

P.W. (PETER-WIM) ZUIDHOF

Curriculum Vitae

European Studies
University of Amsterdam
Faculty of Humanities
Dept. of History, European Studies, and Religious Studies
Kloveniersburgwal 48, 1012 CX AMSTERDAM, the Netherlands
zuidhof@uva.nl

Current Academic Position

2018 – present **University of Amsterdam, the Netherlands**
Dept. of History, European Studies, and Religious Studies
Associate Professor in European Studies

Education

PhD. **Erasmus University Rotterdam, the Netherlands**
Dept. of History, Culture, and Communication, January 2012
Imagining Markets: The Discursive Politics of Neoliberalism
Advisor: Arjo Klamer

MA. **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

MSc. **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, Graduate Exchange Student with Philip Mirowski, Spring 1995

Research Statement

My research focuses on the cultural economy of neoliberalism and neoliberal policies. It studies the multiple ways in which economic metaphors and the image of the market perform neoliberal political rationalities. My recent research focuses on the performative aspects of economics and economic discourse. It traces the changing ways in which economic knowledge are shaping contemporary political and cultural imaginaries, as well as the emergence of novel counter-discourses.

Areas of Specialization: Cultural Economy, History and Philosophy of Neoliberalism and Post-Neoliberalism, Governmentality, Discourse Theory, Rhetoric of Science, Political Economy, History of Economic Thought, Science and Technology Studies.

Previous Academic Positions

- 2012 – 2018 **University of Amsterdam, the Netherlands**
Dept. of History, European Studies, and Religious Studies
Assistant Professor (tenured) in European Studies
- 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, Archaeology, and Area Studies
Lecturer in European Studies

Research Affiliations

- 2024 **New York University, New York, NY, U.S.A.**
Remarque Institute
(Non-Fellow) Visiting Academic
- 2015 **Tel Aviv University, Israel**
Minerva Humanities Center
Visiting Fellow

Awards and Honors

- 2015 *The Helen Potter Award* for best article in the *Review of Social Economy* in 2014,
The Association for Social Economics (ASE), awarded at ASSA 2015 Annual
Meeting, January 3-5, Boston, Ma.

Fellowships

- 2001 *Fulbright Graduate Student Scholarship*, The Fulbright Commission
2001, 2002 *Vera List Fellowship*, The New School for Social Research, New York

Other Grants

- 2012 *Warren and Sylvia Samuels Young Scholars Award*, History of Economics Society
Annual Conference, Brock University, St. Catherines, 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 *Scholarship*, Prins Bernhard Cultuurfonds Scholarship
- 2001 *Scholarship*, Dr. Hendrik Muller Vaderlandschfonds

Departmental Service

- 2021 – 2022 *Program Director Master's Program Latin American Studies*
- 2019 – 2023 *Member of Programcommissie Onderwijskundig Leiderschap*, UvA - Bestuursstaf
- 2018 – 2022 *Program Director Bachelor's and Master's Program Religious Studies*
- 2018 *Taskforce International Classroom*, UvA - Bestuursstaf
- 2017 – 2022 *Program Director Bachelor's and Master's Program European Studies*
- 2014 – 2022 *Program Director Bachelor's Program of European Studies*

- 2014 – present *Member of Various (Steering) Committees*, Faculty of Humanities in areas of finance, internationalization, curriculum revision languages, academic skills, and double degrees
- 2010 – present *Member of Multiple Search and Selection Committees (all ranks from lecturer to full professor)*, Department of European Studies
- 2009 – 2014 *Vice-Chair Board of Examiners*, Department of History, Archaeology and Area Studies

Service to Profession

- 2020 - present *Member Advisory Board* ‘Building a Better Tomorrow: Development Knowledge and Practice in Central Asia and Beyond, 1970-2017,’ ERC Consolidator Grant (CoG), SH6, ERC-2019-COG, Dr. Artemy Kalinovsky (PI), Dept. of European Studies, University of Amsterdam.
- 2023, 2020 – 2018, 2016 *Member Selection Committee Fulbright Scholarship Social Sciences*, Fulbright Commission the Netherlands
- 2019, 2017 *Member Accreditation Committee PhD. Programs in Economics in Croatia*, Agency for Science and Higher Education (ASHE), Croatia
- 2017 *External Reviewer*, Dahlem Research School, Freie Universität Berlin, Germany

PhD. Supervision or Defense Committee

- 2020 *Member PhD. Committee*: ‘Earning Social Citizenship: Free Movement, National Welfare, and the European Court of Justice.’ Dion Kramer, Faculty of Law, Vrije Universiteit (VU) Amsterdam. 26 November.

Other Professional Experience

- 2001 **Erasmus University Rotterdam, the Netherlands**
Dept. of Philosophy, Erasmus Institute for Philosophy and Economics (EIKE)
Assistant Director (interim)
- 1997 – 2001 **Erasmus University Rotterdam, the Netherlands**
Dept. of History and Arts
Research Associate Externally Funded Projects

Courses and Competences

- 2017 - 2018 *Educational Leadership Course* (Leergang Onderwijskundig Leiderschap), Universiteit van Amsterdam
- 2017 *UCLA Inclusive Excellence Course*, ECHO Expertise Centrum Diversiteitsbeleid, ‘s-Gravenhage
- 2012 *Summer Institute for the History of Economic Thought*, University of Richmond, VA.
- 2008 *Basic Teaching Qualification* (Basis Kwalificatie Onderwijs, BKO), Centrum voor Nascholing Amsterdam
- 2003 *Pedagogy Workshop*, The New School for Social Research, New York
- 1999 *International Center for Art Economics* (ICARE) Summer School ‘The Economics and the Logistics of the Reuse of Cultural Heritage’, Venice, Italy
- 1998 *European Association for Evolutionary and Political Economy* (EAEPE) Summer School ‘Institutions and Technology: Interdisciplinary Perspectives on European Economy and Society in an Era of Rapid Change’, Kenmare, Ireland

Publications

- 2024 A History of Economization: Performing Emissions Trading in the United States 1960-1990, under review.
- 2020 (with Bram Mellink) Market government. Neoliberalism and the transformative power of 1989. In *1989 and the West: Western Europe since the End of the Cold War*, edited by Eleni Braat and Pepijn Corduwener. London: Routledge: 123-142. DOI: 10.4324/9781315146355-8
- 2019 Worstelen met de markt: de vele gezichten van het neoliberalisme bij Nederlandse beleidsadviesraden, 1998-2005. *Sociologie*, 15(3): 309-332. DOI: 10.5117/soc2019.3.005.zuid
- 2019 (with Thomas Vanoutrive). Port Economics in Search of an Audience: The Public Life of Marginal Social Cost Pricing for Ports, 1970-2000. *OEconomia – History / Methodology / Philosophy*, 9 (2): 371-394. DOI: 10.4000/oeconomia.5822
- 2019 Behavioralizing Europe: Behavioral Economics Enters EU Policymaking. In *Edward Elgar Handbook of Behavioral Change and Public Policy*, edited by Holger Strassheim and Silke Beck. Cheltenham UK: Edward Elgar Publishing: 163-178. DOI: 10.4337/9781785367854.00018
- 2016 The European City as a Bulwark of Resistance against Neoliberalisation. In *Urban Europe: Fifty Tales of the City*, edited by Virginie Mamadouh and Anne van Wageningen. Amsterdam: Amsterdam University Press: 355-362.
- 2015 De Europese stad als plaats van verzet tegen neoliberalisering. In *EU@Amsterdam: Een stedelijke raad*, edited by Virginie Mamadouh and Anne van Wageningen. Amsterdam: Amsterdam University Press: 357-364.
- 2015 Towards a Post-Neoliberal University: Protest and Complicity. *Krisis: Journal for Contemporary Philosophy* (2): 49-55.
- 2014 Thinking Like an Economist: The Neoliberal Politics of the Economics Textbook. *Review of Social Economy*. 72 (2): 157-185. DOI: 10.1080/00346764.2013.872952
- 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.
- 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.

Book Reviews

- 2021 De PvdA: neoliberal tegen wil en dank? Review of *Dat hadden we nooit moeten doen: De PvdA en de Neoliberale Revolutie van de jaren negentig*, by Duco Hellema en Margriet van Lith en *Onzichtbare Ideologie: Over het neoliberalisme en zijn opmars in de Nederlandse politiek en de PvdA in het bijzonder*, by Wiek van Gemert. *Jaarboek voor Parlementaire Geschiedenis 2021: Wetenschap en Politiek*. Amsterdam: Boom: 213-215.

- 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 Marktwerking: 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 (Past Five Years)

- 2024 Hydrogen Dreaming: Imagining a Hydrogen Economy. Paper proposal for ‘Ninth Annual Conference on the History of Recent Social Science (HISRESS),’ University of Pennsylvania, Philadelphia, USA, 31 May - 1 June 2024.
- 2023 Locating the Technopolitics in Environmental Markets: The Case of Hydrogen Markets in the EU. Paper prepared for Workshop ‘Emerging Technologies, Innovation, and EU Governance: Future Trajectories,’ University of Amsterdam, ACES and dept. of European Studies, Amsterdam, 11-12 July.
- 2022 A Study in Economization: A Performative History of Emissions Trading. Paper prepared for ‘Fifteenth History of Recent Economics Conference (HISRECO),’ Centre Walras Pareto, University of Lausanne, 28-29 October.
- 2022 A Convenient Idea for an Inconvenient Truth: A Performative History of Emissions Trading. Paper prepared for ‘Seventh Annual Conference on the History of Recent Social Science (HISRESS),’ Institute for the History and Philosophy of Science and Technology, University of Toronto, June 17-18.
- 2019 Worstelen met de markt: de vele gezichten van het neoliberalisme bij Nederlandse beleidsadviesraden. Paper prepared for ‘De zichtbare hand,’ Interdisciplinair congres van de onderzoeksgroep ‘Market makers,’ Utrecht, 28 en 29 augustus.
- 2019 Depoliticizing Europe: The Interventions of Novel Economic Techniques in EU Policy Making. Paper prepared for SASE Conference, ‘Fathomless Futures: Algorithmic and Imagined,’ New School for Social Research, New York, June 27-29.

Research Reports (Valorization)

- 2001 (with Arjo Klamer) *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 Klamer) *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).

Conference Organization

- 2025 Tenth Annual Conference on the History of Recent Social Science (HISRESS), University of Amsterdam, the Netherlands, 6-7 June, local organizer.
- 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

- 2022 Discussant, ACES Book roundtable on Brice Laurent's European Objects: The Troubled Dreams of Harmonization, 4 April
- 2018 External Expert, Expert Workshop NWO Project Market Makers: A Political History of Neoliberalism in the Netherlands (1945-2002), Dept. of History, Utrecht University, February 1-12
- 2017 Onderwijsvernieuwing: Tussen Neoliberale Hype en Geesteswetenschappelijke Uitdaging, Opening Academisch Jaar Faculteit der Geesteswetenschappen, Universiteit van Amsterdam, September 7.
- 2016 Interview with: Deirdre McCloskey at book launch of *Bourgeois Equality*, Athenaeum Boekhandel, May 25.
- 2015 Seminar on The New University, Tel-Hai College, Upper Galilee, Israel, May 12.
- 2015 Seminar on The New University, The Minerva Humanities Center, Tel Aviv, Israel, April 12.
- 2015 Neoliberalism and Democracy, Research Group 'Neoliberalism and Democracy,' The Van Leer Jerusalem Institute, Jerusalem, Israel, February 18.
- 2014 Is neoliberalism here to stay? A historical perspective, debate with David Priestland and Martin van Hees, Spui25, Amsterdam, the Netherlands, September 18.
- 2013 Interview, Filosofisch Café, Felix Meritis, Amsterdam, the Netherlands, September 17.
- 2013 Het Spook van het Neoliberalisme, debate with Robin Brouwer, Nacht van de Filosofie, Amsterdam, the Netherlands, April 12.
- 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.
- 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.

Refereeing

- 2019 *Environment and Planning C: Politics and Space*
- 2019 *Education as Change*
- 2018 *Erasmus Journal for Philosophy and Economics*
- 2017 *Ephemera: Theory and Politics in Organization*
- 2017 *Humanities*
- 2016 *Theory, Culture & Society*
- 2015 *Erasmus Journal for Philosophy and Economics*
- 2015 *Review of Social Economy*
- 2014 *Review of Social Economy*
- 2013 *Review of Social Economy*
- 2013 Edward Elgar Publishing
- 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*

Media Coverage

- 2023 Interview in: 'Op het neoliberale spook is het vrij schieten,' Marijn Jongsma, *Financieel Dagblad*, 19 January.
- 2017 Interview in: 'Het Engels is zo'n extraatje,' Tan Tunali, *De Groene Amsterdammer*, 6 September.
- 2013 Panelist in: Theodor Holman in Gesprek over 'Markt en Moraal,' OBA Live, Amsterdam, the Netherlands, 10 July.

Other Publications

- 2014 Marktnormen dicteren beleid. *De Volkskrant*, March 11, 28.
- 2004 Links? Rechts? Neoliberaal! *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.

Teaching Experience

University of Amsterdam, the Netherlands

Institute for Interdisciplinary Studies, 2022 Spring and Fall Semesters

- Material Europe: Networks, Infrastructures and the Technopolitics of European Integration (BA Honors)

University of Amsterdam, the Netherlands

Dept. of European Studies, 2007 – present

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

Amsterdam University College, the Netherlands

Dept. of Social Sciences, 2011 Fall and Spring Semesters

- European Integration (BA)

Vrije Universiteit Amsterdam, the Netherlands

Dept. of Philosophy, 2005 – 2007

- Philosophy of Science for Economists (BA)
- Philosophy of Economics (BA)

Erasmus University Rotterdam, the Netherlands

Dept. of History and Arts, 1998 – 2001 and 2004 – 2006

- Introduction to Economics – tutorial (BA)
- Introduction to Economics – lecture and tutorial (BA)
- Images of Markets – seminar (BA, in English)
- 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

Languages

Dutch (native)

English (fluent)

French (intermediate)

German (intermediate)

Hebrew (intermediate)

Personal Information

Date and Place of Birth:

22 September 1972, Pijnacker, the Netherlands

Nationality:

Dutch

Marital Status:

Married, three children