



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!

"It is customary to say that mathematics is a universal language which could even be taught to an extraterrestrial. In fact, the quotient between the perimeter and the diameter of a circumference is equal at any point of the universe. Certainly, any builder of UFOs would know how to integrate and derive functions, although not necessarily through the use of our definitions and notations, albeit by adopting the same ideas and concepts. Mathematics is based on rigor and logical deduction and the unquestionable demonstration of statements and facts. Basically, it represents the facet of the human spirit which isn't really all that human. Maybe this is why it is so poorly represented in the cinema, where the scripts mainly promote ambition, dishonesty, and contradictions, both for action/adventure films and romances. Nevertheless, mathematics is also fun and gives leads to a great level of intellectual pleasure. Learning mathematics is neither trivial, nor is it a divine act, it just takes effort and dedication. Time and perseverance is required, just as in many other areas of knowledge. Mathematics, however, has the advantage of communicating in a clear and concise manner, without openmindedness or second meanings. Its study implies the reading of books which have fewer pages than other subjects, which contributes to saving the forests. It requires focus and concentration, as each page takes a lot of time to read. Sometimes it takes nerves of steel, especially when it comes to exam time and you haven't read all the pages.



Clara Raposo
Dean of ISEG



João Lopes Dias
Head of the Department of Mathematics

Over the years, mathematical research has had great success in the revelation and understanding of phenomena observed in nature, in the economy, in society, and in the business world. ISEG knows this, and that's why we offer Bachelors, Masters, and PhD degrees which touch on all these areas. Students know it too, and look for us to develop their talents here and also their professional ambitions. Companies are also aware and actively recruit our graduates. Mathematics is constructed by people. The Department of Mathematics at ISEG has many of these people. However, we want to grow more, to rejuvenate ourselves, and to diversify. We are looking for faculty-researchers who enrich our team and who introduce our students to new scientific interests, working methods, international experiences, and contact networks. We want them to represent the plurality of our society in terms of cultural, gender, and nationality. For the world is a dynamic system and the University is a driving force for its evolution. We want to attract the best of each generation to inspire and guide the next. This is our challenge".

A conversation about leadership with Sandra Vera-Cruz, Country Manager of Coca-Cola

Sandra Vera-Cruz, Country Manager of Coca-Cola and an Alumna of ISEG was the third guest of the Dean of ISEG, Clara Raposo, for the RAISE THE BAR interview during Future U Week.

The topics covered in the interview included her professional career with Coca-Cola, memorable leaderships, and female empowerment, which is a cause which is supported by the company through its specific global programmes. Sandra Vera-Cruz had the opportunity to mix a cocktail during the interview with... Coca-Cola Zero! There was still time to answer questions from web viewers at the end. Learn more about Coca-Cola's famous formula and about a career which is based on a demanding and comprehensive Bachelors degree from ISEG.

Watch the video of the interview [here](#).



In this edition we highlight the interview with the CEO of Coca-Cola Portugal, Sandra Vera-Cruz, as well as the communication of the ISEG Economic Outlook for October, ISEG's integration as a member of the International Coalition for Equal Pay (EPIC), and the reinforcement of ISEG's faculty with nine Assistant Professors, not to mention the news regarding research, alumni, and the events promoted by ISEG.

The following are cited in this number: **Alexandre Abreu, António Ascensão Costa, António Garcia, Pereira, Clara Raposo, Francisco Louçã, Helena Amaral Neto, João Duque, João Peixoto, Joaquim Montezuma, Joaquim Sarmento, José Veríssimo, Luís Nazaré, Manuel Ennes Ferreira, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano, Sofia Santos and Susana Almeida Lopes.**



Is recovery in sight?

>> **Francisco Louçã** in Expresso comments on the American elections. [see more >](#)

>> **Susana Almeida Lopes** presents the conclusions of the study on luxury brands, despite the pandemic. [see more >](#)

>> **Joaquim Sarmento's** opinion about the proposed State Budget in ECO. [see more >](#)

>> The opinion of **Sofia Santos** in ECO on the potential of Biodiversity in the Green Economy in Portugal. [see more >](#)

>> The opinion of **Ricardo Cabral** in Público on the programme for stimulating the economy. [see more >](#)

>> **Paulo Trigo Pereira** presents his analysis of the situation in the health sector in the Observador. [see more >](#)

>> **Luís Nazaré** comments in his monthly column in Jornal de Negócios on the scenarios for the use of European funds. [see more >](#)

>> The opinion of **João Duque** on combating the second pandemic wave in Expresso. [see more >](#)

>> **Manuel Ennes Ferreira** comments on relations with Cameroon in Expresso. [see more >](#)

>> **Helena Amaral Neto's** opinion in Expresso regarding the growth of luxury brands, despite the pandemic. [see more >](#)

> **Francisco Louçã** comments in Expresso on the current economic situation. [see more >](#)

>> **João Peixoto** and **Paulo Trigo Pereira** participated in the panel organized by ECO to discuss the future of the current model of Social Security. [see more >](#)

>> **José Veríssimo** comments on the strategies to attract more Portuguese and international students in the Vida Económica newspaper. [see more >](#)

>> **João Duque** comments on options for economic recovery in Exame. [see more >](#)

>> **António Ascensão Costa** comments on the economic impact of the most drastic measures to stop the pandemic in ECO. [see more >](#)

>> **Alexandre Abreu** comments on the negotiations for the proposed State Budget in Expresso. [see more >](#)

>> **Joaquim Montezuma** is one of the speakers at Imocimento, the largest global event for real estate in Portugal. [see more >](#)

>> The opinion of **António Garcia Pereira** on political management in fighting the pandemic. [see more >](#)

>> The opinion of **Sofia Santos** in ECO on the emergence of voluntary carbon markets. [see more >](#)

>> **Clara Raposo** closed the conference of Human Resources Magazine. [see more >](#)

>> **Sofia Santos** participated in the Planetiers World Gathering conference 2020, speaking on Sustainable Finance. [see more >](#)

>> **Sandra Maximiano** participated in the SIC debate on the importance of the economy in the American elections. [see more >](#)

>> **Francisco Louçã** comments in SIC on the current political and economic situation. [see more >](#)

>> **Clara Raposo** comments on SIC's Brand Images Portugal about the importance of exports for a more competitive Portugal. [see more >](#)

>> The new online course on Biodiversity, Business, and Finance organised by ISEG is featured in the press. [see more >](#)

SUSTENTÁVEL [see more >](#) ambiente [see more >](#) Portugal news [see more >](#) GreenSaber [see more >](#)

The ISEG Economic Outlook for October attracts the news

The ISEG Economic Outlook for October 2020 is now available for consultation, which made news in the Portuguese press. Read [here](#).



ISEG is a member of EPIC – Equal Pay International Coalition

ISEG is officially a stakeholder entity of the International Coalition for Equality Pay (EPIC - Equal Pay International Coalition), as the representative for academia. The Coalition brings together several partner entities which are committed to reducing the gender pay gap. One of its objectives is to support Member States meet the Sustainable Development Goals (SDGs), especially SDG 8 – which calls for the application of the principle of equal pay for work of equal value, as well as SDG 5 – which aims to bring about the equality and empowerment of women.

The determination of Professor Sara Falcão Casaca was essential for the completion of this project, whose commitment ISEG recognises here.



ISEG reinforces its faculty with nine Assistant Professors

ISEG reinforced its faculty by recruiting nine Assistant Professors. The pandemic context meant that it was not possible to hold the usual public contract-signing session, and thus a live streaming session was held with the presence of Professor Clara Raposo, the Dean of ISEG. The event was thus recorded for posterity and therefore the whole ISEG community can remotely monitor the new colleagues at this important time in their lives.



What's Up @ISEG?

ISEG hosts the "Portugal-China Cross Cultural Management Conference"

On the 6th of November, the "Portugal-China Cross Cultural Management Conference" will be held at ISEG, which is co-organised by ANRS – the Association of Friends of the New Silk Route, ISEG, and CSG - Research Unit in Social Sciences and Management/ISEG, with the support of FCT – THE Science and Technology Foundation and sponsorship from the Jorge Álvares Foundation.

Further information [here](#).

The launch of Professor Ricardo Fortes de Costa's new book

"FLOW - Full Life, Outstanding Work" is the title of the most recent book written by ISEG professor, **Ricardo Fortes de Costa**. The book was launched in the CGD Auditorium, and counted on a welcome from Luís Cardoso, the Chairman of ISEG - Executive Education, and a presentation by Rui Miguel Nabeiro, CEO of Delta Cafés.

News about ISEG Research

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

ISEG alumni highlighted in the press

Bruno Fazenda, an ISEG MBA alumnus with extensive experience in the IT market has been invited to take on the role of Chief Revenue Officer of Future Compta.

Paula Fernandes, an ISEG alumna and an Associate Director at Accenture, presents Accenture Technology Vision 2020 in Jornal de Negócios.

Have you tried the Sandra Vera-Cruz Coca-Cola Mocktail@ISEG?

Have you tried the Sandra Vera-Cruz mocktail? Naturally, Coca-Cola couldn't be missing – the secret ingredient of this refreshing 0% alcohol drink. We also suggest that you try another cocktail which we prepared at RAISE THE BAR, with rum and port wine or moscatel, whose recipe is below.

Sandra Vera-Cruz Country Manager Coca-Cola Portugal

Coffee, please COCKTAIL

- RECIPE:
1. Rum (Plantation) - 40 ml
 2. Espresso coffee - 20 ml
 3. Liqueur wine (port or muscatel) - 20 ml
 4. Sugar - 10 ml

TECHNIQUE: Shaker

Sandra Vera-Cruz MOCKTAIL

- RECIPE:
1. Grapefruit juice - 30 ml
 2. Passion fruit - 1 un
 3. Fresh coriander - 2 leaves
 4. Sugar - 10 ml
 5. Top: Coca-cola zero

TECHNIQUE: Shaker

HAVE A GOOD WEEKEND!

www.iseg.ulisboa.pt

