

# Shanshan Zhu

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DATE OF BIRTH: June 13, 1991

LAST UPDATE: Sept 2020

## RESEARCH INTERESTS

Company Law  
Corporate Governance  
Corporate Culture  
Investor Protection Regulation  
Sustainable Finance  
Corporate Social Responsibility

## WORK EXPERIENCE

**Adjunct Professor of Company Law of Tourism** Sept 2019 present  
Master Degree in a Territory Valorization and Sustainable Tourism  
University of Genoa, Department of Formative Sciences, Corso A. Podestà 2, Genoa

**Postdoctoral Research Fellow** Sept 2019 present  
University of Genoa, Department of Law, Via Balbi 22, Genoa

**Sustainability Specialist** Jan 2018 present  
FinScience, Foro Bonaparte 71, 20121, Milan

**Legal traineeship** Jul 2015 Aug 2017  
Corporate and M&A Department  
Allen & Overy International Law Firm, Via Manzoni 41, 20121 Milan

## EDUCATION

**Ph.D., Law, University of Genoa** Nov 2015- May 2019  
**Grant:** Ph.D. Scholarship, University of Genoa  
**Thesis:** “*Corporate Governance of Banks: An interdisciplinary model to establish a sound culture*”  
**Supervisor:** Prof. Michele Siri

**LL.B. (5-year-long, J.D. equivalent)** July 2015  
**Institution:** University of Genoa  
**Thesis:** “*Corporate Governance and Enterprise Reform in China*”  
**Supervisor:** Prof. Guido Ferrarini  
**Final grade:** 110/110 cum laude and publication recommended

**High School Diploma** July 2010  
**Institution:** Liceo Classico Statale Andrea D’Oria, Via Armando Diaz 8, 16121 Genoa  
**Final grade:** 100/100

**OTHER COURSES**

**Summer School in European Law and Law of the Sea (EULoS)** Sept 2019  
Università degli Studi di Genova

<b>International Summer School Banking &amp; Capital Markets Law</b> Università Cattolica in Milan & Villa Vigoni at Como Lake	Jun 2018
<b>Law and Economics Course for Doctoral Students</b> “ <i>Economic Analysis of Corporate Law</i> ” by Professor Robert M. Daines Gerzensee Study Center, 3115 Gerzensee, Switzerland	May Jun 2017
<b>Summer Short-Term Chinese Language Program, Level IV</b> 北京师范大学 (Beijing Shifan Daxue), Beijing	Aug 2016
<b>Law and Economics Course for Doctoral Students</b> “ <i>Governance, Risk and Compliance</i> ” by Prof. Geoffrey Miller Gerzensee Study Center, 3115 Gerzensee, Switzerland	May 2016
<b>Course in Human Rights</b> University of Genoa, Department of Political Science	Feb March 2014
<b>Erasmus Intensive Programme Course</b> “ <i>Mediation in Civil and Criminal Cases to Foster European Wide Settlement of Dispute</i> ” Turība University, Latvia, Riga <b>Final mark: 8</b>	April 2012

## PUBLICATIONS

1. **FERRARINI, G. and ZHU, S.**, ‘Culture of Financial Institutions’, in **D. BUSCH, G. FERRARINI and G. VAN SOLINGE** (eds.), **Governance of Financial Institutions**, Oxford University Press, 2019, 381-414.

**Abstract:** In this chapter, we argue that in order to get to the roots of the problem and to build a sustainable financial system, legal and economic scholars should follow a new approach and analyse similar phenomena also through the lenses of other social sciences. Given that regulation per se cannot be expected to promote good corporate culture, we argue that the role of corporate governance should be enhanced so as to reinforce sustainable conduct within financial institutions. In addition, we suggest that supervisory authorities and institutional investors should make pressure on boards incentivizing them to design and implement a sustainable and ethical culture within financial institutions.

2. **SIRI, M. and ZHU, S.**, ‘EU Investor’, in **A. BARTOLINI et al.** (eds.), **Dictionary of Statutes within EU Law**, Springer, 2019, 209-217.

**Abstract:** This paper aims to define the current investor protection regime under European Union rules. The reforming process that involved the entire financial regulatory framework in the last decade clearly signed a shift towards a more ‘paternalistic’ approach, intended to prevent further episodes of financial misbehaviour. The article analyses the main regulatory innovations concerning (1) the disclosure of product information, (2) conduct of business (COB) rules, (3) product governance and intervention and (4) financial education.

3. **ZHU, S. AND SIRI, M.**, ‘Will the EU Commission successfully integrate sustainability risks and factors in the investor protection regime: A Research Agenda’, **Sustainability 11, Special Issue: Corporate Sustainability Reforms**, 2019.

**Abstract:** this paper starts by briefly analyzing the recent developments of the regulation of sustainable finance at the global level, then offers a more detailed view on the establishment of a common regime

on sustainable finance in the EU, with particular reference to the action plan ‘Financing Sustainable Growth’. Then, it examines the recent proposals for regulation on sustainable finance, specifically considering the barriers to the integration of sustainability risks and factors in the EU investor protection regulation with particular reference to investment services with respect to its four main dimensions: (1) disclosure of product information, (2) conduct of business (COB) rules, (3) product governance and intervention, and (4) financial education. The paper concludes that the EU reforming proposals, though admirable, risk oversimplifying a complex issue that cannot be easily solved without considering its practical implications on each category of financial operators in the performance of different financial services.

4. MICHELE SIRI, SHANSHAN ZHU, ‘L’integrazione della sostenibilità nel sistema europeo di protezione degli investitori, in "Banca Impresa Società, Rivista quadrimestrale" 1/2020, pp. 3-45, doi: 10.1435/96780.

**Abstract:** This paper analyses the recent developments of the regulation of sustainable finance, starting from the global level, then considering the establishment of a common regime on sustainable finance in the EU. Subsequently, the article focuses on the barriers to the integration of sustainability risks and factors in the EU investor protection regulation, with respect to its main dimensions: disclosure of product information; conduct of business rules; product governance and intervention and financial education.

#### TALKS

*“Ethics & Culture in the Banking Sector: Identifying weak banks. Theoretical framework and hints from the Italian situation”*

Workshop on Ethics & Culture in the Financial Sector, Amsterdam

7 April 2017

#### PAPER AND CHAPTER PRESENTATIONS

*“Assessing local contribution to SDGs: An “alternative” data analysis on large Italian municipalities”*

International conference “How to achieve the SDGs through local action” (Milan)

Organised by GREEN-Bocconi University & Urban Europe Research Alliance (UERA) in collaboration with the Journal of Urban Ecology

27 Nov 2020

*“Will the EU Commission successfully integrate sustainability risks and factors in the investor protection regime?”*

Corporate Sustainability Reforms Conference (SMART Conference)

Kjerka, Domus Media, Faculty of Law, University of Oslo

24 Oct 2019

*“Governing Financial Institutions: The Role of Culture”*

25 - 26 Jan 2018

International Working Group (IWG) on Corporate Governance of

Financial Institutions (CGFI), at De Brauw Blackstone Westbroek, Amsterdam

#### CONFERENCE ORGANIZATION

Workshop on Ethics and Culture in Finance (monthly meetings)

Oct 2016 – Jul 2018

University of Genoa, Department of Law, Via Balbi 22, Genoa

#### TEACHING EXPERIENCE

**ACADEMIC YEARS 2019/20 and 2020/2021**

36 hrs/year

Course: *Diritto delle imprese turistiche*

Master’s Degree Course Territorial Valorization and Sustainable Tourism, University of Genoa,

## ACADEMIC YEARS 2015/2016 and 2016/17

10 hr in total

Course: *Diritto commerciale II* (Company Law)

University of Genoa, Department of Law

## ACADEMIC YEAR 2012/13

*“Diritti fondamentali nella Cina del XXI secolo”*

1 hr

Course: *Diritti di libertà e diritti sociali* (Freedom and Social Rights)

University of Genoa, Department of Law

## PRIZES

### Second prize winner

May 2016

Contest “Premio Prof. Paolo Michele Erede (9<sup>th</sup> Edition)

*“L’occidente e lo scontro di civiltà”*

### Co-winner

May 2009

Fiction and poetry contest “PAGINE NUOVE” (7<sup>th</sup> Edition)

### First prize winner

Feb 2009

Poetry contest “*Parole per raccontare persone*”,

Villa Durazzo, Santa Margherita Ligure, at the presence of the special guest Niccolò Ammaniti

## LANGUAGES

**Italian** (native speaker)

**English** (fluent)

*Certificate of Advanced English* (C1), University of Cambridge - ESOL

Nov 2013

**Chinese** (intermediate)

Chinese Proficiency Test HSK Level 4 (B2)

April 2016

Hanban Confucius Institute Headquarters

Final grade: 240/300

## VOLUNTARY ACTIVITY

Business Communication Specialist and Copywriter

2019 present

TEDxGenova

Human Rights Activist

2014 2015

Amnesty International

Training course “*Becoming a peacekeeper*”

July Aug 2012

International Workcamp “*Antikriegshaus Sievershausen*”, Germany

## REFEREES

### Prof. Guido Ferrarini

Full Professor of Business Law

Dept. of Law, University of Genoa

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### Prof. Michele Siri

Associate Professor of Business Law

Dept. of Law, University of Genoa

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