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

NEWSLETTER #62

30th of July, 2021

the Projects and Studies Office.

Services. Also present was Vitor Palmela Ramos, the Director of Services at the time, who became one of my mentors, from whom I learned so much. I will never forget how anxious and nervous I was on my first day of work in the School that had equipped me with the basic tools for what was to become my professional future! I was given a lot of responsibility, and my commitment was even greater! Susana Anjos Projects and Studies Office and lead of Quality

PREFERÊNCIAS DE EMAIL | VERSÃO WEB

I have faced many challenges over all these years, including a global pandemic that has forced us to reinvent, and to rethink and adapt our entire modus operandi, always remaining focussed on quality, achieving our goals, and ensuring the best for the ISEG community. If you were to ask

me what has probably been the most important professional milestones in my career to date, I would mention the successful AACSB international accreditation process in 2018. This was a great and long project for the whole

School, with various external obstacles that needed to be overcome. One which required a spirit of personal sacrifice

and resilience, where one never gave up in the face of adversity. Above all, it required massive teamwork, which made me all the more proud of the values that ISEG always transmitted to me. Throughout this process, and also during my professional and personal career, one of the phrases that motivated me the most was: "In stormy times, remain calm!". Take a deep breath, concentrate, focus on the goal and then nothing is impossible! Hard work and teamwork always pays off, as we are stronger together! Many other challenges come to pass, year on year, and I have no doubt that the School is quite capable of facing them and achieving its ambitions, rooted in its diversity and unique character, and its capacity for innovation and adaptation. For this is ISEG's legacy that I will always hold dear to me.... of not being afraid of change and innovation!

I wish good holidays for all, because, as someone once said "life needs breaks" (Drummond) in order that we can look positively towards what the future holds for us!" The Universidade de Lisboa - Caixa Geral de Depósitos Scientific Prize for 2020 is awarded to Prof. Maria João Guedes The Prize in the area of Economics and Management, and an honourable mention for Prof. Carla Curado

The anniversary of Universidade de Lisboa was celebrated on the 26th of July, in the form of

Universidade de Lisboa's faculty and researchers, and to promote publishing in international

The prize for the area of Economics and Management was awarded to Maria João Guedes, an ISEG professor, and also to Carla Curado, another of our professors, who received an

a ceremony that was streamed on the ULisboa website, where the Universidade de Lisboa/Caixa Geral de Depósitos Scientific Prizes were awarded for 2019 and 2020.

The aim of these scientific prizes is to reward the activity and scientific research of

journals of recognised quality in a wide range of scientific areas.

honourable mention.

Curado.

The prizes for 2019 were also awarded, where ISEG once again excelled in the area of

This event counted with the presence of the Rector of Universidade de Lisboa, Professor António Cruz Serra, and Mr. Paulo Macedo, the CEO of the Caixa Geral de Depósitos Bank, who is an alumnus and a visiting lecturer at ISEG. The ceremony can be watched here, and photos of it are available on this link. Find out more about the event here.

In this edition of the Newsletter we share our especial for the Summer Holidays, where we suggest some refreshing readings and drinks for this time of year. We highlight the award of the Universidade de Lisboa - Caixa Geral de Depósitos Scientific Prize for 2020 in the area of Economics and Management to Maria João Guedes, and an honourable mention for Carla

The following are cited in this number: **António Garcia Pereira, Clara Raposo, Francisco Louçã, Helena Jerónimo, João Duque, José Veríssimo, Luís Cardoso, Manuel Ennes** Ferreira, Paulo Lopes Henriques, Paulo Trigo Pereira, Sandra Maximiano and Sérgio

Economics and Management, with the award of a prize to Professor Joaquim Sarmento,

and honourable mentions for Professors Carla Curado and Maria João Guedes.

Sousa.



>> "What a sad championship of ignominy on the Portuguese right",

>> Clara Raposo is interviewed by Diário de Notícias in an article on

>> João Duque participated in the conference on "Guia de Fundos: a

>> Paulo Trigo Pereira's analysis of the debate on the State of the

>> Manuel Ennes Ferreira comments on the participation of African

>> An article by Paulo Lopes Henriques, Sérgio Sousa, and Helena

>> João Duque's opinion on "The wonder of the century", in Expresso.

>> Comments by Francisco Louçã on threats to the democratic rights in

about some projects which will make a difference in the education in our

>> Sandra Maximiano's article in Executive Digest on the ageing of the

>> The declarations of **José Veríssimo** and **Clara Raposo** in Human

Resources Portugal about the Human Resources Award 2021 to the

>> "Covid-19: In these sober times, one has to know how to resist!"

>> João Duque talks about the lack of balance in the public accounts on

>> Paulo Trigo Pereira's comments on the evolution of the Portuguese

Nuno Valério publishes a new book

The economist and historian Nuno Valério, the most senior Full Professor at ISEG, has just published the book A Expansão Portuguesa: Uma História Económica, (The Portuguese

routes made by Portuguese navigators in the 15th and 16th centuries - the so-called

The consequences for the creation of a global society of the exploratory yoyages of new maritime

The transformations of Portuguese life brought about by the successive Portuguese colonial

The impact that the connection with Portugal had on the evolution of each of the territories that

This work aims to function as a basis for objective and serene reflection with regards what was

The book is expected to be launched shortly at an event to be held at the Book Fair. As soon as we have more details, we will share them with you. This serves as a recommendation for holiday

CSG is a research centre (which is part of CSG), whose activity is concentrated on economic, political, social, and cultural research in African, Asian-Pacific and Latin American countries.

see more >

Gonçalo Olivença Pinheiro, who holds a Master's in Marketing from ISEG and a lover of art, has launched an artistic project based on abstract expressionism. Read the interview with our

defends António Garcia Pereira in an article on the pandemic in

the TSF programme "A Vida do Dinheiro" (the Life of Money).

Expansion: An Economic History), edited by Principia.

'Discoveries' in the context of world-systems theory.

empires that existed from the 15th to the 20th centuries.

Read a synopsis of the book here below:

were submitted to Portuguese rule.

CESA Newsletter #94

reading!

>> "We are very confident about the next Academic Year and are excited BRIEFING see more >

Vitória do Otimismo" (Funds Guide: the Victory of Optimism) and Jornal

women's leadership in Portuguese public universities.

Económico published his opinion on the economic recovery.

refugees in the Olympic Games in Tokyo, in Expresso.

country", revealed **Luís Cardoso** to Briefing magazine.

Portuguese population and the financing of pensions.

Jerónimo on leadership, in Jornal Económico.

says Francisco Louçã, in Expresso.

Nation, in Observador.

the world, in Expresso.

ISEG as the best School.

economy, on SIC Notícias.

Notícias Online.

see more >

see more

Executive see more >

(n) see more >

OBSERVADOR

EXPANSÃO ORTUGUESA

undoubtedly one of the most important aspects of the history of Portugal.

Research@ISEG

Alumni and Students to follow An Alumnus with an Open Mind in the news: when marketing meets the

alumnus and get to know his project here.

Forecasting, who was awarded with the PSE prize on the 21st of July. This prize is awarded every year to the best student of the course unit of this Master's on "Spatial Econometrics". PSE is a company which specialises in Data Science. The prize was awarded to the student by Joana Nunes from PSE, in an online ceremony which was attended by the coordination team of the Master's: Esmeralda Ramalho, Paulo Parente, and Isabel Proença, as well as ISEG's Marketing Director, Jorge Borges. ISEG student comments in the media on the acts of vandalism in Vila Nova de Milfontes Bruno Soares, a student of the Master's in Management and Industrial Strategy, comes from Odemira and was interviewed by SOL about the vandalism committed by hundreds of young tourists, aged between 12 and 16, in his municipality, Vila Nova de Milfontes. Read the interview in SOL here. Bruno Soares told ISEG that "compared to other years, this lack of control is also related to the fact that bars and discos are closed ,and, once again, the MEO Sudoeste festival will not take place. As a result, the young meet up either outside or in rented accommodation or their parents' homes".

Bruno Soares also spoke to us about the role played by social networks in the increase in cases of damage, as it is "easier to find out about and plan these gatherings, as well as share

images of all the acts of vandalism, littering, and theft".

The PSE prize is awarded to the best student of the Master's in Applied

Congratulations to our student João Margato, of the Master's in Applied Econometrics and

Econometrics and Forecasting in "Spatial Econometrics"

'As a recognised important figure in the systemic change processes, in other field of leadership and organisational words, those of individuals and of transformation, Bill Tobert recounts in this organisations and society in general. Bart book how his experiential learning was Nooteboom reviews the perspectives of fundamental in formulating his ideas on different philosophers regarding processes of transformation. By integrating different research-action and cooperative development. The most fascinating thing human and social aspects, such as about this book is the elegant way in which knowledge, inter-personal relationships, Bill tells us of the profound connection and language and morality, the author

> 1. Rum (Plantation) - 40 ml 1. Grapefruit juice - 30 ml 2. Espresso coffee - 20 ml 2. Passion fruit - 1 un 3. Fresh coriander - 2 leaves 3. Liqueur wine (port or muscat) -20 ml 4. Sugar - 10 ml 4. Sugar - 10 ml 5. Top: Coca-cola zero TECHNIQUE: Shaker TECHNIQUE: Shaker

> > COCKTAIL RECIPE: 1. Gin (Citadelle) - 50 ml 2. Fresh basil- 3 leaves 3. Red fruits jam - 1 soup spoon 4. Egg white

5. Lemon juice - 20 ml **TECHNIQUE:** Shaker

OPEN MINDS. GRAB THE HOLIDAYS!

Portugal, and Sandra Vera-Cruz (ISEG alumna, and Country Manager, Coca-Cola Portugal). **#1 Cocktail Paulo Macedo and Mocktail Jam Jam** Here is a reminder of the RAISE THE BAR interview with Paulo Macedo, and also the recipes that André Neff Brito from 'Bar Factory' prepared in front of us. Paulo Macedo CEO Caixa Geral de Depósitos **Paulo Macedo** Jam Jam COCKTAIL MOCKTAIL RECIPE: RECIPE: 1. Jam of the day - 2 Soup spoons 1. Gin (Citadelle) - 40 ml 2. Vermouth rosso - 10 ml 2. Lemon juice - 30 ml 3. Top: Fever Tree Tonic Water 4.Fever Tree Tonic Water 5. Coffee beans and orange TECHNIQUE: Build TECHNIQUE: Shaker **#2 Cocktail Cátia Martins and Mocktail Sweet Pepper**

Summer Holidays' Special: ISEG recommends the following Reading ... The OPINIÃO Newsletter will be going on holiday during the month of August. We will be back in September, with lots of news! Are you all ready for your well-deserved holidays? Sunglasses, sun cream, comfortable clothes and shoes, mask and sanitizing gel? All that's missing then is a good book to read over the summer days! We asked some members of faculty for their suggestions, and these are their ideas: #1 – The suggestion of João Peixoto: A Ilustre Casa de Ramires, de Eça de

OBRAS DE EÇA DE QUEIROZ

A Ilustre Casa

de Ramires

LIVROS DO BRASIL

TRANSFORMING SELF, FRIENDS, ORGANIZATIONS, AND SOCIAL SCIENCE

by William R. Torbert

#2 - Process Philosophy: A Synthesis,

interested in understanding inner and outer

"This is an essential book for those

presents numerous reflections on the

economic and innovation policies, this

book contains precious insights into the process of discovery and the difficult

balance that society, organisations, and

people alike need to establish between

#4 - "A Expansão Portuguesa: Uma

for holiday reading. It is the new book written by the Chair of ISEG's Scientific

História Económica", de Nuno Valério

"This one is already packed in my suitcase

Board, whose publication is announced in

good understanding of the past. This is my

favourite reading in the non-fiction category

this newsletter. If there is one thing that

economists and managers need, it is a

for this summer.'

Bar!

#4 and #5 – The suggestions of Clara Raposo:

'stability' and 'change'."

dynamics of evolutionism, and in particular

on neuro-Darwinism. For those who study

de Bart Nooteboom

#2 and #3 – The suggestions of Manuel Laranja:

Queiroz

Portugal"."

PROCESS

A Synthesis

Bart Nooteboom

PHILOSOPHY

Professor of Sociology.

"It's good to return to the classics. They provide us the calm and wisdom of

timelessness. In this book, for example, we find Eça's description of our country: "(...) the frankness, the gentleness, the goodness (...). The excitement and enthusiasm, which soon go up in smoke,

and, together a great deal of persistence, a great deal of sticking to your ideas ... The

generosity, the sloppiness, the constant

Recommended by João Peixoto, Vice-Dean of ISEG, Chair of CSG, and

#3 - Numbskull in the Theatre of Inquiry:

Organizations, and Social Science, de

between the evolution of his knowledge of

social theory and what he calls 'liberating

action. A brilliant story that illustrates how theoretical and practical knowledge

Management and Industrial Strategy, and Professor of Innovation Management.

practices', which are achieved through

complement and reinforce each other."

Recommended by Manuel Laranja,

Coordinator of the Master's in

A Mão Esquerda de Deus

PEDRO ALMEIDA VIEIRA

#5 - "A Mão Esquerda de Deus", de

master of the seven trades and arts -

among which features writing. This is a

work of fiction, with roots firmly planted in

Inquisition, contains many true facts and

characters, and yet has an element of

our History. It goes back to the times of the

fantasy and suspense that makes this book a pleasure and a learning experience to read. It has all the ingredients. I highly recommend this book by Pedro Almeida

Recommended by Clara Raposo, Dean of

ISEG and Professor of Finance.

"I recently read this novel written by a very special ISEG alumnus, who is a true

Pedro Almeida Vieira

Vieira."

Transforming Self, Friends,

William Tobert

messing about in business (...). The constant hope for a miracle, or of the old miracle of Ourique, which will cure all our difficulties (...). This is how all is complete, with the good and with the bad, do you know who this reminds me of? (...)

Planeta For these holidays, I leave you two recommendations for reading: something fictional, and something on economic science. However, deep down, in effect these realities cross paths... for both works are based on History and have a special relation with ISEG. I am going to suggest the

book that I am taking for my first days on the beach, and the one that I have just read:

4. Sugar - 25 ml 5. Blackberries or raspberries - 5 un. TECHNIQUE: Shaker TECHNIQUE: Shaker #3 Mocktail Sandra Vera-Cruz and Cocktail Coffee, Please

Country Manager Coca-Cola Portugal

Coffee, please COCKTAIL

#4 Cocktail ISEG! and Mocktail ISEG!

Cátia Martins COCKTAIL

1. Gin (Citadelle) - 30 ml

2. White wine - 20 ml

3. Lemon juice - 20 ml

drinks that she prepared here:

Sandra Vera-Cruz

Cátia Martins

MOCKTAIL RECIPE: 1. Fresh basil- 3 leaves 2. Red fruits jam - 1 soup spoon 3. Egg white

4. Lemon juice - 40 ml

TECHNIQUE: Shaker

6.. Top: Fever Tree Tonic Water

5. Sugar - 20 ml

RANKINGS: MEMBER: **EFMD** ACCREDITATIONS AND PARTNERSHIPS: (RICS

ww.iseg.ulisboa.pt

I will always remember my job interview, which was carried out by Hirondina Duarte, the former Head of the Academic

The CEO of L'Oréal Portugal was also interviewed in ISEG's 'Future U Week', when she prepared her signature cocktail. Check it out here, and make it yourself! CEO L'Oréal Portugal Sweet Pepper MOCKTAIL

2. Black pepper

3. Honey - 15 ml

MOCKTAIL

... and ISEG's Refreshing Drinks Raise The Try the cocktails and mocktails recipes prepared in the episodes of ISEG's RAISE THE BAR, during which the Dean of ISEG, Clara Raposo interviewed special guests while they prepared a drink. Watch the cocktails prepared by Paulo Macedo (CEO of CGD, visiting lecturer, and ISEG alumnus), Cátia Martins (Member of the Strategic Board of the ISEG MBA, and CEO of L'Oréal

> **ISEG COCKTAIL** & MOCKTAIL **INGREDIENTS LIST** - 1 Fever Tree Tonic Water - 2 lemons - Red fruits jam - Egg white - Sugar - 3 leaves fresh basil

1. Passion fruit - 1 un 4. Apple cider vinegar drops 5. Top: Fever Tree Ginger Ale

See you in September! Have a great holiday! ... and don't forget to make a toast with the ISEG mocktail (before 17.00!), and with the ISEG cocktail on a special summer night!

Don't miss the interview with the General Manager of Coca-Cola in Portugal, and the special Sandra Vera-Cruz BARFACTORY