



Abrão Kulaif is an Adjunct Assistant Professor at Nova SBE where he teaches Principles of Management, as well as Assistant for Applied Social Entrepreneurship. Abrao is an economist by training and holds a Masters of Business Administration degree from The Lisbon MBA, as well as Masters in International Management from Nova SBE. Former Commodities Sales Trader for about 10 years, worked in several locations, such as Brazil, UK, US and Portugal. He has worked for financial institutions (Standard Bank Plc and ICBC Standard Bank Plc) and big corporates (Whirlpool and Umicore). Since 2018, Abrao is an entrepreneur, having cofounded a data management startup called Shooju, with currently 28 employees from 8 different nationalities and customers from 6 different countries.

Abrão's research interests lie at the intersection of entrepreneurship, social entrepreneurship, and strategy. Notably and particularly their applied applications, through project/practical-base learning.