

Newsletter
#35

22 JANUARY 2021



ISEG Lisbon School
Economics &
Management

U 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!



Clara Raposo
Dean of ISEG

*"Turn and face the strange
Ch-ch-changes
There's gonna have to be a different man
(...) Ah, changes are taking the pace I'm goin' through"*
- David Bowie

"Change.

It starts when we are born. Light, noise, discomfort.

Change allows us to grow. We spend our lives facing change and usually the only thing we feel is fear of the unknown – the fear of trying, of taking off, of falling. This is probably the reason why we are, virtually instinctively, averse to change. We rarely stop to evaluate, even though change happens to be the largest driver of creativity. It brings about adaptation, and, when well taken advantage of, it can be the driving force for the evolution of our lives and of the organisations to which we belong.

Personally, one of the reasons that motivates me regarding this challenge to head up ISEG's marketing was the possibility to work on refining this precious stone which needs to shine once again, and to breathe new life into a major brand that's in need of change.

For sure, talking about marketing is always subjective, as marketing is based on each of our individual perceptions about a product, service, or even a school! However the School's need for change and the challenges it faces have come to light during the work we've carried out over the last months, which started with an in-depth analysis and strategic reflection involving dozens of internal and external stakeholders, including ISEG faculty, alumni, and students, as well other Schools of Economics and Management.



Jorge Borges
Director of Marketing and External Relations

"We will be presenting ISEG's new branding in this year in which we celebrate 110 years of contributing to the furthering of education and knowledge.

The new identity will be implemented across the board for in all ISEG's online and offline communication, as well as on campus. The aim is to reflect and reinforce the positioning of a university which has always promoted the search for new horizons, diversity, plurality, and which is at the leading edge of thinking and innovation.

Some will say that changing the visual identity doesn't imply or cause the transformation of the organisation or its people. However, in my humble position, my understanding is that ISEG is in a constant state of change, brimming with innovation and knowledge, although this is not always obvious, neither is it perceived. This is the challenge of marketing: to be the driving force of transformation; to be an inward- and outward-looking sign of our will to change, and to be and do things differently.

To all passengers, fasten your seat belts and get ready to take off. Change is about to happen – again!"

In this edition of the Newsletter we highlight the presentation of the ISEG Executive Education Postgraduations in a Blended Learning format, as well as news of the research of our students and alumni. ISEG's presence in the media is at a high.

The following are cited in this number: **Alexandre Abreu, António Ascensão Costa, António Garcia Pereira, Carlos Oliveira, Carolina Afonso, Clara Raposo, Fernanda Ihéu, Francisco Louçã, João Duque, João Ferreira do Amaral, Maria João Guedes, Ricardo Cabral, Rui Franco and Sandra Maximiano.**



Will we be in a strict Lockdown again?

>> **Maria João Guedes** is one of the specialists in Corporate Governance who gave her opinion about the new cycle in the life of EDP in *Jornal de Negócios*.



[see more >](#)

>> **João Duque** comments on the reflections carried out by governments and central banks in *Jornal de Negócios*.



[see more >](#)

>> **Sandra Maximiano** comments in *Expresso* on the forecasts for the evolution of GDP over the last quarter, where the ISEG Index was highlighted.



[see more >](#)

>> **João Duque's** opinion on freedom of choice and the economic measures defended in the debates for the presidential elections in *Expresso*.



[see more >](#)

>> The opinion of **Ricardo Cabral** in *Público* on the investment agreement between the European Union and China.



[see more >](#)

>> **António da Ascensão Costa** comments on the estimate of the economy in early 2021 in *Jornal Económico*.



[see more >](#)

>> **Clara Raposo's** opinion on the pandemic situation in early 2021 in the *Deans' Corner* of *Jornal de Negócios*.



[see more >](#)

>> **Carolina Afonso** comments on the characteristics of generation Z in *Jornal de Negócios*.



[see more >](#)

>> **Francisco Louçã** analyses the presidential campaign of André Ventura in *Expresso*.



[see more >](#)

>> The opinion of **Carlos Oliveira** on the challenges of post-digital marketing in *Marketeter*.



[see more >](#)

>> In *Jornal Económico*, **João Duque** presents his perspectives on the performance of the public and private economy in 2021.



[see more >](#)

>> The opinion of **Alexandre Abreu** about the complex situation of Portuguese tourism real estate in *Expresso*.



[see more >](#)

>> **Francisco Louçã's** opinion about the invasion of the Capitol and the political situation in the United States of America in Expresso.



[see more >](#)

>> **Fernanda Ilhéu** analyses the investment agreement between the European Union and China in the China-Lusophone Brief.



[see more >](#)

>> In an interview for the marketing-business-to-business podcast, **Rui Franco** explains why selling on B2B is not an art, but rather a process.

[see more >](#)

>> **António Garcia Pereira's** opinion about André Ventura.

[see more >](#)

>> **Clara Raposo** shares her perspective regarding the challenges for people management in 2021 in Human Resources magazine.



[see more >](#)

>> The launch of the new e-Commerce Management executive programme is in the news.



[see more >](#)

>> The transfer of the responsibility for the publication of the European Journal of Management Studies to Emerald is highlighted in Executive Digest.



[see more >](#)

>> **João Ferreira do Amaral** discusses the economic news on Rádio Observador.



[see more >](#)

ISEG Executive Education presents the Blended Learning Postgraduations

To assure a high quality experience and convenience for the participants in this further education, **ISEG Executive Education presents a set of Postgraduations** which are to be taught in **Blended Learning** – a hybrid format which is a combination of face-to-face and online sessions.

This is a solution that is especially valuable for all who live far from Lisbon or are unable to travel to ISEG regularly.

The perfect format in the current context!



Research news at ISEG

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

See Newsletter #170 [here](#).



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

[see more >](#)

António Afonso, João Tovar Jalles and José Alves, professors from ISEG, launched a working paper on "(Non-) Keynesian Effects of Fiscal Austerity: New Evidence from a Large Sample", which is available for consultation on EconPol.

Using a sample of 174 countries, from 1970 to 2018, the authors identify the keynesian effect on increases in government spending in relation to real private consumption per capita.

Read the working paper [here](#).



António Afonso



João Tovar Jalles



José Alves

EconPol
WORKING PAPER
25
2021

(Non-) Keynesian Effects of Fiscal Austerity: New Evidence from a Large Sample



News from our students

Keep up to date with news from the **Lisbon Investment Society (LIS)** – the ISEG students' finance club – which publishes monthly articles on current affairs. Newsletter #11 is now available.

Read it [here](#).

LIS also presents the **Market Outlook 2021**, where the future of markets and the economy in Asia, the Energy sector, ESG, Europe, the Latin American region, the Middle East, Pharma and Health, the Technology Sector, and the USA.

See [here](#).



ISEG alumni in the press

An interview with **Marina Franco**, an alumna of the Masters in Marketing Master, for which she wrote a dissertation on the determinants for the purchase of organic products in Portugal.



[see more >](#)



Marta Rosado da Fonseca, the winner of the Jacques Delors Prize, has just had her Masters dissertation in Economics and Public Policies published.

[see more >](#)



MARTA ROSADO DA FONSECA

Subsidiariedade como Instituição na Europa: dos pequenos passos ao futuro comum



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