

Newsletter  
 #36

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**ISEG** Lisbon School  
 Economics & Management

**U LISBOA** | UNIVERSIDADE  
 DE LISBOA

**"Back to Online"**

*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!*

When we were forced to go into lockdown in March of last year, no school was prepared to convert to online learning. We stopped face-to-face lectures and immediately started to look for solutions to restart teaching activities as soon as possible. Various working groups were created in different areas – pedagogical, scientific services, academic services, support services, IT systems – with the aim to discuss and find options which could be implemented quickly and effectively. In my role as the person responsible for the area of information systems, I actively participated in the discussions to choose the most apt technical platform for online learning. We evaluated and tested different alternatives, each of which had advantages and disadvantages when compared to the others. Having weighed the pros and cons, the choice eventually fell on the Office365 suite, which includes, among other tools, Teams for carrying out synchronised lectures online. One of the factors that weighed heavily in this choice was the fact that this suite was applicable and was already in use at ISEG – with each student being attributed an Office365 licence on registration to be used throughout their academic study. Another important factor was the possibility to automatically create a team for each class, thus facilitating faculty's management of their own lectures/sessions. Explanatory videos were made available and sessions were held to share experiences and knowledge, which greatly enriched collective knowledge and helped us learn from each other and allowed us to find solutions to the emergent problems, which thus enabled the rapid restart of teaching activities.



Clara Raposo  
 Dean of ISEG



Jesualdo Fernandes  
 Head of IT Services and Professor of the Department of Management

We faced a new challenge in the beginning of the current Academic Year. We could teach face-to-face, however we would need to substantially reduce the physical presence on ISEG's campus. In character for a Business School of excellence, and based on the previously-acquired experience and knowledge, ISEG adopted simple and user-friendly solutions: classes and timetables were constituted in just the same way as in previous years, except for minor adjustments and the students were divided into odd and even groups, based on their student number. They were told that they would alternately have in-person lectures one week and online lectures the following week, via Teams. The classes were newly formed into groups (a team) for ease of management, and high-quality video cameras and microphones were installed on the ceiling of each lecture room on the ISEG campus which was connected to the room's computer. The professor opens a Teams session using the ceiling camera and turns on the projector and thus enables the streaming of the same content as projected on the screen to those students at home. This simple and user-friendly solution makes use of technologies that we were all familiar with, which enabled us to start the semester on the customary date (mid-September) with no major difficulties.

Now that we have to return to online learning, I can confirm with great pride that **ISEG is ready**: based on the excellence of its management, and of its students, faculty, and non-faculty staff. The solutions we decided to adopt enables us to migrate from solely face-to-face teaching to hybrid education (partly face-to-face and partly online), or solely to online distance learning, or even to return to the previous situation very quickly and with no major holdup.

Simplicity, imagination, sharing, and motivation are all healthy characteristics which define and distinguish us. To quote Leonardo da Vinci: *Simplicity is the highest degree of sophistication*".

In this edition of the Newsletter we remember the recent and frequent visits to ISEG of the newly-re-elected President of the Republic, Marcelo Rebelo de Sousa. We also highlight the new cooperation agreement that has been signed with BNP Paribas, which offers training on banking topics for our students of Finance and Management and also Professor António Goucha Soares' new book on Brexit, not to forget the news from our researchers, students, and alumni network, in addition to the usual media coverage.

The following are cited in this number: **Alexandre Abreu, António Ascensão Costa, António Garcia Pereira, António Goucha Soares, Carlos Oliveira, Carolina Afonso, Clara Raposo, Francisco Louçã, João Duque, Joaquim Sarmiento, Luís Nazaré, Manuel Ennes Ferreira, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano, Sara Falcão Casaca and Vítor Gonçalves.**



**The first victory of 2021 for democracy?**



>> **António da Ascensão Costa** comments on Eurostat's attempt to measure the effect of Covid on inflation in *Jornal de Negócios*.



>> **Joaquim Sarmiento** characterises a country which has no direction and is waiting for miracles, in *ECO*.



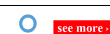
>> **Luís Nazaré** is part of the panel for the Mayor of the Year Award.



>> The opinion of **Ricardo Cabral** in *Público* regarding the new President of the CDU and the likely future Chancellor of Germany.



>> The opinion of **Paulo Trigo Pereira** on the scenarios in the United States of America in *Observador*.



>> **João Duque** defends the creation of exceptional post-debt relief moratorium support for families and businesses that require it.



>> **Sara Falcão Casaca** comments to *LUSA* about the praise for the focus of the Portuguese Presidency of the European Union on the equality agenda.



>> The opinion of **Manuel Ennes Ferreira** on the issue of education among refugees in *Expresso*.



>> **Francisco Louçã** analyses the election results in *Expresso*.



>> In his weekly column in *Expresso*, **João Duque** notes that delayed taxes still represents an additional benefit for the State.



>> **Sandra Maximiano** opinion on the Government's responsibility for collective behaviour in times of pandemic, in Expresso.



>> **Alexandre Abreu** presents the reasons for his vote in the presidential elections in Expresso.



>> **Francisco Louçã** anticipates the election scenarios for the presidential elections and comments on the rising appreciation of cryptocurrencies in Expresso.



>> **António Garcia Pereira** analyses the lack of control during the state of pandemic.



>> In Jornal de Negócios, **Carolina Afonso** helps to characterise micro-influencers.



>> **Nuno Crato**'s statements on the abrupt closure of schools.



>> Comments by **António Goucha Soares** in Jornal de Negócios on the EU-UK post-Brexit agreement.



>> Listen to the podcast on the same topic in Jornal de Negócios, where **António Goucha Soares** is a guest.



>> The opinion of **Carlos Oliveira** on the role of Marketing in the era of Big Data in Marketeer.



>> The study that Health Cluster Portugal commissioned from ISEG on the organization and financing of the health system in Portugal is mentioned in an article about the sector in Ingenium magazine.



>> **Clara Raposo** identifies six priorities to meet the challenges of People Management in Human Resources magazine.



>> **Vitor Gonçalves** comments on the results of ISEG's confidence index for December on RTP.



>> **Francisco Louçã** analysed the electoral results on SIC.



>> **Nuno Crato**'s statements on TVI regarding the abrupt closure of schools.



## Marcelo Rebelo de Sousa re-elected President of the Republic – with ISEG at the "top of mind"

We note the re-election of **Professor Marcelo Rebelo de Sousa** as President of the Republic. During the last few years, he has been a frequent visitor to ISEG, which we so much appreciate.

At the end of the election campaign, Professor Marcelo demonstrated the special affection he holds for ISEG during a visit to Universidade Nova. See [here](#).



The President of the Republic has been present at ISEG on various special occasions over the past four years, which are marked here.

At the beginning of **2020** we were pleased to host Professor Marcelo Rebelo de Sousa for the Tribute to Professor Manuela Silva. See his speech at this dignified ceremony [here](#).



We also counted on his visit in **2019** for the Official Opening of the 2018-2019 Academic Year.



In November **2018** he participated in the Tribute to António Patrício Gouveia.



The President of the Republic also chaired the Closing Session of the Seminar on "Fighting Poverty", at the end of **2016**.



ISEG hopes to be able to regularly host him again over the next five years.

## Agreement between ISEG and BNP Paribas

**BNP Paribas** will sponsor a course unit on *Securities Markets Operations*, for the Bachelors in Finance and Management, with an international faculty which includes experts on this subject who will come to teach at ISEG every year.

The cooperation agreement between ISEG and BNP Paribas has already been signed by both parties.



## Research news at ISEG

The book on "Brexit - The UK's departure from European Union" presents Professor **António Goucha Soares'** analysis of the three phases of the UK's exit from European Union, ranging from since the referendum, passing through the negotiations to the country's exit and Post-Brexit Europe.



Researchers **José Alves** and **Rita Pereira**, both from ISEG, published a paper in the Public Sector Economics Journal with an empirical analysis of household indebtedness in Portugal.

Read the paper [here](#).



The indebtedness of households up until the economic adjustment programme for Portugal: an empirical assessment

JOSÉ ALVES, RITA PEREIRA  
PUBLIC SECTOR ECONOMICS JOURNAL  
2019

**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 #171 [here](#).



## ISEG student in the news

The presidential elections from the point-of-view of those who were able to vote for the first time. **Tiago Ricardo**, a student of ISEG's Bachelors in Management shares his experience and opinion in Público.



## ISEG alumni in the press

An interview with **Tiago do Couto Venâncio**, Masters in Actuarial Science and the CEO of Aegon Santander Seguros.

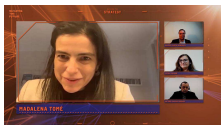


An interview with **Carlos Carvalho**, a graduate in Management from ISEG and the CEO of ADP France.



The SIBS CEO, **Madalena Cascais Tomé**, a graduate in MAEG and a member of the School Board of ISEG, participated in the Building Future - Ativar Portugal event, as a member of the panel on "BUILDING TRUST UNDER ATTACK".

[see more >](#)



HAVE A GOOD WEEKEND!



RANKINGS:



MEMBER:



ACCREDITATIONS AND PARTNERSHIPS:

