

CLAS Events - Lent Term 2025

Tuesday 10 February - 12:30pm | CLAS Lunchtime Seminar & POLIS Political Economy Seminar Series

Room 138 - First Floor, Alison Richard Building

It is identity, stupid! What Emerging Markets Teach about Trump and Populism

[Vinícius Guilherme Rodrigues Vieira](#) (IDP - São Paulo)

Chair: [Carsten-Andreas Schulz](#) (University of Cambridge)

Abstract:

Book Launch: *Shaping Nations and Markets: Identity Capital, Trade, and the Populist Rage*.

Shaping Nations and Markets develops a theoretical framework to make sense of the rise of nationalist-populist movements in the 21st century. Instead of assuming that the current wave of populism stems from backlash against economic globalisation, the book investigates how material and symbolic factors interact with each other in advanced industrial democracies and emerging powers to generate the political movements that brought politicians like Jair Bolsonaro in Brazil, Narendra Modi in India, and Donald Trump in the United States into power.

So, more than discontent with the redistributive effects of economic globalisation, the rise of Bolsonaro, Modi, and their populist counterparts in the Global North – particularly Trump in the United States – results from the mobilisation of specific ethnic, racial, and religious segments with the aim of changing longstanding narratives of national identity. The transformation of what it means to be Brazilian, Indian, and American, in turn, empowers certain social groups and economic sectors over others.

[Link to book](#)

Dr. Vinicius G. Rodrigues Vieira (DPhil Oxford 2015) is a Professor of Political Science at IDP, an Associate Professor of Economics and IR at FAAP, and a Lecturer in IR at FGV, Brazil. He is also the co-chair of the research committee on International Political Economy of the International Political Science Association (IPSA).

