economics (BA)
- 2007 Market, Money, Market Ordering, and Competition (BA)

### **Amsterdam University College, the Netherlands**

Dept. of Social Sciences

- 2011 European Integration (Spring and Fall; BA, in English)

### **Vrije Universiteit Amsterdam, the Netherlands**

Dept. of Philosophy

- 2007 Philosophy of Science for Economists (BA)
- 2005 – 2006 Philosophy of Economics (BA)

### **Erasmus University Rotterdam, the Netherlands**

Dept. of History and Arts

- 2006 Introduction to Economics – tutorial (BA)
- 2005 Introduction to Economics – lecture and tutorial (BA)
- 2004 Images of Markets – seminar (BA, in English)
- 1998 – 2001 Introduction to Economics – tutorial (BA)
- Introduction to Economics of Cultural Industries – lecture (BA)

### **Leiden University, the Netherlands**

Leiden University School of Management (LUSM)

- 2004 – 2005 Foundations of Economics – tutorial (MA, in English)

### **Hogeschool voor Economische Studies, Rotterdam, the Netherlands**

Commercial Economics Program

- 1999 – 2000 Business Ethics – seminar
- History, Culture and Philosophy – seminar
- Monetary Economics – lecture

## **Courses and Competences**

2008	<i>Basic Qualifications for Teaching</i> (Basis Kwalificatie Onderwijs, BKO), Centrum voor Nascholing Amsterdam
2003	<i>Pedagogy Workshop</i> , The New School for Social Research, New York
1999	<i>International Center for Art Economics</i> (ICARE) Summer School ‘The Economics and the Logistics of the Reuse of Cultural Heritage’, Venice, Italy
1998	<i>European Association for Evolutionary and Political Economy (EAEPE)</i> Summer School ‘Institutions and Technology: Interdisciplinary Perspectives on European Economy and Society in an Era of Rapid Change’, Kenmare, Ireland

## **Languages**

Dutch (native)	French (sufficient)
English (fluent)	Hebrew (intermediate)
German (sufficient)	