



"My dear students,

Over several decades and having experienced some of the very different phases of our School, which is recognised with prestige both nationally and internationally, I can look back and understand the guiding hand that has steered me from my days as the Coordinator of the Erasmus Office and then as a member of the Culture and Society Commission and lately as Advisor to the Dean for Public and International Relations. I recently took over the role of Student Ombudsman, and am always available to listen to your complaints, concerns, and suggestions, whilst respecting confidentiality, impartiality, and informality as we look for solutions together. I am very happy to be able to contribute! I believe that the most important thing in life is not the point of departure, but the journey that we choose and the way that this is carried out. I believe that what we sow today will sooner or later be harvested. However, just like you, my dear students, especially those whom we welcomed at the start of this Academic Year during such difficult and uncertain times, I didn't know what the future would hold for me when I started at university, neither when I had my first job, nor when I started a family. I just simply got on with life, accepting the challenges, whilst facing the obstacles that appeared the best way I knew how to during the various stages of life, with resilience and hard work – making decisions, learning from mistakes, and successes, always with hope and faith in the future, love, generosity and humility in the heart and never forgetting the good examples of the people who made the difference in my life, my parents, my children, my friends and my teachers.

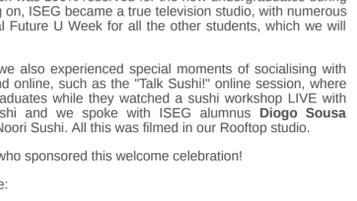
I wish you all a great Academic Year!  
At your service."

*A University which sets the trend does this by way of free, innovative, and plural thinking, from Economics through to Management, based on informed debate and a profound and genuine concern about the social contextualisation of major individual, business, and political decisions.*

*Since 1911 we have been crafting opinion leaders who influence both the country and the whole world. Here we are, again!*



Clara Raposo  
Dean of ISEG



Filomena Ferreira  
The Student Ombudsman of ISEG

## Finally the new undergraduates have arrived!



It has been a busy week for the new undergraduate students! Three days full of face-to-face events were organised at ISEG, from the 6<sup>th</sup> to the 8<sup>th</sup> of October: with the presence of the School's Dean and the Vice-Deans, the Chair of the Pedagogical Council, the Heads of the various services, the Coordinators of the Bachelors degrees and the Faculty for the first semester. All the new students had the opportunity to understand what life at university is like, had their first lectures and tutorials in the new hybrid regime, and also had contact with students from the other years.

Strict public healthcare regulations were observed, but we also had the opportunity to breathe fresh air outdoors, on a campus which was 100% reserved for the new undergraduates during all of last week. While this was going on, ISEG became a true television studio, with numerous guests participating in a very special Future U Week for all the other students, which we will mention in the next newsletter.

In addition to the start of lectures, we also experienced special moments of socialising with various Alumni, both face-to-face and online, such as the "Talk Sushi!" online session, where we served sushi to all new undergraduates while they watched a sushi workshop LIVE with Chef Nuno Simão from Noori Sushi and we spoke with ISEG alumnus Diogo Sousa Coutinho, the founder and CEO of Noori Sushi. All this was filmed in our Rooftop studio.

Many thanks are due to **Coca Cola** who sponsored this welcome celebration!

Watch a summary of these days here:



## ... and, with the return to School, Mário Centeno is the Mentor for the new students



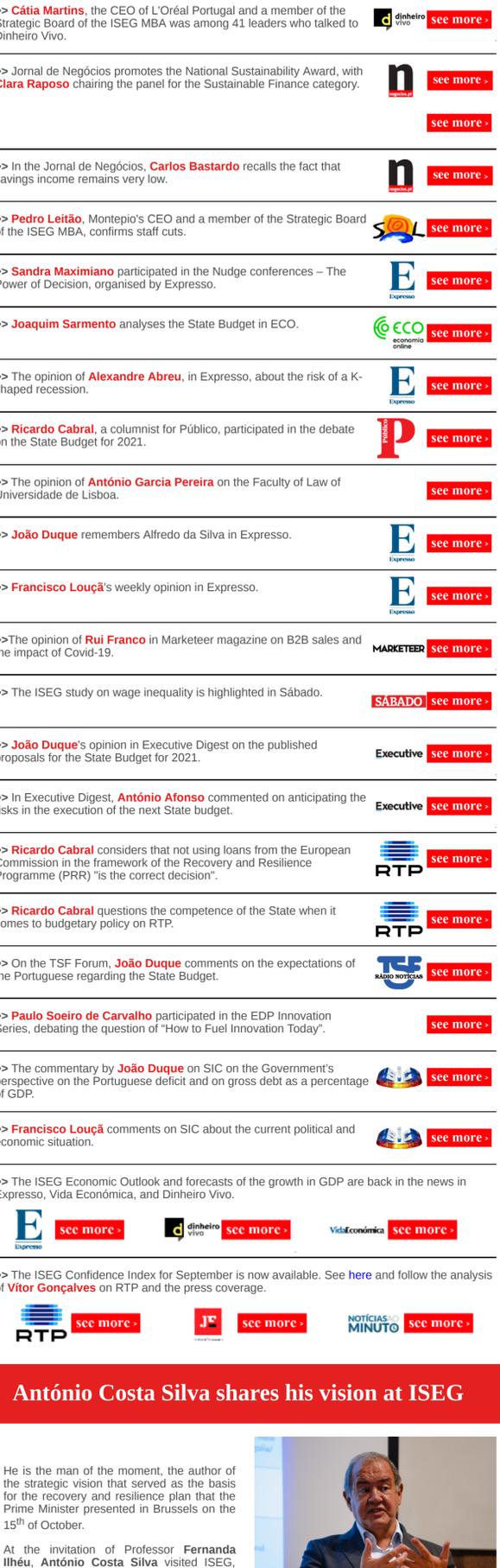
The new undergraduate students were then surprised by a visit from a very well-known alumnus – the Governor of Banco de Portugal and a professor at ISEG, Mário Centeno, who came to welcome the new university students, with whom he talked to intimately and shared his life experience.

Those students with the highest admission grades for each degree were happy to learn that they can count on Mário Centeno as their mentor in his Alma Mater.

In this edition we highlight the memorable Welcome U Week, the week when we say welcome to the new undergraduate students, with a special mention of the presence of Professor Mário Centeno.

We also note the presence of António Costa Silva at ISEG and also various items of news about our students, alumni, and the culture which pass through here, not forgetting the news about research and ISEG's media coverage.

The following are cited in this number: Alexandre Abreu, António Afonso, António Garcia Pereira, Avelino de Jesus, Carlos Bastardo, Cátia Martins, Clara Raposo, Francisco Louçã, João Duque, João Ferreira do Amaral, João Tovar Jalles, Joaquim Sarmento, José Azevedo Pereira, Maria Rosa Borges, Paulo Soeiro de Carvalho, Pedro Leitão, Ricardo Cabral, Rui Franco, Vítor Gonçalves and Sandra Maximiano.



## The State Budget: will it pass, or won't it?

- >> The opinion of **Maria Rosa Borges**, in Jornal Económico, on the State Budget for 2021. [see more >](#)
- >> **João Ferreira do Amaral** warns of the impact of the level of indebtedness in the effects of the crisis at the conference organised by the Francisco Manuel dos Santos Foundation and Expresso. [see more >](#)
- >> The intervention of **João Tovar Jalles** at the same conference on the unprecedented study of dating Portuguese economic cycles. [see more >](#)
- >> The opinion of **Francisco Louçã** in Expresso, on the preparation of the State Budget. [see more >](#)
- >> **Avelino de Jesus** presents data that reveal the collapse of the NHS in the Jornal de Negócios. [see more >](#)
- >> The opinion of **Ricardo Cabral** in Público on the external accounts of the Portuguese economy. [see more >](#)
- >> The ISEG study on the map of the Parishes is mentioned in the editorial of Público. [see more >](#)
- >> **José Azevedo Pereira** is the new executive director of EuroBic. [see more >](#)
- >> **Cátia Martins**, the CEO of L'Oréal Portugal and a member of the Strategic Board of the ISEG MBA was among 41 leaders who talked to Dinheiro Vivo. [see more >](#)
- >> Jornal de Negócios promotes the National Sustainability Award, with **Clara Raposo** was receiving by Clara the Sustainable Finance category. [see more >](#)
- >> In the Jornal de Negócios, **Carlos Bastardo** recalls the fact that savings income remains very low. [see more >](#)
- >> **Pedro Leitão**, Montepio's CEO and a member of the Strategic Board of the ISEG MBA, confirms staff cuts. [see more >](#)
- >> **Sandra Maximiano** participated in the Cúda conferences – The Power of Decision, organised by Expresso. [see more >](#)
- >> **Joaquim Sarmento** analyses the State Budget in ECO. [see more >](#)
- >> The opinion of **Alexandre Abreu**, in Expresso, about the risk of a K-shaped recession. [see more >](#)
- >> **Ricardo Cabral**, a columnist for Público, participated in the debate on the State Budget for 2021. [see more >](#)
- >> The opinion of **António Garcia Pereira** on the Faculty of Law of Universidade de Lisboa. [see more >](#)
- >> **João Duque** remembers Alfredo da Silva in Expresso. [see more >](#)
- >> **Francisco Louçã's** weekly opinion in Expresso. [see more >](#)
- >> The opinion of **Rui Franco** in Marketeer magazine on B2B sales and the impact of Covid-19. [see more >](#)
- >> The ISEG study on wage inequality is highlighted in Sábado. [see more >](#)
- >> **João Duque's** opinion in Executive Digest on the published proposals for the State Budget for 2021. [see more >](#)
- >> In Executive Digest, **António Afonso** commented on anticipating the risks in the execution of the next State budget. [see more >](#)
- >> **Ricardo Cabral** considers that not using loans from the European Commission in the framework of the Recovery and Resilience Programme (PRR) "is the correct decision". [see more >](#)
- >> **Ricardo Cabral** questions the competence of the State when it comes to budgetary policy on RTP. [see more >](#)
- >> On the TSF Forum, **João Duque** comments on the expectations of the Portuguese regarding the State Budget. [see more >](#)
- >> **Paulo Soeiro de Carvalho** participated in the EDN Innovation Series, debating the question of "How to Fuel Innovation Today". [see more >](#)
- >> The commentary by **João Duque** on SIC on the Government's perspective on the Portuguese deficit and on gross debt as a percentage of GDP. [see more >](#)
- >> **Francisco Louçã** comments on SIC about the current political and economic situation. [see more >](#)
- >> The ISEG Economic Outlook and forecasts of the growth in GDP are back in the news in Expresso, Vida Económica, and Dinheiro Vivo. [see more >](#) [see more >](#) [see more >](#)

>> The ISEG Confidence Index for September is now available. See [here](#) and follow the analysis of **Vítor Gonçalves** on RTP and the press coverage. [see more >](#) [see more >](#) [see more >](#)

## António Costa Silva shares his vision at ISEG

He is the man of the moment, the author of the strategic vision that served as the basis for the recovery and resilience plan that the Prime Minister presented in Brussels on the 15<sup>th</sup> of October.

At the invitation of Professor **Fernanda Ilheu**, **António Costa Silva** visited ISEG, where he was received by **Clara Raposo** and **António Mendonça**, to share and discuss his vision about internationalisation of the Portuguese economy and its relationship with Asia.



Ni Hao [see more >](#)



## What's Up @ ISEG?

The Nobel Prize for Economics 2020 was awarded to the Americans **Paul Milgrom** and **Robert Wilson**, for their contributions to auction theory. ISEG will be promoting an impact and debate of this award and its analysis on the economy on the 19<sup>th</sup> of October at 15.00, in Auditorium 3 on the 2<sup>nd</sup> floor of the Quelhas Building. Professor **Joana Pais**, a recognised specialist on Auctions, and professor **Vítor Santos**, the Senior, and Professor of the Department of Economics, will participate in a debate with the presence of **Dr. João Galamba**, the Secretary of State for Energy.



The **TEST** methodology presentation workshop was held on the 13<sup>th</sup> of October. TEST is based on the application of the principles of Behavioural Economics: how to make the right decisions?



This initiative was promoted by members of XLab (ISEG) and 4Change Consulting. [LEARN MORE >](#)

## Research with innovation at ISEG

**TEST - Behavioural Economics for solving problems**

TEST is an approach to solving problems which is related to decision-making by citizens, customers, and employees, based on the principles of behavioural economics.

It results from a partnership between **4CHANGE** and **XLAB Behavioural Research Lab**, the latter which is hosted at ISEG, with the objective to extend the application of the experimental method to the field.

**Joana Pais** and **Sandra Maximiano** are the members of faculty who are responsible for bringing the XLAB project to ISEG.

TEST aims to design interventions in organisations with the ultimate objective to improve decision-making decisions regarding productivity, health, and personal finance, among others.

CSG is an ISEG Research Consortium in the area of Social Sciences and Management, whose newsletter can be followed [here](#).



## ISEG alumni in the news

**Best Article Award for students of the Masters in Economics and Public Policy**

Isabel Andrade, a student of the Masters in Economics and Public Policies, saw her paper on "Renegotiations of Water Concessions: an Empirical Analysis of the Main Determinants" (see [here](#)), in co-authorship with Professor **Joaquim Sarmento** be chosen as best article in the Journal of Water Resources Planning and Management.

This is an article based on her Masters dissertation. Congratulations to the authors - and to all the faculty and coordinators of the Masters in EPPP!

Further information [here](#).



Manuel Dias, an alumnus of the Masters in Information Systems Management, is the new **National Technology Officer of Microsoft Portugal**. Congratulations!

**Filipa Xavier de Basto**, a graduate in Management from ISEG and the CEO of Your Finance, is mentioned in Executiva.



## News from Culture @ ISEG

Antena2 broadcast another concert which was recorded in the ISEG's CGD auditorium, with the performance of the Darcos Ensemble and Ana Quintans.



## In Memoriam - José António Ribeiro Santos

ISEG does not forget.

On yet another year we remember the date of the 12<sup>th</sup> of October, 1972, when the young law student and students' union member José António Ribeiro Santos was murdered by the PIDE/DGS at ISEG. Every year someone remembers to leave a flower here.

May this newsletter perpetuate the memory of an act which we cannot permit to be repeated.



[www.iseg.ulisboa.pt](http://www.iseg.ulisboa.pt)

