NEWSLETTER #177
6th March, 2024

ENGLISH VERSION AVAILABLE HERE

OPINIÃO
ULISBOA UNIVERSIDADE DE LISBOA

ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 112 years of a School of Firsts

An ISEG Masters? Of course

Even well before they graduate, the minds of our almost-new graduates are filled with uncertainty about the future. Those who aren't entirely confident about the future direction they'll take accumulate doubts and questions, including "An ISEG Masters". The answer can only be – albeit biased for obvious reasons… of course.

It is precisely in order to answer this question – and more – that we organise initiatives to publicise and promote ISEG's Masters every year, including the constant updating of the Masters Brochure.

During the first application phase to study for a 2nd Study Cycle degree, a week of presentations of the various Masters was organised – the **ISEG Masters Open Week**. During a whole week, more than 500 students from ISEG and other schools, both national and international, attended the Masters webinars to clarify their doubts. Then during the second application phase we held the **ISEG Masters Sunset** in person, which brought together the Masters coordinators, prospective, current and former Masters students for a relaxed moment of networking, sharing experiences, and clarifying of doubts.

Isa Rafael
Marketing and External Relations Division
Product Manager (Masters and PhDs)

Our students are already well aware that the School is known for academic excellence and innovation and has consistently stood out for the quality of its teaching. They also know that ISEG is a school with a vibrant academic environment that promotes mutual help and co-operation. However, this message has yet to not been properly publicised outside our student community. This was particularly evident at the **Unlimited Future's Masters and Postgraduate Fair**, where we had the pleasure of meeting hundreds of students from other schools and different areas who knew little or nothing about our School. As well as promoting our degrees, we also promote the School's collaborative academic spirit and the activities for undergraduates developed by the coordinators, faculty, and the School Services, which provide crucial knowledge outside the lecture room and further enhance the academic experience.

A good example of such activities is the **ISEG Leadership Bootcamp** – which took place last Saturday – an initiative designed to develop fundamental skills for the labour market, which is exclusively for 2nd Cycle students. The participants were entirely dedicated to developing leadership, communication, negotiation, and people management techniques and skills.

As the Master's degrees offer a unique opportunity to acquire a more profound knowledge and improve skills, and also due to the School's various initiatives, studying for a 2nd Cycle at ISEG provides access to the full package. It's not just a continuation of academic education, but it's rather an investment in future success and a launch pad for the labour market.

For all the reasons listed above – and for many others unmentioned – the question is clear. **An ISEG Masters? Of course.**

ISEG Masters Sunset - 2024 Edition

ISEG organised another **Masters Sunset** on the **28th February**, to give Masters' candidates the opportunity to explore our School's vast space and complete offer.

The event brought together Masters Coordinators, prospective, current and former students in a relaxed moment of networking that will certainly have inspired those seeking to achieve their academic goals and levels of excellence.

See the full photo report **HERE**.

In today's issue, we highlight the I Power Conference, which is the first event organised as part of the POWER-Portuguese Women's Equality ObservAtory, the Global AI + Power Platform Bootcamps 2024 event, the Debate on 'Artificial Intelligence: opportunities and challenges for the Market and the Companies', the ISEG i2030 Seminar on 'Collective Intelligence in Action', the Antena 2 Concert with Jonathan Silva, the Practical Mindfulness Workshop and Chi-Kung Workshop, the two Development Studies Seminars to be held in March at ISEG, and the III Meeting of Young CPLP Researchers on Africa, as well as the news in the Research and Alumni sections.

The following are cited in this number: **António Garcia Pereira, Carlos Santos, Carolina Afonso, Clara Raposo, João Duque, Maria João Guedes, Paulo Trigo Pereira, Sandra Maximiano, Sara Falcão Casaca and Ricardo Ferraz.**

OPINIÃO
ULISBOA

The countdown for the elections

>> **Sara Falcão Casaca** emphasizes that teleworking has worsened the situation of inequality for women, in Público. see more

>> **Carolina Afonso** says that organisational culture needs to value and adapt to the use of data to make business decisions. see more

>> We have a serious long-term problem with the Portuguese birth rate and the sustainability of the Social Security, warns **João Duque**. see more

>> **Carlos Santos** points out that debt reduction through inflation has always been one of the easiest and quickest ways for governments to "reduce" their debt. see more

>> **Ricardo Ferraz** points out that the Portuguese economy has proved to be more resilient than expected. see more

>> **João Duque** says that inflation can be a great friend to debtors, and an enemy to creditors. see more

>> **Paulo Trigo Pereira** says that Portugal's political situation will become much more complex after the parliamentary elections. see more

>> **Clara Raposo** accepted the challenge of Forbes Portugal magazine and was one of the personalities elected to "think Portugal boldly". see more

>> **António Garcia Pereira** opinion – "There can be neither the rule of law nor true democracy without a serious, fair, and effective justice system". see more

>> x, **Sandra Maximiano** reveals what she expects from the entry of a new operator in the Portuguese telecoms market, in an interview with Rádio Renascença. see more

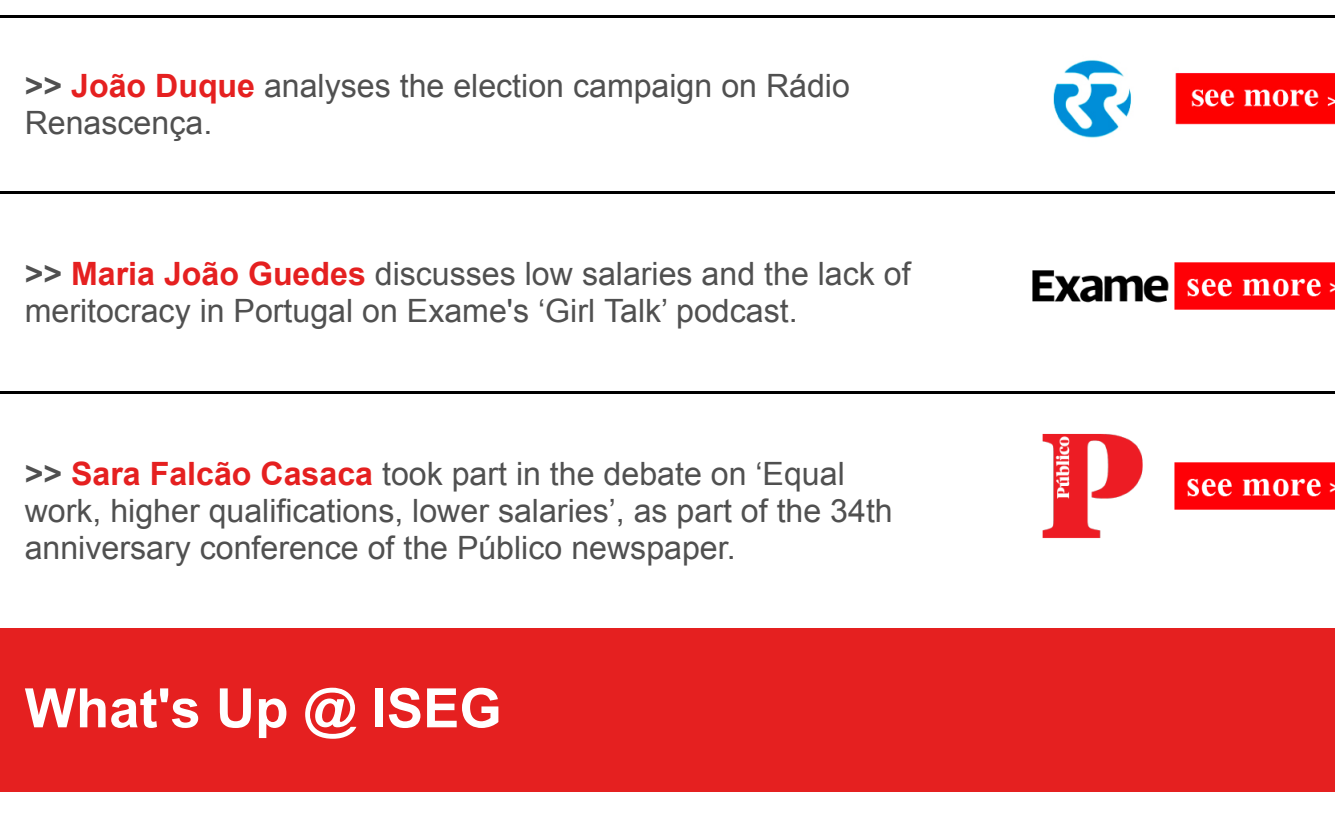
>> **João Duque** analyses the election campaign on Rádio Renascença. see more

>> **Maria João Guedes** discusses low salaries and the lack of meritocracy in Portugal on Exame's 'Girl Talk' podcast. see more

>> **Sara Falcão Casaca** took part in the debate on 'Equal work, higher qualifications, lower salaries', as part of the 34th anniversary conference of the Público newspaper. see more

What's Up @ ISEG

Paulo Moita de Macedo is distinguished as being the leader with the best reputation



Paulo Moita de Macedo, an alumnus and professor at ISEG, and the current CEO of CGD, has been nominated the leader with the best reputation, according to the Repscore 2024 carried out by OnStrategy.

Leading the ranking of the country's most relevant business leaders in the Economy Business Leaders 2024 category, he is the first banking CEO to achieve this recognition.

The Repscore Study analyses and consolidates information associated with the emotional dimension of Reputation, including Relevance, Consideration, Trust, Purchase Intention, Preference, Recommendation, and Defence.

Global AI + Power Platform Bootcamps 2024

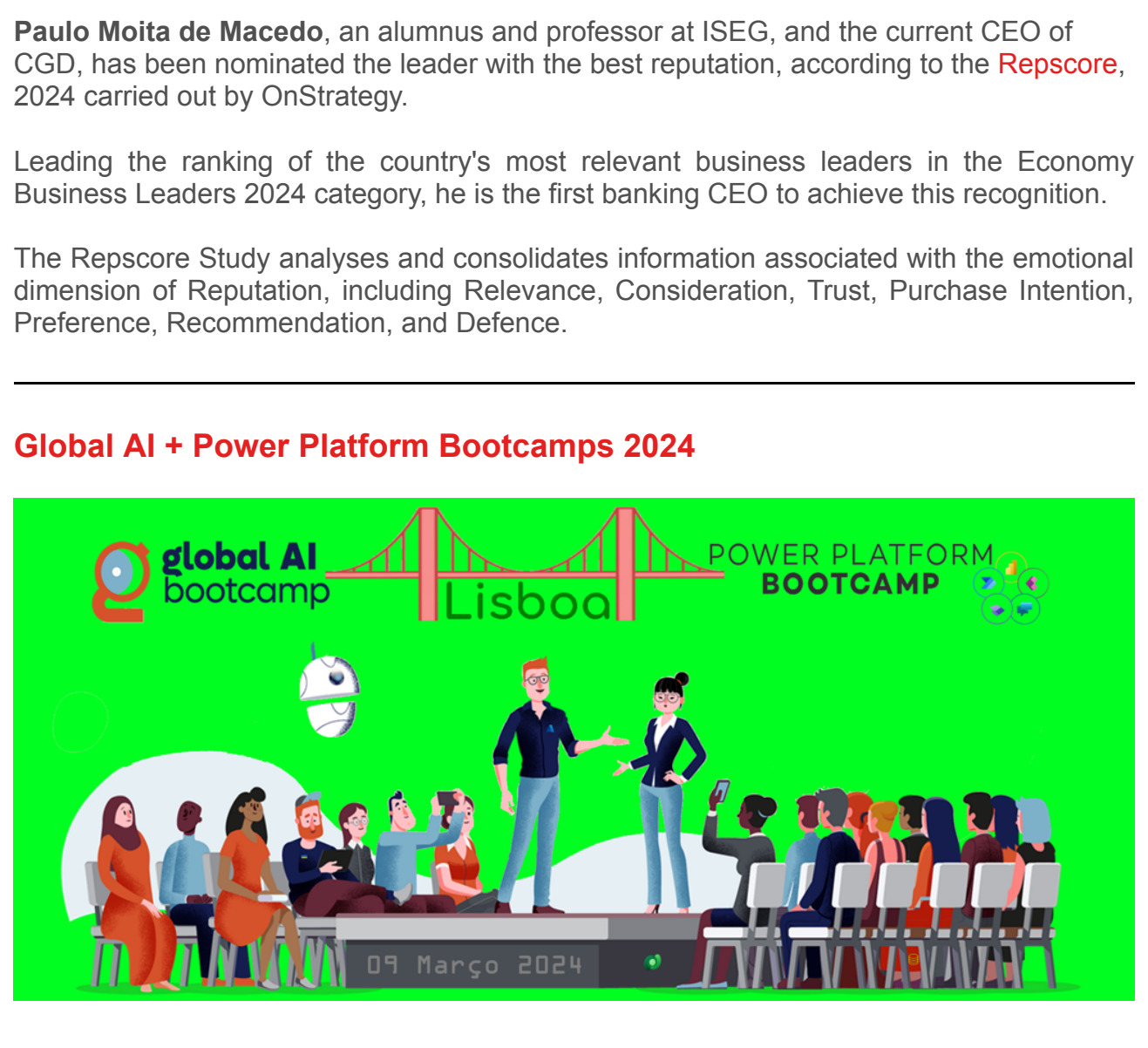
global AI bootcamp
Lisboa
POWER PLATFORM BOOTCAMP
09 Março 2024

Another edition of the **Global AI + Power Platform Bootcamps 2024, Lisbon** will be held on the 9th of March, in Lecture Theatre 3 of Francesinhas, starting at 08.45. This is the Portuguese edition of two global initiatives that take place in almost 200 locations around the world during February and March.

The event features lectures by international speakers on Artificial Intelligence, OpenAI, Power BI, Power Platform, and much more.

Enrolment is free and can be carried out on **this link** (which is obligatory for attendance).

Seminário ISEG i2030 | Collective Intelligence in Action


Seminars
i2030 ISEG
Masters in Management and Industrial Strategy
2024
ISEG Lisbon School of Economics & Management

An ISEG i2030 seminar takes place on the 13th March on the topic of **"Collective Intelligence in Action"**. The speaker will be **Virgílio Varela**, a consultant and facilitator in social innovation.

The ISEG i2030 seminars are held as part of ISEG's Masters in Management and Industrial Strategy and will be delivered in English, with the participation of a diverse range of speakers and guests.

All the seminar sessions are open to the **general public**, and will take place at 18.30 in Auditorium 5 at ISEG (Novo Quelhas).

Consult the programme HERE.

Antena 2 Concerto | Jonathan Silva

Jonathan Silva
CON CER TOS ANTENA 2

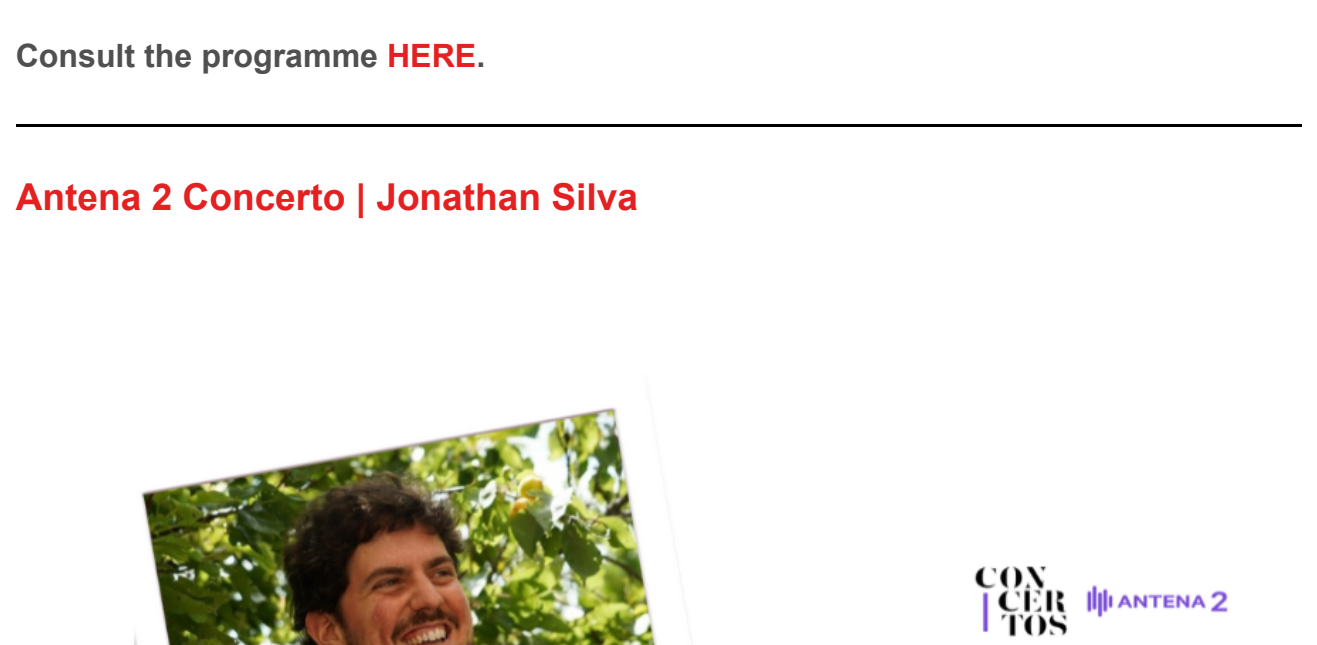
Jonathan Silva, a percussionist whose specialization is a repertoire for vibraphone and the development of chamber music projects, will be at ISEG on the **14th of March** for an Antena 2 concert, recorded live from ISEG.

This concert evokes different imaginary scenes, such as childhood and its relationship with the darkness of the night, evoked in 'Lullaby's Darkness', or the mythology evoked in 'The Liberation of Sisyphus'.

Consult the concert programme **HERE**.

Free admission, subject to the auditorium's capacity.

Workshop Prático de Mindfulness e Chi-Kung



On Saturday, the **16th March**, don't miss the **'Practical Workshop on Mindfulness and Chi-Kung'** at ISEG, from 09.30 to 13.45 (Edifier Room, Quelhas).

Develop your ability to concentrate and consequently your intuition, your perception of events, and your capacity to make decisions in the most difficult situations in life. Achieve a balance between body and mind and learn how to manage stress and improve your health and quality of life.

Limited places. To participate in this workshop, please register by email: cpsilva@socius.iseg.ulisboa.pt

Further information **HERE**.

Destaques | ISEG Executive Education

The next edition of the **Strategic Leadership Program ISEG+Columbia**, an exclusive programme designed for the Top Management of companies and other national and international organisations, will start next May.

The learning journey for 2024 is based on the following three different sessions on leadership: **The Leader's Agenda**; **The Leader's Journey**; and **The Faces of Leadership**. The first session will take place in Lisbon from the **20th to the 23rd May** and will reflect on today's toughest business challenges.

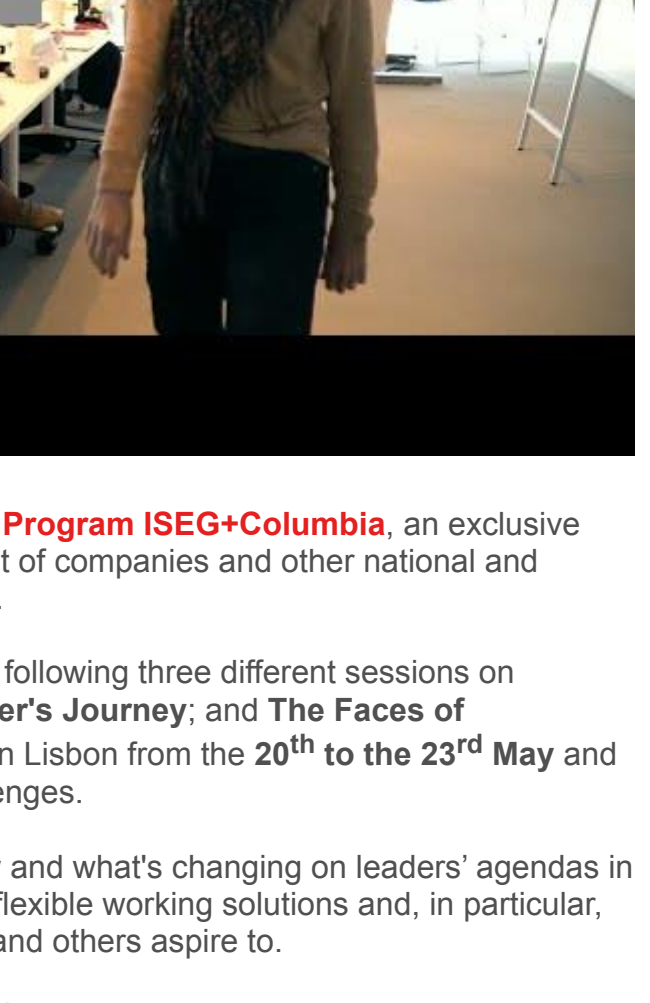
This session will examine in depth what's new and what's changing on leaders' agendas in the 21st century and analyses the impacts of flexible working solutions and, in particular, the four-day working week that so many fear and others aspire to.

Get inspired and discover how to be a top leader.

Find out more **HERE!**

Research News

Highlights | Advance – Centre for Advanced Research in Management


advance
Centro de Investigação Avançada em Gestão ISEG
I CONFERÊNCIA POWER

On the 7th March, ADVANCE - ISEG's Centre for Advanced Research in Management - is offering a double dose of programmes:

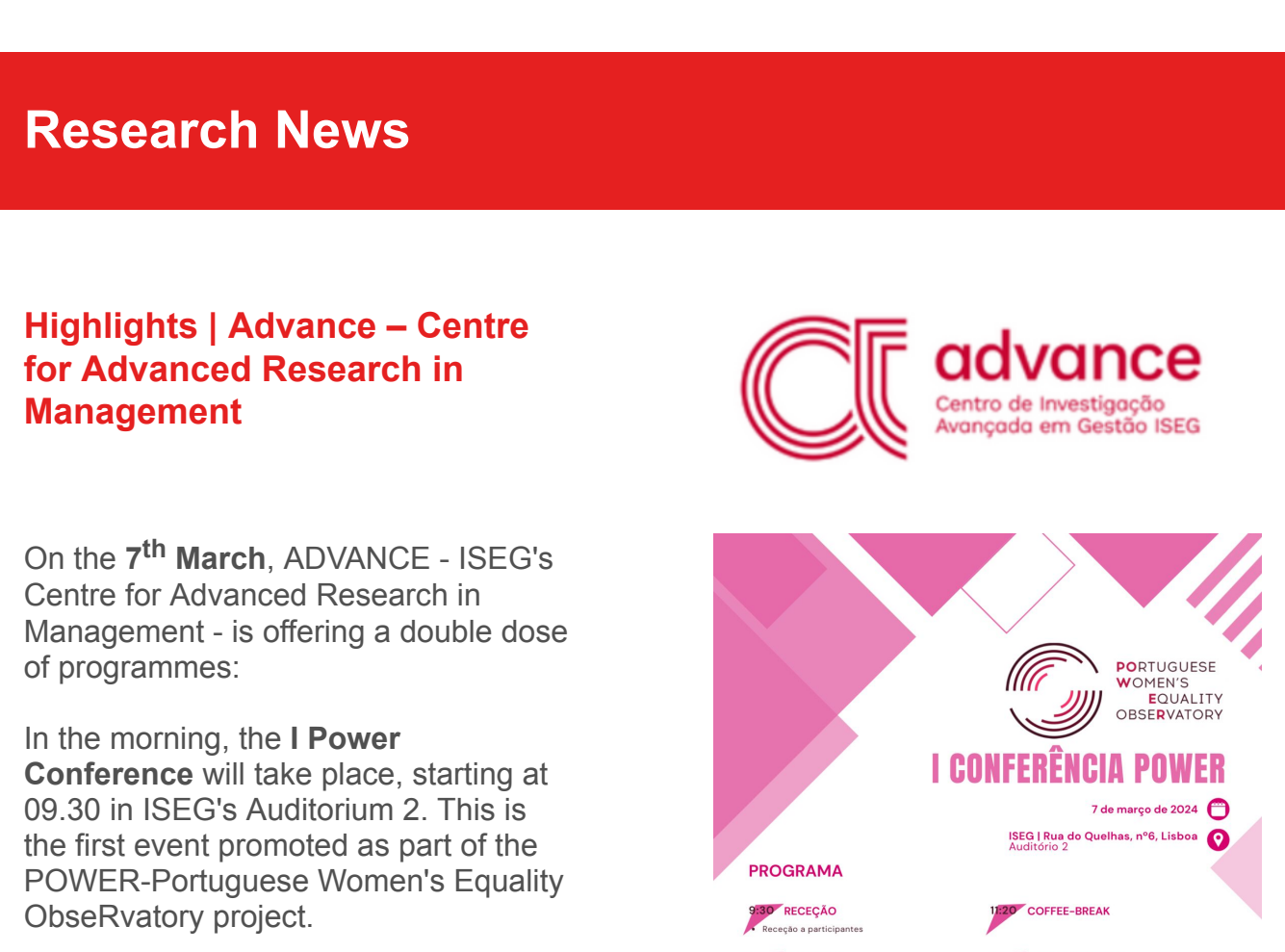
In the morning, the **I Power Conference** will take place, starting at 09.30 in ISEG's Auditorium 2. This is the first event promoted as part of the POWER-Portuguese Women's Equality ObservAtory project.

The event includes a debate with a panel made up of different voices from civil society, where the pulse of the agenda for gender equality in Portuguese companies will be measured: **Abel Sequeira Ferreira**, **Clara Raposo**, **Duarte Pitta Ferraz, DBA**, and **Mariana Branquinho da Fonseca**.

The conference will be opened by **Joana Pais**, Vice-Dean of ISEG, **Sara Falcão Casaca**, Chair of CSG and an ISEG professor, and **Ricardo Rodrigues**, co-coordinator of the project and an ISEG professor. **Maria João Guedes**, the project coordinator and an ISEG professor, will also take part in the conference, as will **Luís Gouveia**, a post-doc scholarship-holder on the project.

Free admission, subject to registration on this LINK.

Programme **HERE.**


ISEG • 7 march, 14H30 - 17H30
How to publish in International Top Management Journals
Amphitheater 1, Floor 4 - Quelhas Building
Workshop with Markus Pudelko
University of Tübingen, Germany

The workshop on 'How to publish in International Top Management Journals' will take place this afternoon, at 14.30, in ISEG's Amphitheatre 1. It will be delivered in English by Professor **Markus Pudelko**, from the University of Tuebingen.

Free admission.

Highlights | Centre for African and Development Studies

Development Studies Seminars in March

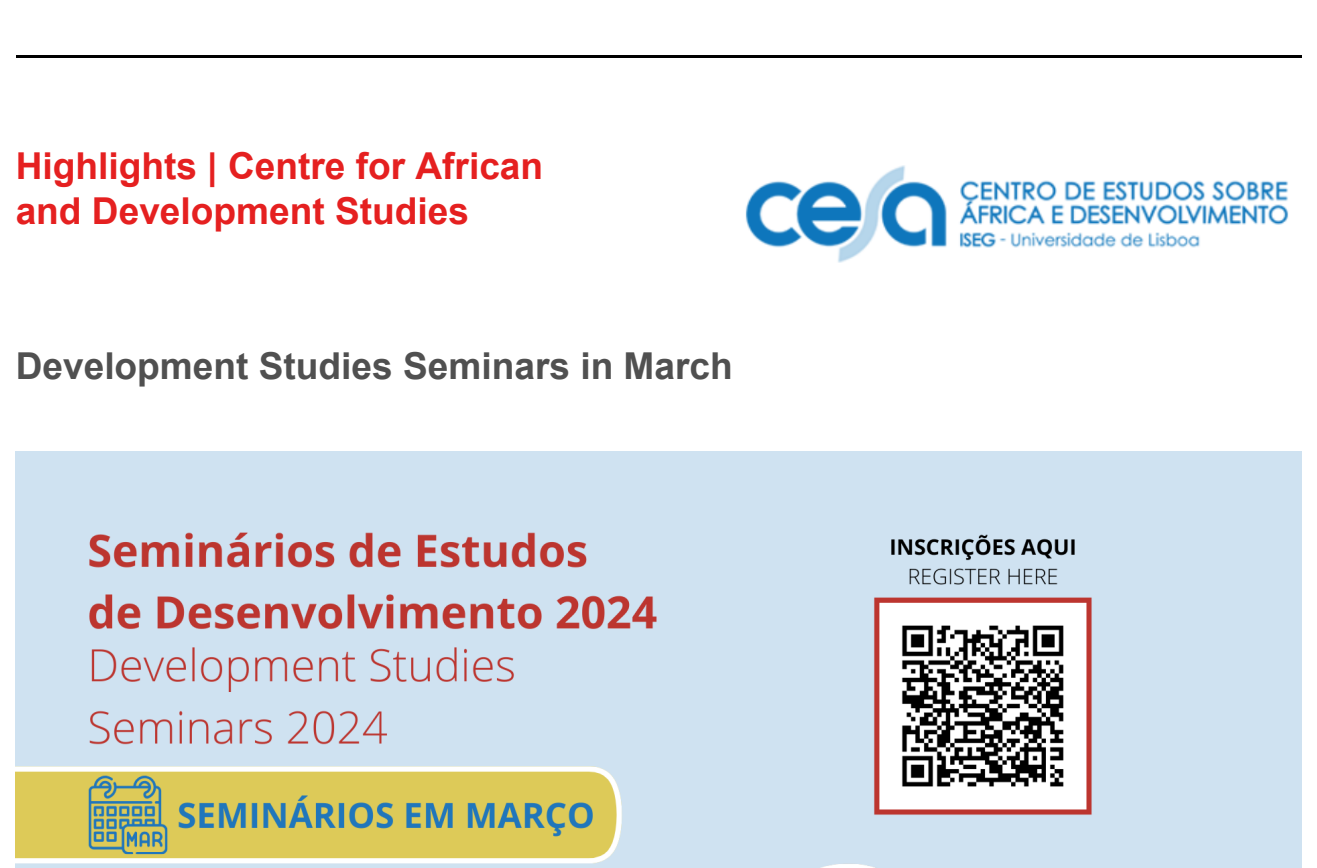
Seminários de Estudos de Desenvolvimento 2024
Development Studies Seminars 2024
SEMINÁRIOS EM MARÇO
INSCRIÇÕES AQUI
REGISTER HERE
CAPITAL MARKETS BY DESIGN? THE RISE OF FINANCIAL DEVELOPMENT PLANNING IN SOUTHEAST ASIA
ENTRE COMENTÁRIO E ATIVISMO: A PERSPETIVA ECOCRÍTICA NA LITERATURA AFRICANA
Marta Banasiak

The Development Studies Seminars, 2024 consist of a cycle of 10 presentations by guest researchers that promote reflection on various subjects in the field of Development Studies.

There will be **two sessions** in March, on the **14th and 21st**, which challenge the public to think about the rise of financial development planning in Southeast Asia and the eco-critical perspective in African literature.

The seminars take place in ISEG's Novo Banco Room, from 18.00 to 20.00, in person, with free admission. Registration is now open for the Development Studies Seminars, 2024.

III Meeting of CPLP Young Researchers on Africa | Registration now open


EJICPLPÁFRICA
III Encontro de Jovens Investigadores da CPLP sobre África
A Ciência para a realização dos Objectivos de Desenvolvimento Sustentável da Agenda 2030
27-28-29 março 2024 | Luanda - Angola
Inscrições abertas

Registration is now open to participate in the III EJICPLP Africa – an event to promote scientific research among young people from Portuguese-speaking countries – on the **27th, 28th**, and **29th March**, in Luanda, Angola.

Those interested can register on **this link** (obligatory for all those wishing to participate in the event). Alternatively, one can participate online.

The theme of this year's event is the role of science in the progress and achievement of the Sustainable Development Goals of the 2030 Agenda.

The provisional programme can be consulted **HERE**.

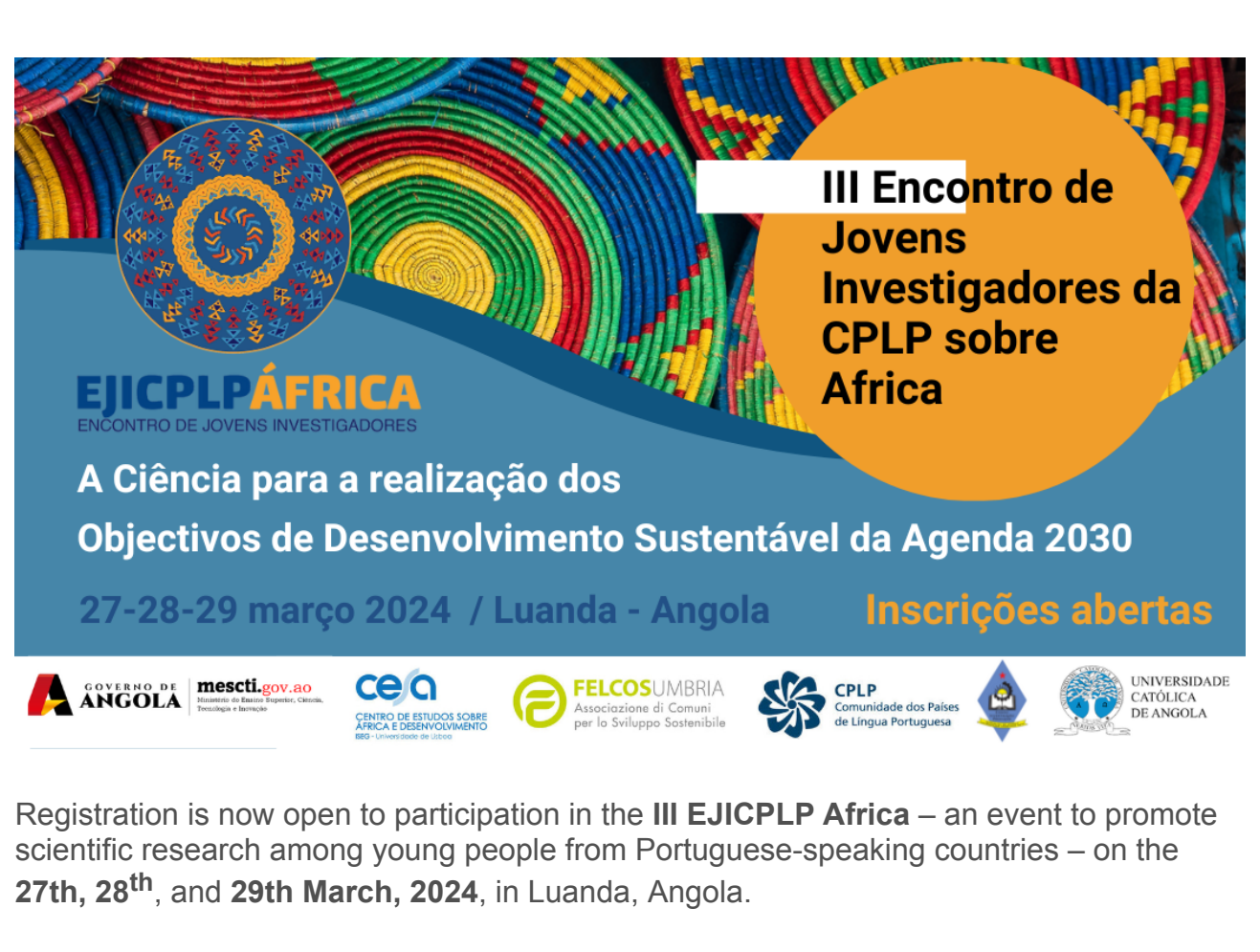
Highlights | Portuguese Economic Journal (PEJ)

Call for papers for the 17th Annual Meeting of the Portuguese Economic Journal

>> Deadline for submissions – 15th March

Alumni in the Spotlight

Debate | Artificial Intelligence: opportunities and challenges for the market and businesses


Sessão-Debate
INTELIGÊNCIA ARTIFICIAL: Oportunidades e Desafios para o Mercado e Empresas
13 de Março | 18h30 | Aula 2 do ISEG
CONSELHO ESTRATÉGICO DE TRANSFORMAÇÃO DIGITAL DA ALUMNI ECONÓMICAS

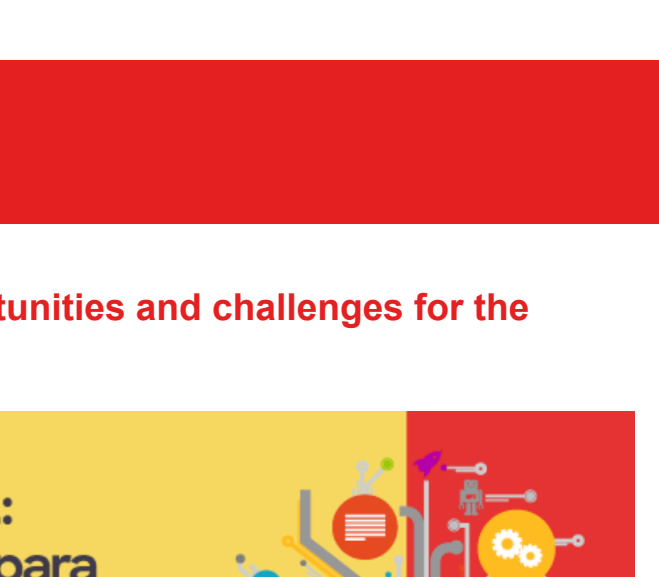
We will be holding a **debate, promoted by the Digital Transformation Strategic Board of the Alumni**, on 'Artificial Intelligence: opportunities and challenges for the Market and Companies' on the **13th March**, at 18.30, in ISEG's Auditorium 2.

The keynote speaker will be **João Dias**, Chair of the Agency for Administrative Modernisation – AMA, on 'Opportunities for digitalising public services and case studies of the application of AI'.

Next, there will be a Panel Debate, moderated by **Paulo Bartolomeu** (Alumni Digital Transformation Strategy Board), with a panel comprising **Bruno Tinoco** (Head of Data Science & AI at NovoBanco), **Gustavo Mendes** (CEO of GSTEP Business Intelligence), **Luís Filipe** (AI Strategic Programme Coordinator at ISEG Executive Education), **Miguel Fernandes** (Partner at PwC), **Sofia Marta** (Country Manager of Google Cloud Portugal), and **Rui Braga** (Data Science & AI Director, Banco BPI).

Applications for **registrations are limited** and must be submitted via the online form (click **HERE**) **by the deadline of the 10th March**.

Interview with Ulisses Correia e Silva, the Prime Minister of Cape Verde



Ulisses Correia e Silva, an alumnus of **Business Management** at ISEG and the current Prime Minister of Cape Verde, spoke to Jornal Económico about the tourism sector during the Lisbon Tourism Fair (BTL).

Read the interview **HERE**.

"Co-operation is needed to achieve the circular economy"

In an interview with T Jornal, **Tiago Barata**, who holds a Masters in Business Sciences from ISEG, presents the conclusions of his most recent study "The Circular Economy in the Textile and Clothing Sector in Portugal", carried out in 2023.

Read the article **HERE**.

The business of 'brigadeiros' paradise

Felipe Kineippe, who studied post-graduate business management at ISEG, tells DN - New in Town how the story of Pepicon Pâtisserie is much more than a passion for confectionery and a desire to have his own business.

Read the full story **HERE**.

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