



TIME

"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 1917 we have been providing our leaders who influence both the country and the whole world. Here we are, again!

"TIME"

Suddenly, the world has been invaded by this terrible pandemic, whose end is impossible to predict. Much has been said, written, discussed, studied, suggested, and researched about it. It has led to the need to suddenly improvise our "modus operandi/vivendi".

The human being's ability to adapt to setbacks has also been impressive and excellent. Everything changed in a flash and we became used to the events and adjusted to them, and have now become accustomed to living in a new model that was hurriedly invented, albeit with consistency and being constantly subject to renovation – "first it gets strange, then it becomes ingrained".

Who hasn't said that one day they would like to do this, or that (reading long-forgotten books, studying for a course, new hobbies, masterclasses, workshops, writing, photography, art, and even yoga...), and yet unfortunately they just haven't had the time?

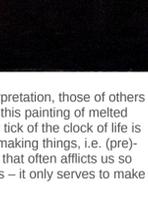
These different times brought about by the pandemic have now given me the opportunity – such times!

I decided that the portion of my time that was not wasted anymore, for example, in traffic queues, would now be used for those things that I had always left behind. I started by reading articles and attending masterclasses (David Gelles, Robin Sharma, Vishen Lakhiani, Deepak Chopra, Katy Milkman, Mark Williams...) on certain topics that interest me, such as: time management, motivation and personal development, emotional intelligence, communication, mindfulness – body/mind and also painting.

That's how I embarked on this very varied learning process during these hectic times – I consciously savoured each moment of this teaching, enjoying the feeling of being alive



Clara Raposo
Dean of ISEG



Margarida Adão
Head of the Secretariat of the Dean's Office of ISEG

There is a need to reflect upon the considerable impact and influence that emotions have on the physical body – this body that we are used to having without ever taking much time to think about its sophisticated and perfect internal engineering.

We also need to pay attention to the mind – a difficult task! The discernment and clairvoyance of our thoughts is often of a dubious nature. The mind – this incorrigible blabbermouth that never stops!

Giving it instructions doesn't always work. Try doing so yourself during a sleepless night in an attempt to "tell" the mind that it has to calm down to go back to sleep. Obedience is not one of its characteristics. As the writer Carlos de Oliveira said "There is no axe that cuts the roots of thought".

For better, or for worse, we are stuck in our thoughts; for it is they that set us free and/or imprison us. We need to embark on the practice of meditation to soothe both the mind and the body – to become aware of our breathing; stop; remain silent!

As part of the virtual journey that I have made via YouTube, which essentially visited those topics that I really like, one of the destinations where I ended up was painting – an activity that I also like.

During these wanderings, and as "time" is the guiding thread of this column, this painting by Salvador Dali came to my mind:



Regardless of the artist's own interpretation, those of others may well differ. My own reading of this painting of melted clocks leads me to think that every tick of the clock of life is often wasted on trifling and worry-making things, i.e. (pre-)occupations. In the end, this worry that often afflicts us so much never actually comes to pass – it only serves to make us suffer in anticipation.

It is at this current time, even though I'm still a beginner finding my way, I can say that this exercise brings about a calm through the invention of images, be they random or real, which combine colours, hues, and textures.

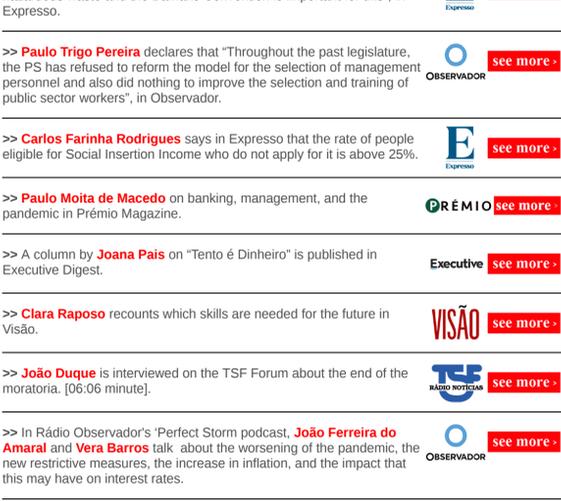
The challenge is to try to use the TIME that I have mentioned above to actually carry out what is on your list of "things to do" (read, mind), rather than keep saying "one day", and feed yourself "NOW!"

ISEG in Imagens de Marca, on SIC Notícias

This weekend, ISEG will be the main topic of the Imagens de Marca programme, on SIC Notícias. Don't miss it.

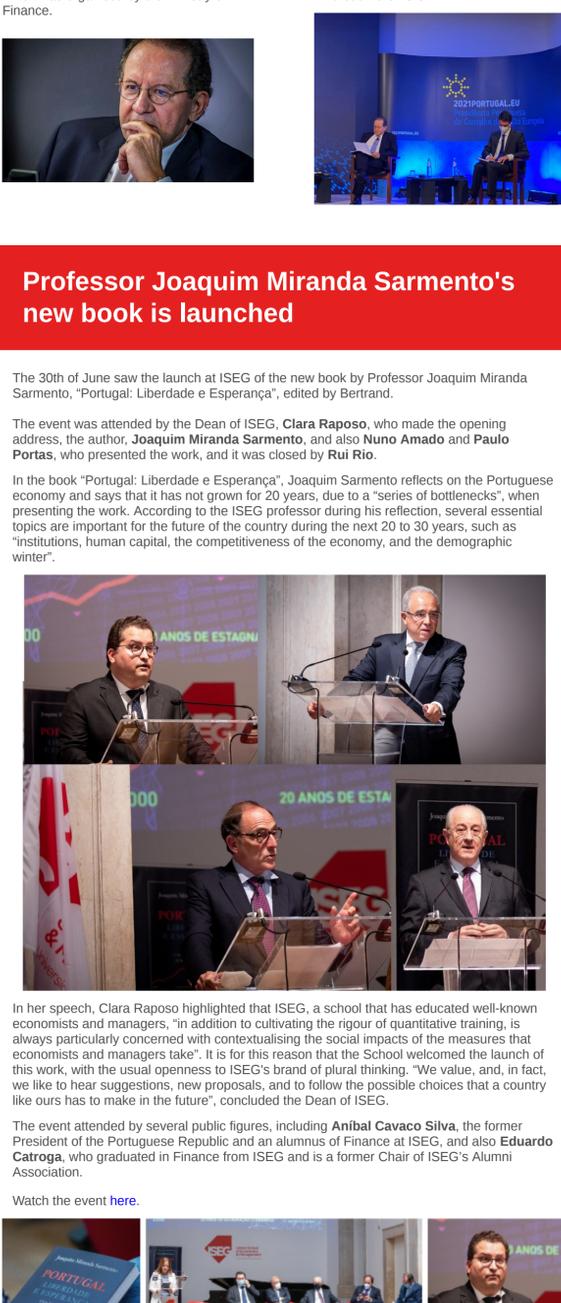
Saturday at 17.40
Repeated on Sunday at 10.40

See [here](#) the news on the website of Imagem de Marca and the appetizer we leave for you:



In this edition of the Newsletter we highlight the participation of the Chair of ISEG's School Board, **Vitor Constâncio**, at the Recovery Summit that marked the end of the Portuguese presidency of the Council of the European Commission. We also highlight the event to launch Professor **Joaquim Miranda Sarmiento's** new book "Portugal: Liberdade e Esperança". We divulge the launch of the new executive programme on Transforming Customer Experience, and also the research news of our students and alumni. Finally, we suggest that you watch the next Imagem de Marca programme on SIC Notícias, which will make reference to ISEG.

The following are cited in this number: **Carlos Farinha Rodrigues**, **Clara Raposo**, **Francisco Louça**, **Joana Pais**, **João Duque**, **João Ferreira do Amaral**, **Joaquim Miranda Sarmiento**, **Manuel Ennes Ferreira**, **Maria Isabel Mendes**, **Paulo Moita de Macedo**, **Paulo Trigo Pereira**, **Ricardo Cabral**, **Rui Santos**, **Vera Barros** and **Vitor Constâncio**.



Can the country support more COVID crisis?

>> An article by **Maria Isabel Mendes** on "Natural Capital, Ecosystems and Value", in Público. [see more >](#)

>> **Joaquim Miranda Sarmiento's** opinion on what brought us 18 years of PS governance over the last 25 years, in ECO. [see more >](#)

>> **Ricardo Cabral** believes that the "[economic] recovery in the rest of the world makes it possible to predict a better evolution of the public accounts in 2021 than that predicted by the Government", in Público. [see more >](#)

>> In Expresso, **Francisco Louça** asks the question: "Isn't this nonsense about «we even defeated them all at the World Cup»?" [see more >](#)

>> An article on "The Treasure", by **João Duque**, is published in Expresso. [see more >](#)

>> **Francisco Louça** expresses regret about the treatment of Portugal by its European partners in Expresso. [see more >](#)

>> **Manuel Ennes Ferreira** warns that "Africa cannot be the dump of hazardous waste and the Bamako Convention is important for this", in Expresso. [see more >](#)

>> **Paulo Trigo Pereira** declares that "Throughout the legislature, the PS has refused to reform the model for the selection of management personnel and also did nothing to improve the selection and training of public sector workers", in Observador. [see more >](#)

>> **Carlos Farinha Rodrigues** says in Expresso that the rate of people eligible for Social Insertion Income who do not apply for it is above 25%. [see more >](#)

>> **Paulo Moita de Macedo** on banking, management, and the pandemic in Prémio Magazine. [see more >](#)

>> A column by **Joana Pais** on "Tento é Dinheiro" is published in Executive Digest. [see more >](#)

>> **Clara Raposo** recounts which skills are needed for the future in Visão. [see more >](#)

>> **João Duque** is interviewed on the TSF Forum about the end of the month. [06:06 minute]. [see more >](#)

>> In Rádio Observador's "Perfect Storm" podcast, **João Ferreira do Amaral** and **Vera Barros** talk about the worsening of the pandemic, the new restrictive measures, the increase in inflation, and the impact that this may have on interest rates. [see more >](#)

>> **Francisco Louça's** analysis on SIC Notícias about putting the brakes on the easing of the lockdown in Portugal, the measures approved by the Council of Ministers, the sharing of personal data with Google, the redundancies imposed at Altice, Santander, BCP, and TAP, the debate on the reform of the labour laws, and the pardons for the Catalan independence leaders. [see more >](#)

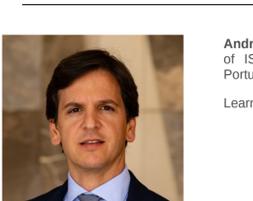
Vitor Constâncio, the Chair of ISEG's School Board, at the Recovery Summit

The Recovery Summit that closed Portugal's presidency of the Council of the European Commission

The Chair of ISEG's School Board, **Vitor Constâncio**, was the only Portuguese economist to speak at the summit to close Portugal's presidency of the Council of the European Union, which took place this Wednesday, the 30th of June, in Lisbon, which was organised by the Ministry of Finance.

In his speech, **Vitor Constâncio** said that more stimuli to support the economy are needed in order to avoid a return to unemployment and insolvencies if we want to attain "pre-pandemic growth levels". The event was closed by the Secretary of State for Finance, **João Nuno Mendes**, who is also an alumnus of the Bachelors in Management (pictured).

Find out more [here](#).



Professor Joaquim Miranda Sarmiento's new book is launched

The 30th of June saw the launch of the new book by Professor Joaquim Miranda Sarmiento, "Portugal: Liberdade e Esperança", edited by Bertrand.

The event was attended by the Dean of ISEG, **Clara Raposo**, who made the opening address, the author, **Joaquim Miranda Sarmiento**, and also **Nuno Amado** and **Paulo Portas**, who presented the work, and it was closed by **Rui Rio**.

In the book "Portugal: Liberdade e Esperança", Joaquim Sarmiento reflects on the Portuguese economy and says that it has not grown for 20 years, due to a "series of bottlenecks", when presenting the work. According to the ISEG professor during his reflection, several essential topics are important for the future of the country during the next 20 to 30 years, such as "institutions, human capital, the competitiveness of the economy, and the demographic winter".

In her speech, Clara Raposo highlighted that ISEG, a school that has educated well-known economists and managers, "in addition to cultivating the rigour of quantitative training, is always particularly concerned with contextualising the social impacts of the measures that economists and managers take". It is for this reason that the School welcomed the launch of this work, with the usual openness to ISEG's brand of plural thinking. "We value, and, in fact, we like to hear suggestions, new proposals, and to follow the possible choices that a country like ours has to make in the future", concluded the Dean of ISEG.

The event attended by several public figures, including **Anibal Cavaco Silva**, the former President of the Portuguese Republic and an alumnus of Finance at ISEG, and also **Eduardo Catroga**, who graduated in Finance from ISEG and is a former Chair of ISEG's Alumni Association.

Watch the event [here](#).

! NEW! Executive Programme: Transforming Customer Experience

This brand new programme aims to equip participants with the vision and tools necessary to create a customer experience that is so powerful that customers fall in love with our value proposition. Through this programme, participants will be prepared to implement a successful customer experience in their organisation.

The programme, which is already [news in the media](#), takes place in a blended learning format and starts on the 7th of October.

Further information and enrolment [here](#).

Learn more about this topic by also reading the article "Customer Experience" in contexts of high uncertainty", written by Rui Santos, the Coordinator of the Transforming Customer Experience programme, in [Jornal Económico](#).

Keep up-to-date with Research news

Portuguese Economic Journal

For the fifth consecutive year, the impact factor (JIF) of the Portuguese Economic Journal has increased, according to the 2020 [Journal Citation Reports](#) published by Clarivate. The journal, which is owned by ISEG and edited by the Springer Nature group, has a JIF of 0.722, and is represented in the area of Economics on the [Web of Science](#), which is the most important bibliographic database worldwide. Congratulations to the editorial team, headed by Professor **Luis F. Costa**.

[see more >](#)

The impact of the pandemic on students' lives

Francisco Pereira, a student of the degree in Economics at ISEG and president of FAL – the Academic Federation of Lisbon, is interviewed about the economic difficulties facing university students.

Learn more [aqui](#).

Alumni in the news

João Nuno Mendes, a graduate in Management from ISEG, and Secretary of State for Finance, was interviewed by Negócios on the proposal to amend the Securities Code (CVM), which will be discussed in the Assembly of the Republic on the 7th of July.

Learn more [here](#).

Sara Rodrigues, a graduate in Economics from ISEG, who is currently the People Associate Director of Deloitte Portugal, features in the Top 3 of the Portuguese Women in Tech Awards 2021, in the category of "HR & Talent Acquisition Pro". The winners of all categories of this award will be revealed on the 15th of July, in an online ceremony.

Learn more [here](#).

Tiago Carneiro, who has a Masters in Business from ISEG, is the new golf director at the Dolce by Wyndham CampoReal Lisboa resort.

Learn more [here](#).

André Cabral, a graduate of the Masters in Marketing of ISEG, is the new Country Manager at Philips Portuguesa S.A..

Learn more [here](#).

OPEN MINDS. GRAB THE FUTURE!

www.iseg.ulisboa.pt

