

**Benedita Câmara** is an Associate Professor with aggregation at the University of Madeira, Department of Management and Economics, Faculty of Social Sciences, where she teaches economic history, business history and cooperates in a course of marketing and culture.

She has a degree in History from the Faculty of Humanities of the Classic University of Lisbon, and a Master's degree in Cultural and Political History from the Faculty of Social and Human Sciences, of the New University of Lisbon with a thesis on Francisco Soares Franco, directed by Prof. José Sebastião da Silva Dias and a PhD in Contemporary History from the University of Madeira, with a thesis on the economy of Madeira 1850-1914, directed by Prof. Jaime Reis.

Following training and publication in the History of Ideas, her research has focused on the history of economic institutions with an emphasis on agricultural contracts and the evolution of global businesses in Madeira, particularly the wine, embroidery and tourism industries. She has devoted particular attention to the role of government in the regulation of these sectors. She has worked and has ongoing research on the economy of Madeira with an emphasis on the entrepreneurial and institutional dimension concerning the international wine trade between the 1770's and the 1830's.