



Change and Excellence

A University which "makes a School" does this by way of free, innovative, and plural thinking regarding 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 providing opinion leaders who influence both the country and the whole world. Here we are, again!

"In any situation in our lives the starting point is important, however the path we take and the challenges that we overcome can, and should be oriented towards something that we instinctively seek: excellence.

I have spent the last 42 years of my life at ISEG, which has a historical legacy and many individualities which are prominent in the most diverse areas and has always faced challenges during its more than a century's existence. I look back on all those with whom I have had contact... who have remained with a little bit of me and who have contributed so much to my evolution, character-building, and personal growth. I've learned from mistakes and successes, yet always with hope for the future and looking forwards.

The importance of this journey is well exemplified in the history of ISEG. Whoever observes ISEG, or, as in my case, who has lived their life there uninterruptedly since 1979, what is most striking is the flow of continual change that characterises the School. If you stop to think for a while, it's amazing to see all the changes that have occurred in all domains, be they institutional, organisational, academic, or regard the installations or the way of living ... For some the journey is difficult, whilst for others it is much easier, based on a lot of resilience and hard work, yet always in a spirit of change.... and what is so amazing is that this occurs without ISEG ever losing its essential being, neither its character.



Clara Raposo
Dean of ISEG



Lurdes Paiva
Head of the Human Resources Division

What I have witnessed is not a sudden change, nor a set of successive low key changes, but rather one continuous change. A change which is motivated by different circumstances and which is executed out by different agents, who are driven by different perceptions... but nevertheless a change that reveals a invisible guiding thread... a way that seems to have been delineated by one single motivation. Indeed, it is this precise and determined direction that guarantees that the School will continue to move forwards in pursuit of excellence, whilst maintaining its customary high standard of fulfilling its mission, resulting from a collective vision which is shared by multiple actors. This journey brings together the necessary conditions to continue to carry forward in the same direction all those who share their lives with ISEG to a greater or lesser extent. For excellence doesn't stand still, but is rather an evolving state, which is clearly willing and capable of adapting to this constant change, whilst maximising its fruition".

Open Minds. Grab the Future.

In this edition of the Newsletter we highlight ISEG's coverage in the media the National Student Day and the Open Day for ISEG's PhD programmes. We note the upcoming events and also the news of research and our alumni. We also mark the World Poetry Day, which was celebrated on the 21st of March, with two poems by Nuno de Sousa, an alumnus of the ISEG MBA.

The following are cited in this number: Alexandre Abreu, António da Ascensão Costa, António Garcia Pereira, Carlos Farinha Rodrigues, Carolina Afonso, Clara Raposo, Francisco Louçã, João Duque, João Ferreira do Amaral, Manuel Ennes Ferreira, Maria Rosa Borges, Miguel St. Aubyn, Nuno Crato, Paulo Soeiro de Carvalho, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano and Sofia Santos.



The future of economics and management is created by different talents.

>> "The widespread use of new vaccine technology, which could save lives, is being blocked by the commercial interests of pharmaceutical companies and by the hypocrisy of international institutions", laments **Francisco Louçã**, in Expresso.



[see more >](#)

>> **Paulo Trigo Pereira** raises the question in the Observer: "What if we were to work 4 days a week?"



[see more >](#)

>> In Expresso, **Francisco Louçã** says that a "basic unconditional income is not for everyone, neither does it avoid the hardships of life, nor can it be financed without cutting social support".



[see more >](#)

>> **João Duque's** opinion about the Millennials and gambling in Expresso.



[see more >](#)

>> The opinion of **Alexandre Abreu**, in Expresso, on the UEMercosul Treaty, which he considers to be "bad for the environment, and bad for development".



[see more >](#)

>> Statements by **António da Ascensão Costa** and **Miguel St. Aubyn** to Jornal de Negócios regarding the different responses to the economic crisis.



[see more >](#)

>> In an opinion column in Público, **Ricardo Cabral** assesses the Portuguese economic and budgetary budget policy as being "modest and without flair in a very difficult context, that's for sure".



[see more >](#)

>> An article in the Expresso on "Back to life: experimenting to understand better" by **Sandra Maximiano** regarding the lack of definition in the Netherlands.



[see more >](#)

>> The opinion of **Manuel Ennes Ferreira** on "Portugal, France, and 'Our Friend' China", in Expresso.



[see more >](#)

>> The contribution of the ISEG MBA to preparing leaders for the future, according to **Paulo Soeiro de Carvalho**.



[see more >](#)

>> The pandemic has led school officials to "rethink the way they organise and offer the [MBA] programme said **Paulo Soeiro de Carvalho** in Jornal de Negócios.



[see more >](#)

>> In an article published in Notícias Online, **António Garcia Pereira** recalls the legacy of the establishment of the Paris Commune 150 years ago, which constituted the first historical experience of a truly popular government.

[see more >](#)

>> A directive for the creation of a global sustainability reporting standard will be published soon. According to **Sofia Santos**, in ECO, it is expected that a dedicated committee will be appointed to this end during the next United Nations Climate Conference, which will be held in the United Kingdom.



[see more >](#)

>> In an interview with Marketeer, **Carolina Afonso** reveals that she's passionate about the School and learning.



[see more >](#)

>> **João Ferreira do Amaral** on the distribution of vaccines and the situation of Groundforce in the weekly "Perfect Storm" debate on Radio Observador.



[see more >](#)

>> The participation of **Carlos Farinha Rodrigues** in the TSF Forum regarding rising unemployment.



[see more >](#)

>> Comments by **Maria Rosa Borges** on the end of moratoriums on Antena 1.



[see more >](#)

>> **Clara Raposo** comments on "That capitalism for the 21st century", in a webinar cycle on "Conversations about Sustainability", which has been organised by BCSD Portugal.

[see more >](#)

>> **Nuno Crato** explains why it is essential that education and science are strong allies on the Nota20 podcast of Rádio Observador.



[see more >](#)

>> In an interview with Agência Lusa, **Carlos Farinha Rodrigues** warns that it is necessary to rethink and readjust Social Insertion Income within the context of a policy to combat poverty, as well as to review a major part of social protection mechanisms.



[see more >](#)

>> **Carlos Farinha Rodrigues** comments to Lusa that children should be the priority for a strategy against poverty.



[see more >](#)

>> According to **Carlos Farinha Rodrigues** in an interview with Lusa, the current covid-19 crisis has proved that there is a need for a Strong Social State, and that the worst may be yet to come.



[see more >](#)

National Student Day with a special message for our students

The 24th of March was **National Student Day** and we cannot let this day pass unperceived.

Read the special message which we dedicate to our students on ISEG's Facebook page.

[Read it here](#)



What's Up @ ISEG

Open Days for ISEG PhDs

ISEG is organising PhD Open Days on the 30th and 31st of March, to divulge our PhD programmes first hand, which will be presented by the respective coordinators. Entrance is open to the general public, subject to enrolment.

Consult the schedule of the sessions and enrol [here](#).

Application deadline: 30th of April, 2021 (starts in September, 2021).

Get to know the PhD programmes [here](#).

PhD
OPEN DAYS
30/03
17h - Development Studies
18h - Applied Mathematics for Economics and Management
19h - Economics
31/03
17h - Gestão
18h - Sociologia Económica e das Organizações
19h - História Económica e Social

Conference on "Work, this strange place"

Organised by ECO's *Pessoas* magazine, with the participation of Clara Raposo as a member of the Panel, speaking on "How to make lifelong learning constant learning?"

Follow this conference on the 30th of March, starting at 09.00, on [ECO's Facebook page](#).

More info [here](#).

webinar
Conferência: "Trabalho, esse lugar estranho"
Como tornar a aprendizagem ao longo da vida uma constante aprendizagem?
30 MARÇO, 2021 - 9H
PESSOAS
by **ECO** economia online
Clara Raposo

Webinar "Content marketing, email marketing and mobile"

The second of four seminars on Digital Marketing is to be held online on the 8th of April, from 11.00 to 13.00, which is being organised as part of ISEG's **Masters in Marketing**. The topic of "Content marketing, email marketing and mobile" will be presented by Ana Körner, a Content Marketing Specialist (Gato Preto).

[Find out more](#)

Seminários em Marketing Digital
Content Marketing, eMail Marketing e Mobile
Criadora
Ana Körner
Content Marketing Specialist,
Gato Preto
8 de abril
11h - 13h
no Teams
ISEG Lisbon School of Economics & Management

Research News at ISEG

Webinar on "What will change in European Digital Markets after DMA and DSA?"

Don't miss out on this event which is being organised by the **Institute of Public Policy (IPP)** on the 31st of March, from 10.00 to 11.30, with the participation of Pedro Siza Vieira, the Minister of the Economy and Digital Transition and Paulo Trigo Pereira, an ISEG professor and the Chair of IPP, among others.

[Find out more](#)

webinar
What will change in European Digital Markets after DMA and DSA?
31 MARÇO, 2021 - 10H às 11H30
INSTITUTE OF PUBLIC POLICY
VER AQUI
Paulo Trigo Pereira

Webinar Cycle on Development Studies

Follow the research developed in the areas studied as part of ISEG's [Masters in Development and International Cooperation](#) and the [PhD in Development Studies](#), by means of scheduled webinars with the participation of various national and international specialists in the field.

[Find out more](#)

ciclo de webinars

Estudos de Desenvolvimento Development Studies Webinars

25 MARÇO a 13 MAIO, 2021



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CESA

[VER AQUI](#)

A paper by a PhD student is published in the Portuguese Economic Journal (Springer)

A new paper in the [Portuguese Economic Journal](#), has been written by Zöe Venter, a student of ISEG's PhD in Economics. Entitled "Macprudential policy under uncertainty", this paper analyses the effectiveness of macroprudential policy for the control of credit growth, for the management of growth in GDP, and also for the stabilisation of inflation, using data analysis for the period of 2000 to 2017.

[Read here](#)

Springer

artigo

Macprudential policy under uncertainty

MARCH 17, 2021



Zöe
Venter

[VER AQUI](#)

Last Reminder:

The 14th Annual Meeting of the Portuguese Economic Journal: deadline for the submission of papers – the 31st of March. Further information [here](#).



[see more >](#)

CSG Newsletter #179

CSG is a Research Consortium in the area of Social Sciences and Management, whose news can be followed in its weekly newsletters.

See Newsletter #179 [here](#).

CSG

INVESTIGAÇÃO
EM CIÊNCIAS
SOCIAIS & GESTÃO
RESEARCH IN SOCIAL
SCIENCES & MANAGEMENT

[see more >](#)

Versatile ISEG alumni in the news

Boavida Muhambe, who has a Masters in Development and International Cooperation from ISEG, was elected Chairman of the Board of Directors of the Cahora Bassa Hydroelectric Centre, the largest dam in southern Africa and the main source of Mozambique's energy.

VISÃO

[see more >](#)



Carlos Carvalho, who holds a Bachelors degree in Management from ISEG and is the current chair of ADP France, Switzerland and Tunisia, has published a paper on market trends during the pandemic.

LINK TO LEADERS

[see more >](#)



Fábio Rodrigues, who has a Masters in Business from ISEG, has published a book entitled "Na Dúvida, Não Empreenda!" ("If in doubt, don't be an Entrepreneur!").

[see more >](#)



Poets are welcome.

To mark **World Poetry Day**, which was celebrated on the 21st of March, we share two poems, in two languages, written by the ISEG MBA alumnus, **Nuno de Sousa** – an architect, manager, and poet.

dizem escrevem com palavras

"dizem escrevem com palavras
no silêncio das nuvens
que hoje é o dia dos que escrevem
dos que esculpem a vida em métricas
sob símbolos conjugados
como que a receita da vida sob o furor
da morte

mas escrever é algo transcendental
é levar vida onde antes havia morte
morte onde antes havia vida
fazer magia como se vento
drapejando as roupas
construir catedrais demolindo templos
construir templos demolindo catedrais

porque escrever é fabricar conhecimento
é fabular a vida fazê-la entendível
é carregar mentes colinas acima
para depois nos crucificarem ao altar
da ignorância
é deixar um rasto de migalhas
que pisam e repisam
maldizendo quem as deixou
para através de rios e florestas
chegar tardiamente onde deviam

escrever é sofrer
não poder nunca dizer tudo
o que avassala a mente
ondas após ondas após ondas de tudo
e ninguém entender

dizem que hoje é o dia dos que escrevem
hoje então não é o meu dia
pois sou dos que vivem
dos que constroem as palavras
sou pele-em-palavra
sou a dor de não poder dizer o que sinto
do desprezo das palavras
por nada que não são nada

hoje não é o meu dia
pois não sou dos que escrevem
eu construo vida
hoje não é o meu dia
pois estou ocupado a vivê-lo".



as light begins to change

"as light begins to change
and the sun bursts its way
through the clouds

you could think of some metaphysical
selection of truth or righteousness

but light is the power of time
in a close bind with space
thrust into your eyes
as if a path that you may choose
into your own universe

so
as you turn your back into myth
the shallowness of everything is immense
in face of the immenseness of the universe
gripping you away
from unreasonableness

come my friend
let me take you by the hand
into the unknown
where everything is a discovery
for your marvel and wonder
and the universe a secret
to be unraveled".

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Lisbon School
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Open Minds.
Grab the Future.



Poets are welcome.

O futuro da economia e da gestão faz-se de diferentes talentos. Vem partilhar os teus.

HAVE A GOOD WEEKEND!

www.iseg.ulisboa.pt



RANKINGS:



MEMBER:



EFMD

PRME

Principles for Responsible Management Education
a standard



ASSOCIATION
OF AMBAs



GRI

Global Reporting Initiative

ACCREDITATIONS AND PARTNERSHIPS:



AZES

Associação de
Zonas Económicas
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