



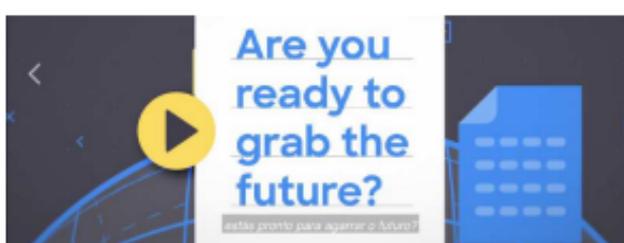
ISEG 110 years - Change of image in 2021

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 1911 we have been providing opinion leaders who influence both the country and the whole world. Here we are, again!

"We are proud of our long history at ISEG. In what it means for Portugal and for the future of education and of research in Economics and Management. Our Alumni, who are so distinct in all generations, are an unparalleled legacy in the country and our students follow this same path of excellence! We celebrated an important anniversary in 2021: **110 years old!** ISEG has formally existed since 1911, however its roots date back to the 18th century. For this anniversary, which occurs in the middle of the 21st century, in the digital era of online information, we feel the need to honour this past with a very strong commitment to affirming the ISEG "brand" of the future. This affirmation involves a process of communicating which is adapted to the new times and to those which are to come. To best communicate what we are and what we want to be, we have redesigned our website and have introduced a new brand identity – which represents an evolution from the previous one, facing the challenges of the future.

Come and watch a short one minute film about ISEG. Click on the play yellow button:



Our *ethos* is the same as always, but now assumes our modernity and avant-garde positioning: A great School of Economics and Management, which embraces multi-inter-disciplinarily, being firmly anchored in Mathematics and all that is quantitative, yet always attentive to the humanist view of Social Sciences. This is our brand – the fact that topics which are novel for others have frequently already been important for us for a long time: with an awareness of the role of each and every one of us in society, together with a concern for the sustainability or evolution of economic systems.



Lisbon School of Economics & Management
Universidade de Lisboa

The new logo has a past, but an even bigger future, it points forwards and upwards. It evolves from the shield – which was more defensive. With a simple and elegant design, it represents what ISEG stands for in the world of economics and management: the rigour of mathematics and technology in the geometry of the shape, pluralism in all its asymmetry, the freedom of letters that go beyond the form, social and environmental awareness represented in arterial blood red which is full of oxygen, just as the planet is crying out for, and also the humanism of a beating heart.

In ISEG's image we commence from a very rich past and move to a future that we want to be bigger – in which fits a house?, a rocket?, a heart?, or an open mind. This image reflects our spirit of inclusion and the balance and coexistence with the arts and creativity, which are indispensable elements for the emerging generations of managers and economists. The new logo is like a letter from the future which we open without knowing what's coming, yet it is based on the difficult equilibrium of which economists and managers who have been educated here are well aware.



Clara Raposo
Dean of ISEG

We have also launched the new "brand signature" of *Open Minds. Grab the Future.* – which is an appeal for us to think and act about the future, with a certain ambition, which we have to know how to transmit to the new generation and the next ones. This is not the ambition to be "greedy", but rather the ambition that this future exists, is tangible and is how each one of us finds their way. It is a celebration.

With pride in the past, we move forward, carried on the shoulders of giants. It is this clean, vibrant, positive image which we breathe that takes us into the future – which won't slip away from us, but rather will be greater than what has already passed".



In this edition of the Newsletter we highlight the launch of the new ISEG brand identity: bold and modern, which respects the past and represents what ISEG aims for its future: rigour, pluralism, freedom, humanism, and social and environmental awareness. We also share news about research, our students, and the alumni network.

The following are cited in this number: Alexandre Abreu, António Ascensão Costa, António Garcia Pereira, Carlos Bastardo, Carlos Farinha Rodrigues, Clara Raposo, Francisco Louçã, Helena Faria, João Duque, João Ferreira do Amaral, Joaquim Montezuma de Carvalho, Joaquim Sarmiento, José Veríssimo, Luís Mah, Paulo Lopes Henriques, Pedro Caraméz, Ricardo Cabral, Susana Almeida Lopes and Vítor Gonçalves.



Ready to grab the future?

>> **António Ascensão Costa** comments on the forecasts for economic growth of the Government and the European Commission for 2021 in ECO.



[see more >](#)

>> The opinion of **Ricardo Cabral** regarding diplomatic, political, and economic relations between Germany and Russia in Público.



[see more >](#)

>> In the Deans' Corner of Jornal de Negócios, **Clara Raposo** presents the change of ISEG's image.



[see more >](#)

>> The opinion of **Luís Mah** is cited in an article in Jornal de Negócios.



[see more >](#)

>> **Joaquim Sarmento** takes up the theme of "budget farce" in ECO.



[see more >](#)

>> The opinion of **Carlos Bastardo** in Jornal de Negócios on the performance of GDP in 2020 and the prospects for 2021.



[see more >](#)

>> In Expresso, **Francisco Louçã** comments on the manifesto which he has co-signed to advocate that the European Central Bank (ECB) cancels public debt.



[see more >](#)

>> **João Duque** comments on the GameStop case in Expresso.



[see more >](#)

>> **Francisco Louçã** talks about the market economy and vaccination in Expresso.



[see more >](#)

>> The opinion of **Alexandre Abreu** in Expresso on the multitude vulnerabilities of our country.



[see more >](#)

>> The opinion of **António Garcia Pereira** on the silent victims of Covid-19.

[see more >](#)

>> Trends for e-commerce, published on account of launch of executive training in this area, continue to be news.



[see more >](#)

>> "Home, Sweet Office, Remote Work: Transient or the New Reality?": the largest Portuguese study on remote work and its implications for people management, housing, and urbanism – which was developed with the participation of Professors **Susana Almeida Lopes**, **Paulo Lopes Henriques**, and **Joaquim Montezuma de Carvalho**.



[see more >](#)

>> Interview with **Helena Faria** in Human Resources Portugal when she presents this year's Career Forum.



[see more >](#)

>> Faculty of the eCommerce Management executive programme of ISEG Executive Education reveal nine eCommerce trends for 2021.



[see more >](#)

>> The immersive online week which is organised by the ISEG MBA in Silicon Valley continues to be highlighted in Vida Económica.



[see more >](#)

>> **João Duque** on the determinant factors for business success in 2021, in the Executive Digest Barometer.



[see more >](#)

> An opinion article by **Joaquim Sarmento** which analyses the fact that total expenditure was below that expected was among the recommended reading of the weekly commentary by J. Miguel Júdice.



[see more >](#)

>> **Francisco Louçã** comments on the current economic and political situation on SIC.



[see more >](#)

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



[see more >](#)

>> **Vitor Gonçalves** presents the conclusions of the ISEG Economic Index for January on RTP.



[see more >](#)

>> **José Veríssimo** participated in the LinkingUP project webinar on positioning.

[see more >](#)

>> **Pedro Caraméz**, a professor of ISEG Executive Education, participated in a webinar on the Linking UP project about online presence.

[see more >](#)

>> An interview with **Carlos Farinha Rodrigues** about the impact of the pandemic on SIC.



[see more >](#)

ISEG's image is news



Read the manifesto [here](#). Watch the promotional video for the new identity, [here](#).

Read and see what has been highlighted by the media:

Executive [see more >](#)

MARKETEER [see more >](#)

BRIEFING [see more >](#)

human [see more >](#)

n [see more >](#)

MEIOS & PUBLICIDADE [see more >](#)

Research news at ISEG

Find out what's new in the field of Economics in the **Portuguese Economy Research Report**.

Read [here](#) the latest papers on "Dream Jobs", "What drives exceptional job creation in Portuguese companies?", and "A taxonomy of productivity growth in Portugal".



[see more >](#)

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

See Newsletter #173 [here](#).



[see more >](#)

News about our students

Inês Silva, a student of the Masters in Human Resources Management, gives her testimony on TVI about adapting to distance learning.



The first "Market summary" of the **Lisbon Investment Society (LIS)**, for the month of February, now available!

This edition addresses several issues of political and economic news, such as that the White House is going to start supporting renewable energy, the purchase of 1.5 billion dollars in Bitcoin by Tesla, and the worst year of the UK economy for the last three centuries.



Alumni in the news: this week, Ricardo Mourinho Félix

Ricardo Mourinho Félix, Vice-President of the European Investment Bank and an ISEG alumnus in an interview about the European project.



ISEG, grab the future

The opinion of Miguel Bacelar, Saint Pirate

As we move forward in life, we realize that the classic -" you have to study to be someone "- is really true. "Training", "education" and "learning from those who know" are really the greatest wealth we can have. They are undoubtedly the greatest weapons to win in the increasingly competitive corporate world. Perhaps that is why it was with special happiness that at "Saint Pirate, Brand Strategy Consultancy" we embraced the difficult mission of thinking and building the new strategy, the new visual identity and the new advertising campaign of the ISEG Lisbon School of Economics and Management, the Portugal's oldest University of Economics and Management. A challenge that started with a very clear and courageous briefing - "How to recover for ISEG the leadership of the teaching of Economics and Management, which in recent years has passed in part to the Catholic University and to Nova. It was a long and demanding job that started with research with stakeholders, interviews with students and former students of ISEG, with students from Católica, Nova and ISCTE; with teachers; with partners of major consultants such as Deloitte and Accenture and even with the CEO of Santander. Humility is the best ally of an effective strategy. The ability to turn off our "Achometers" and know how to listen to who else knows about the topic in question. A work that continued with the creation of a new brand identity and very soon with a major campaign to relaunch the university as it deserves. It is useless to talk about change if we do not have the humility and courage to change for real. A full change that involves facing and overcoming challenges such as that of "technological modernity on campus", that of "pedagogical innovation", that of "theoretical versus practical teaching balance", that of "proximity to the universe of companies", "Requirement and perception of teaching excellence" and obviously also "competent marketing".



And here is a certainty - ISEG's marketing innovation work cannot be solved with an isolated campaign. It is a job that in order to "change the pointer of perceptions" will have to be consistent, working on the "Storytelling" axis but also on "Storyliving". Working on "coverage" but also "frequency".

The other certainty is that for this work to be effective, we have to have the humility to realize that it is not an egocentric job to please ourselves or a small group. It is especially for the new generations, as they are our reason for existing and the guarantee of success and growth for ISEG. In short: as I learned in Brazil, an advertising market where I had the privilege of working for 8 years - "Business in China, only in China". The same is to say "to want to change for the better, it is necessary to make changes".

I end with the most important thing: thank you. Thanks to Miguel Coimbra, CEO of producer El Hey, who is my partner in this whole adventure. Miguel Coimbra, who proved to be a kind of "older brother" when I started my career at BBDO Portugal in 2000, was also 20 years later, the ideal companion on this long journey. Today I have the luxury of only working with "Ninjas do bem". And he is one of the best that I know in this binomial. Excellent professional, excellent person ". Thanks to Clara Raposo, President of ISEG, for the confidence, for the courage to change for the better, for the unconditional support, for the proximity and for always giving us all the resources we ask for. At Saint Pirate, all jobs are important and an opportunity to "always try everything again" ... but this one has a special flavor.

Miguel Bacelar,
Founder and Managing Director of Saint Pirate,
Brand Strategy Consulting

HAVE A NICE WEEKEND!



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