

OPINIÃO



Lisbon School of Economics & Management
Universidade de Lisboa



1st Anniversary: Congratulations OPINIÃO ISEG!

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!

"In this 47th issue, we mark the 1st year of our ISEG OPINIÃO newsletter. The newsletter represents a privileged means of communication within our entire school community – current, past and future. In addition, it is also a privileged means of communicating with our partners and a way of showing them what we do and of making known the initiatives that are jointly developed with them. The start of the lockdown accelerated the willingness to resume regular communication, which previously had been conveyed via the old newsletter: "The Quelhas Street Journal". The objective was to create a newsletter with a "New look", which would inform us about our news, activities, research, and which would above all create a space to give voice to our students, faculty, researchers, staff, alumni, and partners.

The first number of this newsletter was published on the 17th of April, 2020. From then onwards, up to and including the latest number, we have been read 763,543 times! We hope that all of you have found each issue to be relevant – in a year that has been marked by social isolation...

The School did not come to stop, but rather we made many changes, including to the following: the teaching method, ISEG's image, the ISEG logo, the site, and also the academic management platform. However we haven't changed our desire to be the best and we continually aspire to be much more and to be better. We are confident that there will be a better world, a more sustainable economy, and growth. We are counting on you every week to share what this School does best and about what is thought about it."

Clara Raposo
Dean of ISEG



Paula Monteiro

Managing Editor, Newsletter OPINIÃO ISEG



In this edition of the Newsletter we highlight the joint launch of the new Masters in Law & Management, a joint initiative between FDUL and ISEG, the nomination of ISEG for the Marketeer 2021 Awards (in the category of "Universities and Educational Institutions"), the publication of the ISEG Economic Confidence Index for March, and also the coverage of the ISEG Economic Outlook in the media. We also mention events, the renewal of the European Certification of the Postgraduation in Financial Analysis, and news of research and development and of our alumni.

The following are cited in this number: **Alexandre Abreu**, **António Ascensão Costa**, **António Garcia Pereira**, **Carlos Farinha Rodrigues**, **Clara Raposo**, **Filipa Cristovão**, **Francisco Louçã**, **João Duque**, **João Ferreira do Amaral**, **Luís Cardoso**, **Paulo Trigo Pereira**, **Ricardo Cabral**, **Sofia Santos** and **Vítor Gonçalves**.



The challenges of Law and Management



>> "Suzanification is here to stay", says **Francisco Louçã**, in Expresso.



[see more >](#)

>> **Alexandre Abreu** states that "it's not easy to escape the neoliberal trap", in Expresso.



[see more >](#)

>> **Clara Raposo** is a member of the panel of judges of the 8th Edition of the EY Entrepreneur of the Year prize, which was awarded to Guy Villax, the CEO of Hovione, a Portuguese pharmaceutical company. António Oliveira was also distinguished (OLI), as was Rupert Symington (Symington).



[see more >](#)

>> In the Dean's Corner of Jornal de Negócios, **Clara Raposo** speaks about the ESG rating methodologies.



[see more >](#)

>> **Francisco Louçã** comments in Expresso on "what should have been different in the Operação Marquês case".



[see more >](#)

>> In his weekly column in Jornal Público, **Ricardo Cabral** states that despite the "Uncertainty resulting from the effects of the covid-19 pandemic, several public policies and economic statistics are very encouraging".



[see more >](#)

>> **Francisco Louçã's** article in Expresso: "Translating is betrayal, making notes is to imitate?"



[see more >](#)

>> The opinion of **João Duque** in Expresso: "José Sócrates, who believed that he had the solution in the bag to overcome the crisis by increasing budget deficits, was massacred by the devastation that started in a simple American bank".



[see more >](#)

>> **Carlos Farinha Rodrigues**, professor, researcher, and a member of the Coordination Committee responsible for the proposal for a National Strategy to Combat Poverty, stresses in Jornal Público newspaper that Social Insertion Income needs to be revised if it is to be more effective.



[see more >](#)

>> **Luis Cardoso** traces the profile of those who are searching for postgraduate training with ISEG Executive Education, in an article in Jornal Económico.



>> **João Duque** writes in Jornal Económico about 2021, which is a year "in two stages and with two voices".



>> The opinion of **António Ascensão Costa** regarding economic growth, in Expresso.



>> An analysis by **António Garcia Pereira** criticising the decision of Judge Ivô Rosa in the "Operação Marquês" case in Notícias Online.



>> The opinion of **Carlos Farinha Rodrigues** on an electronic payment card for those most in need, in Dinheiro Vivo.



>> **Clara Raposo** is interviewed by RH Magazine on finance and the launch of the 2nd Edition of the Executive Programme in Sustainable Finance.



>> The column of **Filipa Cristóvão**, on Leadership, Sustainability, and Continuous Training, in Líder.



>> **João Ferreira do Amaral** in the "Perfect Storm", weekly programme of Rádio Observador, on the suggestion of the International Monetary Fund to launch a special and temporary tax on the wealthy to help pay for the costs of the pandemic.



>> **Paulo Trigo Pereira** presents the post-pandemic political priorities that he considers necessary: political stability, strategy for sustainable economic growth, and inclusive and sustainable public finances on Rádio Renascença.



>> **João Duque's** opinion in TSF Forum about the IMF's proposal for the creation of a temporary tax on the wealthy and highly profitable companies in response to the economic crisis caused by the pandemic.



>> **Francisco Louçã** comments on Judge Ivo Rosa's decisions regarding the "Operação Marquês", case on SIC Notícias.



>> **Carlos Farinha Rodrigues** is interviewed by RTP2 regarding the presentation of the conclusions of the "Routes and Daily Routines of Poverty in Portugal" study.



>> **Vitor Gonçalves** presents ISEG's Confidence Index for March on RTP.



>> **Sofia Santos** is a guest on the RTP2 Civil Society programme, which is dedicated to the Green Economy, when she revealed that over the last year there has been an increase in demand from companies for support to implement sustainable management systems. She also stated that, generally speaking, universities have yet to include the topic of sustainability in their curricula, and she proceeds to appeal for the democratisation of their education.



NEW! Master in Law & Management brings together FDUL and ISEG

FDUL and ISEG jointly launch the Master in Law & Management of Universidade de Lisboa

This degree provides law graduates with an excellent scientific education and the necessary tools to understand the needs, risks, and challenges of their clients, from a perspective of both law and management. Students thus gain a holistic and client-centred approach, as demanded by clients such as law firms, companies, and other institutions. The Master also provides graduates in Management, Economics, and Finance with the ability to understand and manage the risks and legal challenges associated with their professional and business projects. [Learn more.](#)

The Master in Law & Management is an innovative, intensive, and demanding Master's degree, that is usually taught in English and which challenges students to develop new skills based on case studies in order to meet companies' current needs. Through the partnership established with FLAD, the best student of the Masters of each year will receive as a prize a three-month internship in a law firm in New York. Applications now open until the 15th of May. Visit the Master's web page [here](#) and apply [here](#).



"The Master in Law & Management is an interdisciplinary education which is designed to provide an understanding and deepening of the areas of Law and Management that are related, enabling both lawyers and managers to acquire skills for the exercise of high-level functions in the business world, public entities, or international bodies. This degree offer is capable of providing a differentiated level of qualification which can only be obtained through harnessing the synergy between the two schools of reference of Universidade de Lisboa: FDUL and ISEG."

Paula Vaz Freire
Director of the Faculty of Law

"The new Master in Law and Management materializes the potential for creating value at the intersection of the best we have in two areas of knowledge at the University of Lisbon: Law and Management. It is with great expectation and commitment that ISEG joins the Faculty of Law, in this way, to generate new profiles of professionals more apt for a future of great demand. The students selected for this master's degree, will learn, in a structured way, to relate the great frontier themes between Management and the Law, based on a solid theoretical basis, but with a clear focus on its applicability to concrete and current hypotheses. Our graduates join the Alumni of FDUL and ISEG, where they will find the most outstanding Portuguese leaders, both in the sphere and in the private sector., at the emblematic Faculty of Law in Cidade Universitária and on the beautiful ISEG campus, between Parliament and the Tagus River, for a unique training experience as professionals and as citizens of the future. "

Clara Raposo,
Dean of ISEG

ISEG nominated for the Marketeer Awards 2021 | Vote ISEG!

ISEG is again nominated for the **Marketeer 2021 Awards**, in the category of "Universities and Educational Establishments".

We are counting on your vote, [HERE](#).



What's Up @ ISEG

A Educação... aos Olhos de um Professor



ISEG hosts secondary school teachers

On the 6th of April we organised an event via Zoom entitled "... through the eyes of a Teacher". This was the first of a series of events aimed at creating a link between Secondary and Higher Education in the form of an informed debate regarding pertinent topics. The opening topic was "Education", which was debated by four ISEG Professors who are well known personalities in the public spectrum of political and economic opinion, namely **João Duque**, **Nuno Crato**, **Sandra Maximiano** and **Sara Falcão Casaca**.

The importance of communication in teaching and the characteristics required for a student to achieve a promising performance at university dominated this evening's debate, which was moderated by Nicolau Santos, an ISEG alumnus and Chair of Agência Lusa. [Read more](#)

ISEG ULab Webinar | Resilience in an Age of Efficiency

Join us on the 21st of April, at 18.30, for an open conversation with **Greg Sherwin** (Senior Principal Engineer, of Farfetch), on "Resilience in an Age of Efficiency".

[Enrolment here](#)

webinar
Resilience in an Age of Efficiency

21 ABRIL, 2021 - 18H30

Greg Sherwin
Senior Principal Engineer
at Farfetch



Webinar | The Rise and Evolution of the Chinese Development Cooperation

A webinar on "The Rise and Evolution of the Chinese Development Cooperation" will take place on the 22nd of April, at 15.00, with the presence of **Stella Zhang** (George Mason University, EUA). This webinar is part of the "Development Studies Seminars 2021" cycle. [Enrol here](#).



EFFAS renews its certification of the Postgraduation in Financial Analysis

The Postgraduation in Financial Analysis continuously updates its structure and content in accordance with the requirements of The European Federation of Financial Analysts Societies (EFFAS), and has accordingly seen its certification be renewed for 2021.

As a consequence, all participants who successfully finish this programme are accredited by EFFAS as Financial Analysts at the European level, and by the CMVM at the national level.

[Find out more about this Postgraduation](#)

Pós-Graduação em
Análise Financeira

33ª Edição

Renovação da Certificação



Em parceria com:



30 créditos de formação reconhecidos pela



Ordem dos Economistas Certificados



Research in the news

The ISEG Confidence Index for March has been published

The ISEG confidence index calculated for the short-term evolution of the Portuguese economy in **March**, 2021 was 30.3. This value represents a significant increase in confidence in relation to February, whose value was 28.1.

[See more](#)



The ISEG Economic Outlook was cited in innumerable communication media



The Institute of Public Policy publishes the "Citizens Budget 2021" study

Institute of Public Policy study, whose coordinator is Paulo Trigo Pereira, lists the 11 measures that were altered from the Government's original State budget. [Learn more](#)

This study is already news:



The Institute of Public Policy's March Newsletter is now available.

[See here](#).



INSTITUTE OF PUBLIC POLICY

[see more >](#)

CSG Newsletter #182

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

See Newsletter #182 [here](#).

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

[see more >](#)

Portuguese Economic Journal

The second issue of the PEJ this year is already available [here](#).

Portuguese Economic Journal

[see more >](#)

ISEG alumni in the news

Céu Mateus, a graduate in Economics from ISEG, an economist in the area of health, and a lecturer at Lancaster University, is currently the Chair of the Portuguese Association of Economists in the area of health. A guest on the fortnightly PUBLIC's podcast on "So Science Speaks", she gave her opinion on the principles that should guide the definition of priorities for access to vaccines.



Ana Araújo, an alumna in Banking and Insurance Management, is the new director of Metlife.



Patrícia Teixeira de Abreu, a graduate in Economics from ISEG and the Director of Cares - Fidelidade Group Company, reveals in an interview with Executiva magazine: "My biggest challenge in life was not professional, but personal. For on a cold day in November I was told that my youngest daughter was dyslexic". Read the testimonial of our former student who became an *influencer* in the area of dyslexia.



Find out about the inspiring story of **Ricardo da Silva Oliveira**, an alumnus of the Postgraduation in Real Estate Management and Valuation, who is a manager and the current Chair of the Portuguese Padel Federation. A player of both golf and padel, he was invited to develop and federate paddle in Portugal, having won many trophies in padel tournaments in 2009 and 2011. He started the project in 2012, with a budget of 3,000 euros and four clubs comprising 70 players. His entrepreneurial spirit resulted in there now being 250 padel clubs in Portugal, with almost 1,000 courts, 100,000 players, and a budget of 2 million euros!



see more >

HAVE A GOOD WEEKEND!



www.iseg.ulisboa.pt



Lisbon School
of Economics
& Management

RANKINGS:



MEMBER:



ACCREDITATIONS AND PARTNERSHIPS:

