

A University which

sets the trend does

this by way of free,



## In 2018 we celebrated the centenary of the pandemic which appeared at the end of World War I – the pneumonic flu - commonly known in Portugal as the Spanish Flu. In

"OVERCOMING ADVERSITY

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!

questions placed by web-viewers!

Watch the video of the interview here.

terms of mortality, this was the biggest tragedy of the century, and, according to some, the most important

tragedy of Portuguese history (as more than 2% of the Portuguese population died). At that time, the classic and very longstanding technique for dealing with infectious diseases and pandemics was applied, namely social or physical isolation. The flu led to the closure of schools and generally caused formal education to come to a standstill. Foer sure, ISEG - then called ISCEF - would have also closed. Indeed, this wasn't the last time that such a closure came to pass in the School's history, for during the 21st century, for different reasons, the political power of the time closed our School. The last time was in 1973. The big difference between today and those times was that there was no possibility back then to use online teaching or blended-learning. We managed to overcome adversity. As mentioned in a recent European Union Commission document on the sustainability and resilience of universities ... "the university model is often presented as something which is static, adverse to change, and difficult to govern owing to its collegial model, however it has

proved to be quite proficient and has demonstrated resilience and adaptability".

Vítor Gonçalves Decano of the Departament of Management At ISEG, although we currently have fewer students on campus, we have measures in place which enable us to continue to fulfil our role as a university of excellence. Just as we have done so throughout our history, we will continue to prepare our students for sustainable

employment and active citizenship and will continue to stimulate research and innovation".

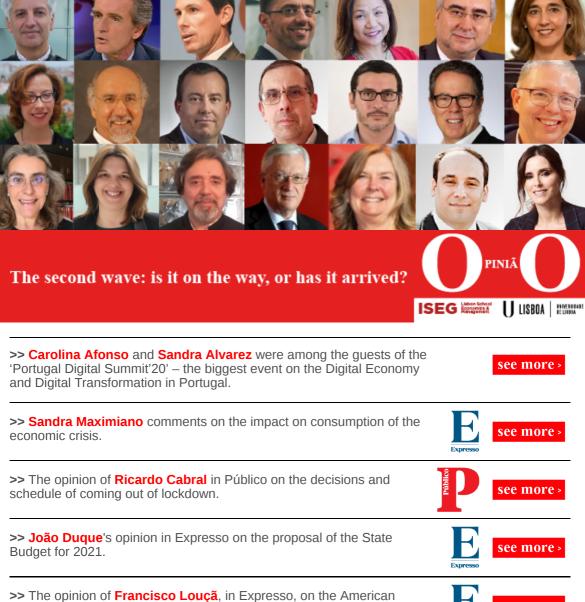
The Future, according to Cátia Martins, CEO of L'Oréal Portugal Cátia Martins, CEO of L'Oréal Portugal and member of the Strategic Board of ISEG's MBA, was the second guest of the Dean of ISEG, Clara Raposo, for the RAISE THE BAR interview during Future U Week. Apart from describing her international career at L'Oréal, which is considered one of the best employers in the world, Cátia Martins talked about the

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current situation and how L'Oréal has adapted to the pandemic in different parts of the world. During the middle of conversation, she also prepared her own cocktail and answered

In this edition we highlight the interview with the CEO of L'Oréal, Cátia Martins, we mention the swearing-in of the new Vice-Dean of ISEG, Professor João Peixoto, and we highlight the research and alumni news, as well as the events promoted by ISEG and ISEG's coverage in the





>> Francisco Louçã's opinion in Expresso regarding the negotiations for the State Budget.

>> The opinion of António Garcia Pereira on the StayAway Covid

>> João Duque comments in Jornal Económico, on the importance of

>> An opinion article by **Avelino Jesus** is mentioned in the editorial of

>> Clara Raposo's opinion in Human Resources Magazine, about the

>> José Veríssimo participated in a debate organised by the Marketeer

>> In an interview with Quality and Innovation, Luís Cardoso describes the impact and importance of the ISEG Executive Education programme

>> João Duque talks about his and ISEG's experience in adapting to the LIDER

residential property renting for the recovery of the real estate sector.

resident see more > see more > see more >

see more >

see more >

ver mais >

see more >

see more

see more >

see more >

see more >

MARKETEER see more >

A PÁTRIA see more >

ISEG has a new Vice-Dean

term as Head of the Department of Social Sciences at ISEG.

**FFMS Crisis Dating project** 

Nuno Valério, a Full Professor and the Chair of the Scientific Board of ISEG, becomes a member of the committee of economists

which is responsible for the Economic

Cycles Dating project, which is sponsored by

This project aims to define with precision the recessions of the Portuguese economy, and to create a reference chronology of crises. The results of this analysis were presented

What's Up @ISEG?

Watch a short video here about this course.

publicly and are available here.

Manuel dos

the Francisco

and Finance

Economics and Management.

**ECONOMIC** MANAGEMEN UNIVERSIDADE DE LIS

Nuno Valério among the specialists of the

Santos

ISEG launches a free online course on Biodiversity, Economics,

Determined to place the Environment at the centre of Economic and Business Analysis in an informed manner, ISEG won a call from the Environmental Fund and has prepared an online course on these topics for its entire community. ISEG has also made this course available to the public as part of its social responsibility commitment as a leading Public University of

SERVIÇOS DOS ECOSSISTEMAS, EMPRESAS E FINANÇAS-2020

How can we reverse the loss of biodiversity which was so ably described in Sir David

With best wishes in the leadership of ISEG.

>> Francisco Louçã comments on SIC on the current political and

Attenborough's series on "Our Planet"? It is in this context that the "Ecosystem Services, Business, and Finance" course was designed by ISEG, with the support of the Environmental Fund of the Ministry of the Environment and Climate Action. This is a free, online course, with pre-recorded lectures and discussion sessions, with the participation of members of faculty from different areas who share not only their concerns, but also new approaches and new solutions.

launch of Professor

Find out further information and enrol here.

Paulo Trigo Pereira's book

On the 20th of October, ISEG hosted the launch of the book entitled "Democracy in Portugal: How to avoid its decline?", written by Paulo Trigo Pereira, an ISEG full professor and chair of IPP - The Institute of

The event was attended by Professor Alexandre Quintanilha and Professor Vital Moreira, and was moderated by Maria Lopes

The

Public Policy.

CURSO ISEG ONLINE

A theatre piece recorded at ISEG is to be broadcast by Antena 2 On the 3<sup>rd</sup> of November, Antena2 will broadcast the play entitled "Writing | Speaking" by Jacinto Lucas Pires, which was recorded in Auditorium 2 of ISEG.

publisher ISEG's "European Journal of Management Studies" (EJMS) is a journal which publishes papers in the field of Management. CSG is an ISEG Research Consortium in the area of Social Sciences and Management, CSG whose newsletter can be followed here.

ISEG, and the Chair of SIBS and a member of the School Board of ISEG is highlighted in Executiva Monday Boost. see more >

MOCKTAIL

3. Lemon juice - 20 ml 3. Honey - 15 ml 4. Sugar - 25 ml 5. Blackberries or raspberries - 5 un. TECHNIQUE: Shaker TECHNIQUE: Shaker

(Público), after a welcome proffered by the Dean of ISEG. According to the author, this book essentially describes how to improve the performance of Portuguese democracy in the face of the immediate, more visible, and long-term challenges, taking into account the regime changes which have occurred in recent decades. see more > **News about ISEG Research EJMS** with international **publisher: Emerald Publishing European Journal of** Management Studies Good news! Very soon, the EJMS is now to see more > be published by Emerald Publishing, an internationally-renowned academic journals and books. emerald PUBLISHING

## Alumnus of ISEG' Masters wins **Euromoney 2020 Real Estate** ISEG congratulates Ricardo Jorge Antunes Reis, who holds a Masters from ISEG in Real Estate Management and Valuation, the winner of the Euromoney 2020 Real Estate, on the topic of "The Valuation of Residential Real Estate Developments in Lisbon – the Estimated Value of a New Apartment".

Cocktail@ISEG? alternative - the Sweet Pepper mocktail. Cátia Martins CEO L'Oréal Portugal

Cátia Martins

1. Gin (Citadelle) - 30 ml

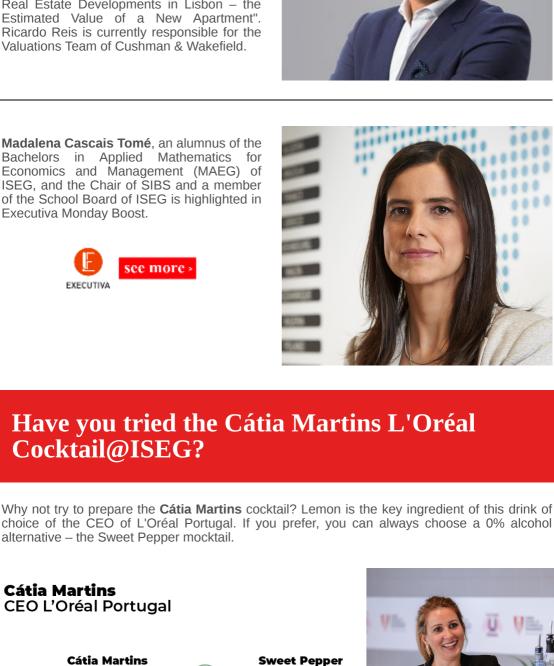
2. White wine - 20 ml

COCKTAIL

RECIPE:

RANKINGS:

ACCREDITATIONS AND PARTNERSHIPS







>> Tiago Cardão-Pito comments on the impact of moratoriums.

>> The opinion of **Jorge Gomes** regarding the dirty war being waged

>> Carlos Farinha Rodrigues is mentioned in an opinion article in

>> Miguel St. Aubyn mentioned in an opinion article in Expresso.

> Sandra Maximiano's opinion on the situation of health professionals

>> In Expresso, Sandra Maximiano comments on the measures to

>> The opinion of **Alexandre Abreu** in Expresso on the importance of

>> Ricardo Fortes da Costa, a professor at ISEG, presents the new

>> Carlos Manuel Oliveira, a professor at ISEG Executive Education, launches a new book entitled "Post-Digital Marketing - Marketing made

during the months before the American elections.

in the fight against Covid-19 in Expresso.

incentivise consumption, such as IVAucher.

book entitled "FLOW - Full Life, Outstanding Work".

the contributions by Thomas Piketty.

for Human Beings".

application.

Jornal de Negócios.

economic topics.

pandemic in an interview.

new norm which is shaping the future of HR.

magazine on fake news and misinformation.

about offer in the health sector in Portugal.

presidential elections.

Expresso.

João Peixoto, a Full Professor at ISEG, joins the School's governance team. He was sworn in as a Vice-Dean of ISEG on the 22<sup>nd</sup> of October, in a ceremony which was streamed live. Professor João Peixoto assumes his new duties after completing his second

> FUNDAÇÃO
> FRANCISCO MANUEL DOS SANTOS Crises na economia portuguesa A economia é feita de altos e baixos. Para a conhecermos melhor, é importante saber com rigor quando começam e chegam ao fim os períodos de cinto apertado. Este trabalho inédito mostra-lhe as recessões que ocorreram em Portugal desde 1980.

> > Nuno Valério

PORTUGUESA FUNDO-MBIENTAL SCHOOL OF ECONOMICS & MANAGEMENT

see more > ISEG Alumni highlighted in the press Ricardo Reis is currently responsible for the Valuations Team of Cushman & Wakefield. Madalena Cascais Tomé, an alumnus of the Bachelors in Applied Mathematics for Economics and Management (MAEG) of

HAVE A GOOD WEEKEND!

RICS Project
Manager
Institute

MEMBER:

CFA Institute

INVESTIGAÇÃO

EM CIÊNCIAS SOCIAIS & GESTÃO RESEARCH IN SOCIAL SCIENCES & MANAGEMENT

RECIPE: 1. Passion fruit - 1 un 2. Black pepper 4. Apple cider vinegar drops 5. Top: Fever Tree Ginger Ale