

Newsletter  
#9  
12<sup>th</sup> of JUNE 2020



ISEG LISBON SCHOOL OF ECONOMICS & MANAGEMENT

LISBOA UNIVERSIDADE DE LISBOA

*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!*

How much is this ISEG OPINION worth? A lot, a little, nothing?  
If we follow the "price" criterion, then its value is zero. However, as we are at a School of Economics and Management, we know that price is not always the best standard to measure the economic value of a good, and even less so its value social or human.  
Another criterion for measuring the value of this newsletter is the number of readers or downloads made. However, such as with accounting, when you are in the 9<sup>th</sup> week of life, this is still at a reduced level. Maybe that isn't even the most relevant criterion, for there are journals and magazines with huge print runs which we simply never hear about. For instance, Yomiuri Shimbun is published in Japan, Cankao Xiaoxi in China, and Dainik Jagran in India, the former with a daily run of over 9 million and the other two with a circulation of more than 3 million. In Germany the most widely circulated press medium is the magazine ADAC Motorwelt, which is the equivalent of our ACP Magazine, with a circulation of almost 14 million and in the UK, both Asda Magazine and Tesco Magazine, which are published by supermarket chains, have print runs of around 2 million.



Clara Raposo  
Dean of ISEG

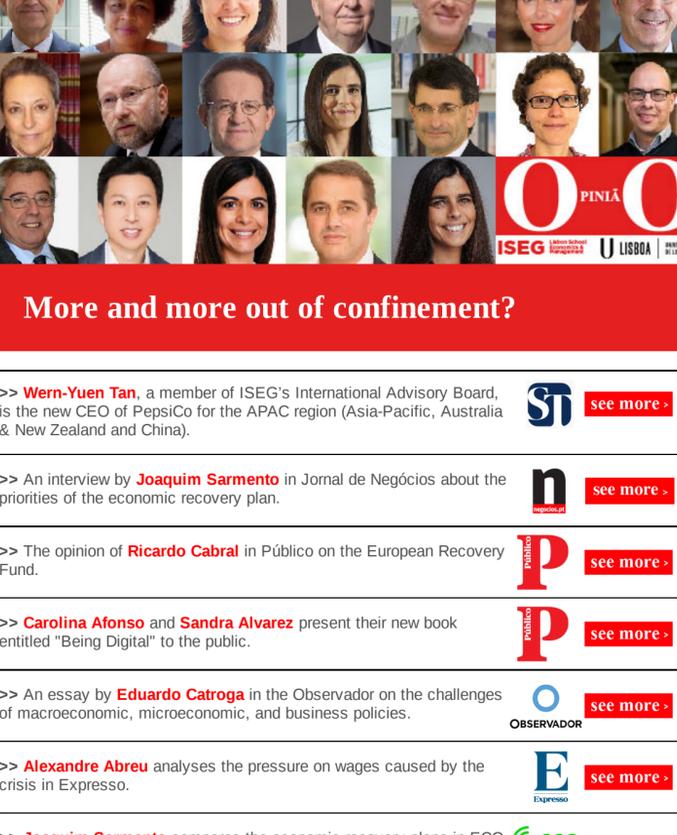


Manuel Mira Godinho  
Vice-Dean of ISEG

An alternative criterion for measuring the value of "ISEG OPINION" would be to measure its influence. However, it is difficult to measure the influence of a particular medium. We know that the Financial Times, the Guardian, El País, The Economist, or Al Jazeera all have a significant influence and that, generally, this influence is gained by the recognition of the objectivity and quality of analysis. However, media exist which have become influential by following a different strategy – by making up what the target audience wants to hear.  
It is clear that this is not our way of working. We reject the relativity of knowledge, and even more so the cultures of denial and "fake news". The value of our "ISEG OPINION" will be ever increasing, as it is anchored on higher values, namely: rigour, the truth, and respect for scientific ethics.

This newsletter covers our presence in the media, webinars which were virtually at ISEG and the return of Antena 2 concerts to ISEG, notes research news and also invites you to visit the brand new ISEG website Executive Education, among other news this week.

The following are cited in this number: **Alexandre Abreu, António Garcia Pereira, Avelino de Jesus, Carlos Farinha Rodrigues, Carolina Afonso, Clara Raposo, Eduardo Catroga, Francisco Louçã, Helena Amaral Neto, João Duque, João Ferreira do Amaral, Joaquim Sarmiento, José Veríssimo, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Sandra Alvarez and Wern-YuenTan.**



## More and more out of confinement?

>> **Wern-Yuen Tan**, a member of ISEG's International Advisory Board, is the new CEO of PepsiCo for the APAC region (Asia-Pacific, Australia & New Zealand and China).  [see more >](#)

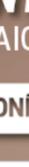
>> An interview by **Joaquim Sarmiento** in Jornal de Negócios about the priorities of the economic recovery plan.  [see more >](#)

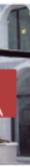
>> The opinion of **Ricardo Cabral** in Público on the European Recovery Fund.  [see more >](#)

>> **Carolina Afonso** and **Sandra Alvarez** present their new book entitled "Being Digital" to the public.  [see more >](#)

>> An essay by **Eduardo Catroga** in the Observador on the challenges of macroeconomic, microeconomic, and business policies.  [see more >](#)

>> **Alexandre Abreu** analyses the pressure on wages caused by the crisis in Expresso.  [see more >](#)

>> **Joaquim Sarmiento** compares the economic recovery plans in ECO.  [see more >](#)

>> **Francisco Louçã's** opinion in Expresso on inequalities and racism.  [see more >](#)

>> **Avelino de Jesus** analyses the effects of the pandemic in Jornal de Negócios.  [see more >](#)

>> **João Duque's** opinion in Expresso on support for artists.  [see more >](#)

>> **Francisco Louçã** questions mobile applications to control Covid-19 infections in Expresso.  [see more >](#)

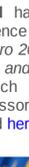
>> **Paulo Trigo Pereira** on the challenge of the State Budget for 2021 in Visão.  [see more >](#)

>> **Nuno Crato** participated in the debate on the future of education which was organised by Expresso, where he argued that classroom teaching is irreplaceable.  [see more >](#)

>> The opinion of **António Garcia Pereira** in Notícias Online regarding the situation of the Justice system.  [see more >](#)

>> In Expresso, **Helena Amaral Neto** comments on the return to consumption in major brand stores.  [see more >](#)

>> **José Veríssimo** participates in the Jornal Económico 'Talk' about professional options.  [see more >](#)

>> **João Ferreira do Amaral** talks about the country's economic situation in an interview with Sol.  [see more >](#)

>> **Eduardo Catroga** was on the Big Interview of RTP.  [see more >](#)

>> **Clara Raposo** was invited to participate in the debate on "Stabilise Portugal" of the Pros and Contras programme on RTP.  [see more >](#)

>> On Antena1, **Nuno Crato** explains the beauty of mathematics and provides ideas for high school students on how to prepare for exams.  [see more >](#)

>> **João Duque** comments on the Stabilisation Programme on TSF Economic and Social.  [see more >](#)

>> An interview with **Ricardo Cabral** on SIC about emergency support for TAP.  [see more >](#)

>> **Francisco Louçã** comments on the economic plan presented the government on SIC.  [see more >](#)

>> **Carlos Farinha Rodrigues** and **Joaquim Sarmiento** on Midnight Expresso, SIC, to debate the economic recovery and the social crisis.  [see more >](#)

>> The Economic Outlook for May 2020 was cited in the following Portuguese media:

 [see more >](#)

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**SÍNTESE DE CONJUNTURA**  
MAIO 2020  
JÁ DISPONÍVEL!

## What's Up @ ISEG?

### ISEG Executive Education Beyond the Present Webinar Series

Understand how resilience is important in leadership and is an especially useful quality when we are in a position where we are seen as a reference.

Watch the webinar with **Ricardo Costa**, Director of RH Magazine, on the 17<sup>th</sup> of June, at 18.15. Further information [here](#).



Upcoming webinar dates  
SAVE THE DATE!

>> 29<sup>th</sup> of June  
Effective Change Management in Uncertain Times, with **Nuno Pena**

>> 9<sup>th</sup> of July  
Luxury Beyond the Crisis, with **Helena Amaral Neto**

>> 16<sup>th</sup> of July  
How to Use Mindfulness for Business, with **João Carvalho das Neves**.

[SEE MORE](#)

### Antena 2 Concerts return to ISEG

The Caixa Geral de Depósitos auditorium (CGD) of ISEG will once again host Antena 2 concerts.

The prestigious Gypsy Jazz band, **Manouchka** – the only internationally-recognised band to play **Django Reinhardt's** music – will be on stage on the 19<sup>th</sup> of June, at 19.00.



 [see more >](#)

## Keep up-to-date with Research news

### ISEG participates in the European eGroundwater research project

The Portuguese team is from ISEG and it is responsible for evaluating the institutional transformations required to change sustainable management practices and to lead the development of a course which will enable sustainable groundwater management strategies at country level, which are tested with case studies.

The project is led by Professor **Marta Veranda**, who forms a team together with Professor **Sofia Bento**, both of whom lecture at ISEG and rare researchers from the CSG consortium.



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



[see more >](#)

### Bank of Portugal Conference – "The Euro 20 years on"

Banco de Portugal has published its report on the conference on the 20 years of the Euro: "The Euro 20 years on – the debut, the present, and aspirations for the future", which includes an intervention by Professor **Clara Raposo**. It can be downloaded [here](#).



 [see more >](#)

## ISEG Executive Education launches a new website - worth seeing!

ISEG Executive Education has just launched the new executive education website, which is aimed for business leaders and managers and other organisations which require career-long learning.

You can find information here about the **ISEG MBA, Postgraduation Programmes, Short Duration Executive Programmes**, and also **customised solutions**, which are designed according to your organisation's needs.



"Tradition with innovation and capacity to reinvent teaching are part of history of ISEG".

Don't miss the very detailed report which has been prepared by the Observer Lab:



## ISEG Junior Business Consulting launches Junior Company status

ISEG Junior Business Consulting (JBC) is a Junior Consultancy which is run by ISEG students. JBC has now officially joined the Portuguese Junior Movement, as a **Junior Company**.

This is a milestone which so many Junior Initiatives have been waiting for and is the culmination of countless hours of the work, effort, and commitment of JBC member students. Congratulations!



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

