

In this edition of the Newsletter we highlight the Official Opening Ceremony of the Academic Year, the nomination of ISEG for the 2022 Marketeer awards, the testimonials of Ana Teresa Moutinho e Nuno Fórneas in the "A School of 1s: 111 YEARS, 111 ALUMNI" section, and also and Climate Action, respectively.

Pedro Nuno Santos and Duarte Cordeiro, both of whom will be heading up important portfolios in the new Government, as Ministers of Finance and Infrastructure and Housing, and Environment

The following are cited in this number: António Garcia Pereira, António Mendonça, Carlos Bastardo, Clara Raposo, Francisco Louçã, João Duque, João Freitas do Amaral, Joaquim Sarmento, Nuno Crato, Patrícia Melo, Paulo Soeiro de Carvalho, Paulo Trigo Pereira, Pedro Miguel Santos, Ricardo Cabral, Ricardo Ferraz, Sandra Maximiano, Sofia Santos and Vera Gouveia Barros.

LISBOA UNIVERSIDADE DE LISBOA What should the Government's priorities be?

>> ECO highlights of those ministers who are **ISEG** graduates.

see more > >> Nuno Crato considers that the funds (of the PPR) for education "are see more > always welcome", but that they need to be invested in what they are needed for. >> João Duque states that the application of the PPR can add value for see more > Portugal if it is carried out in a transparent way.

>> "Why has Russia demanded payments for natural gas in roubles?" – an article by Ricardo Cabral, in Público. >> Patrícia Melo is quoted in article on "Investment in motorways helped see more the coastalisation and suburbanisation of the country", in Público.

see more > >> "How NATO won the war without a single shot" – an opinion article see more: by Francisco Louçã, in Expresso.

>> João Duque says the "The Russians gave up an occupational see more > conquest and went on to destroy what others can maintain".

>> Francisco Louçã asks: "Will the much-sought-after government see more > reforms ever come to pass?" >> Statements by Clara Raposo in the second session of the Bank dinheiro see more > Montepio TALKS.

>> Paulo Soeiro de Carvalho highlights the reasons why managers see more > choose to study for an MBA. >> An article in Jornal de Negócios talks about the "unique and see more innovative education" of the ISEG MBA. >> Carlos Bastardo comments in Jornal de Negócios on the behaviour

of American public debt yields. "The American interest rate curve has no slope. And now?"

>> "Challenges for 'Agribusiness' in Portugal" – an article by **Pedro** see more > >> Ricardo Ferraz indicates that the Government has "enough cushion see more: to accommodate a reinforcement in Defence".

>> Clara Raposo speaks at the first session of the Sustainable Finance see more > Week organised by ISEG. >> António Mendonça highlights the positive trajectory of the see more > Portuguese economy, despite the prevailing great uncertainty.

>> Carlos Bastardo spoke about "hedging" as a protection against the ver mais : rollercoaster effect on currencies. >> Comments by João Duque in the article on "One month after the see more > beginning of the invasion, there are still companies that remain in Russia".

see more:

see more >

see more >

see more >

see more

SIC see more

Executive see more >

>> Sofia Santos explains to Jornal Económico what was discussed at

>> "Justice and Mário Machado: an (im)probable alliance" – an opinion

>> Joaquim Sarmento writes a special article about the War - "Russia

>> Paulo Trigo Pereira was one of the guests on the Midnight Express

>> Francisco Louçã comments on "The Taboo" programme about the

>> João Duque warns about essential goods: "There could be rationing

Brussels summits and António Costa's new Government.

programme to discuss the challenges facing Portugal in the coming

>> "Retaining workers: the challenge of the 21st century" – article

ISEG's Sustainable Finance Week.

article by António Garcia Pereira.

will lose (even if it wins)", in ECO.

years.

in case of scarce resources".

establishment. This is already a victory.

ISEG's pitch:

der Ding.

by **Sandra Maximiano**, in Executive Digest.

>> João Duque participated in the TSF Forum on the 28th of March to see more: answer the question "What do you expect from the new political cycle?" >> A new episode of the "Perfect Storm" podcast, with Vera Gouveia see more: Barros and João Ferreira do Amaral. "Is there a government? Let's **OBSERVADOR** wait and see".

**ISEG nominated for the 2022 Marketeer** Awards - you can VOTE now

See the profile of the finalists in this category of universities HERE. You can also take a look at

"ISEG celebrates 111 Years, a School of many #1s. However it's not because of its age that

During the last year, the supercentenary school revolutionised its brand: it reaffirmed the "Open Minds" identity with the "Grab the Future" cry for action and a campaign which left no one

Have you seen the new logo? It reflects so much of who we are: the rigour in terms of the geometry of the shape, the asymmetry of diversity, the red of arterial blood without CO2, and the difficult-to-sustain apex of balance that worries us so much... A house, a rocket, a beating heart?

ISEG distinguishes itself... on the contrary, it's by its capacity of reinvention.

indifferent. The minute-long 'Talents' clip had over 2 million views.

ISEG is a finalist of the 2022 Marketeer Awards in the category of the best educational

Only by seeing it... and leaving the interpretation to the each person's sensibility." **VOTE ISEG neste on this link!** 

Prémios

ARKETEER

PERTINENTE

CUNOMIA

Contingências

da Pandemia gerada pelo COVID19

nas Sociedades

Contemporâneas

CENTRO DE ESTUDOS SOBRE ÁFRICA E DESENVOLVIMENTO

RECONOMIR

Research news

Don't miss out on another episode of the Francisco Manuel dos Santos Foundation podcast that places Professor Joana Pais in conversation with the comedian Hugo van

This time, the topic is "Game Theory in practice". Listen to the episode HERE.

(IN)PERTINENT divulges economic science | Podcast

Game Theory has more applications in practice than we can imagine: it supports not only art auctions, but also fish or flower auctions; it is behind the placement of teachers in schools or doctors in hospitals. Even the class in which your daughter was placed at university is determined by this theory, which after all has much more concrete applications than it seems. Diverging from the theoretical side, Joana Pais and Hugo Van Der Ding exchange it for Game Theory for kids, doing justice to the purpose of being INPERTINENT: to give

answers to everyone's questions and contribute to a more informed society.

Professor Margarida Abreu wrote a

paper for the Order of Economists' Working Papers entitled "Behavioural economics, data analytics and the new

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"The value of big data lies not so much in

Bitcoin", by José Alves and João Quental

Gonçalves.

and R. Vilela Mendes.

by João Ferreira do Amaral.

**SOCIUS International Seminar** 

The recording of the third part of the International Seminar on 'Contingencies

Contemporary Societies', that took place on the 18th, 19th, 22nd and 23rd of

**CEsA – Centre for African and** 

A new briefing paper by Carlos Nuno Castel-Branco and Diogo Maia.

- "Financialization, narrow specialization of production and capital accumulation in

Ana Teresa Moutinho

Bachelors in Management, 1996

Authority, Frankfurt, Alemanha

Ana Teresa Moutinho's ISEG

"Congratulations ISEG!

anything was possible.

Nuno Fórneas

Nuno Fórneas's ISEG

Nuno (father)

decision.

experience for all.

Diogo (son)

through my father.

how to enter it.

Students' news

| Power BI Course

world!

complementary.

evening!

surprises...

**ISEG Young Economics Society** 

In partnership with Networkme, we are offering a two-session course that

explores the Power BI programme that is currently widely used in the business

To obtain the certificate of participation,

Guarantee your place and register now!

5th of April: https://lnkd.in/g6Q7x5\_m 7th of April: https://lnkd.in/gTQSDKEa

AEISEG | 'O Gordão' Party

On the 7th of April, at 16.00, all roads will lead to the Quelhas Carpark for a unique

A BIG back-to-School is promised! Lots of parties, good music, and lots of

What's Up @ ISEG

When: 11th and 12th of April (in-person)

our students and faculty.

THINK OUTSIDE

i2030 ISEG Seminars |

Further information: here.

three are **ISEG Alumni**.

FERNANDO MEDINA, Minister of Finance, who graduated with a Masters in Economic Socio-Organisational Systems from ISEG in 2002.

**2022 Awards!** 

and Housing.

When: 6th of April Time: 18.30 to 21.30

Platform).

**Portuguese Moulds Industry** 

Place: Auditorium 3 (Quelhas, 2nd Floor)

The seminar on "Internationalisation challenges for the Portuguese Moulds Industry" will count as its keynote speaker Rui Tocha (General Director of Centimfe, Pool-Net and European Tooling

It will be open to the public and will be conducted in English, this being the

**GRAB THE BUSINESS!** 

it is necessary to enrol in both the

sessions, which are different and

MBA and Mastesr in Management, 1995

Executive Board Member (CIO/COO), Banco CTT

Head of Supervisory Processes Department, EIOPA -European Insurance and Occupational Pensions

**Development Studies** 

Mozambique"

of the Covid-19 Pandemic in

February, is now available.

challenges for business".

2022.

QUE RÍ VEM the data itself, but rather in the story they can tell about our preferences and behaviour. Data is just the instrument of new business models. Capitalising on big data requires a human reading of it. This is the contribution of behavioural economics." **REM Working Papers** The new working papers of the Research RESEARCHIN ECONOMICS AND MATHEMATICS Consortium in Economics and Mathematics: - "How Money relates to value? An empirical examination on Gold, Silver and

- "Long-range connections, real-world networks and rates of diffusion", by Tanya Araújo

- "Education and financial mistakes: The case of avoidable trading fees in stock markets",



A School of 1s: 111 YEARS, 111 ALUMNI

In this edition, we share the testimonials of **Ana Teresa Moutinho** and **Nuno Fórneas**.

**Ana Teresa Moutinho | Nuno Fórneas** 

Simultaneously, higher education was in turmoil and the "tuition fee wars" and the demonstrations against the PGA created a demanding atmosphere in the university environment. During those years the faculty never lacked the necessary energy to transmit an excellent academic curriculum and a culture of freedom and intellectual curiosity that served as a basis for me to face the various challenges of my career. However it was not all work, for the friendships forged at ISEG have remained to this day and lead to sessions of academic nostalgia from time to time. I spent time at the New York offices of Deloitte straight after graduating in Management, as a brief internship reserved for the winners of a competition that the consultancy firm promoted among Portuguese management and economics universities. Next, I entered the world of supervision at the then Instituto de Seguros de Portugal, where I worked with professors from ISEG. Later on I moved to the European Insurance and Occupational Pensions Authority (EIOPA) in Frankfurt. University seemed to have been relegated to the past, however the link with ISEG refuses to be permanently interrupted. Some years ago I received a request to present EIOPA at a lecture to university students from Portugal and I was delighted to find out that they were from ISEG! Since

I remember ISEG with fondness. In fact, as I was writing this text I realised that, although more

Left, during the '90s, as a student at ISEG. Right, nowadays.

"In 1995, at a time when two other universities in Lisbon dominated in terms of MBAs, deciding to

We obviously faced the understandable difficulties of a Masters that was just in its infancy, and of a university where the facilities were far from what is available to students nowadays. Yet by doing justice to the ISEG tradition, the most important material of any education, the faculty and the students, always overcame the adversities, transforming the course into a deeply enriching

I have many memories of that course, however maybe the aspect that I recall with most pride, which seems to me to be a characteristic of ISEG, was the way that we took advantage of the heterogeneity of the group. In a context that is traditionally condemned to be competitive, on the contrary, I always witnessed a strong collective sense and mutual help. Those who dominated

Looking back, it is easy to see how much this opportunity ended up contributing to changing the future of almost all of us. The ISEG MBA fully accomplished the two most important dimensions that any further education course should have an impact – both in the change of behaviours, which an educational course should induce, and also in the friendship and proximity of the relationships that were built between students and the faculty that we were privileged to

experience. In my own case, it was one of the members of faculty who challenged me to go and work with him, and this ended up having a determining impact on my professional career.

After five years of engineering, I am aware that those two years at ISEG ended up being more determining and differentiating in everything that came to pass afterwards in my professional and

some of the topics more quickly than others helped those who knew it less well!

personal life. I clearly made the right decision."

apply for the first edition of the MBA in Management at ISEG was, to say the least, a bold

I received an invitation to write a few lines about my time at ISEG in a context of enormous historical turmoil and complexity, with a global pandemic followed by a war in Europe.

ISEG was a school in transformation during the '92-'96 period, with the building in Rua das Francesinhas only being ready to welcomed us during our Final Year where during the other

years we moved between Quelhas, Buenos Aires and Calçada de Santa Quitéria.

then I have had the pleasure of hosting the same in Frankfurt every year.

than two decades have passed, I never stopped being an ISEGian."

I have used this as an opportunity to revisit those remarkable '90s, where my youth and world events, including the fall of the Berlin Wall and the end of apartheid, made me believe that

Two generations Made In ISEG: son Diogo (who is current studying fur the degree in Management), and father Nuno, nowadays. Right, Nuno Fórneas, during his MBA, in 1995.

"I think choosing a degree is something complicated, which requires a lot of thought. It is something that we do with our hearts, whilst being aware that it will be an essential tool for our professional future, but above all for our growth. It was with great joy that I received the news that I had been admitted to ISEG, as it was a university with which I had already had some contact

I won't lie and say that the degree was easy, as there were many ups and downs, some good

Throughout these three years, my experience at ISEG has been exceptional, not only fin terms of the excellent academic spirit that the university offers, but also for the professionals that I have come across along my journey. I believe ISEG to be a university that opens doors and provides us with variously opportunities and that it offers us a wide diversity of events and activities through which we can acquire various skills, as well as learn more about the world of work and

I consider it to be an enriching university with a futuristic vision, a university that values academic excellence and strives to help its students achieve their goals. I would add that I was very well received by the whole ISEGian community and that, although one experiences complicated moments, there are always those who overcome them and make us want to be better."

networkme

POWER

**CURSO** 

**5 E 7 DE ABRIL** 

Gratuito

2 sessões online

Inclui certificado

and some not so good moments, however I believe that I couldn't have chosen better.

And you, do you want to miss out on your future best memory ever!

The Ideas Factory | Future entrepreneur - what are you waiting for to

O ISEG apresenta-te a primeira edição da 'The Ideas Factory' – an event that aims to give the opportunity for all high school students to have a first notion of what goes on during the day-to-day of a company, while taking the opportunity to get to know our School and

We have several challenges prepared for you and even offer you lunch... on both days. All

Take a look at what we have planned for the two days that we have prepared for you and

11 e 12 de abril

Management and Industrial Strategy

6:30 p.m.

LISBOA UNIVERSIDADE DE LISBOA

come and enjoy the two days that we have prepared for you?

you have to do is come along full of enthusiasm, with a smile on your face!

don't miss the opportunity to get to know us and have two fantastic days!

seventh seminar organised as part of the Masters in Management and Industrial Strategy. **New Government with 3 Ministers who** are ISEG Alumni

THREE OF THE MINISTERS OF THE NEW GOVERNMENT STUDIED AT ISEG

The XXIII Constitutional Government was sworn in this Wednesday and of its 17 ministers,

Interestingly, they are all responsible for three crucial portfolios: Finance, and Environment and Climate Action – both big issue for the economy of the future, and also Infrastructure

PEDRO NUNO SANTOS, Minister of Infrastructures and Housing, who has a Bachelors in Economics from ISEG. **DUARTE CORDEIRO**, Minister for the Environment and Climate Action, who graduated in Economics from ISEG in 2004.

Don't forget to vote for ISEG in the Marketeer

**Prémios** 

MARKETEER (1)22OPEN MINDS. GRAB THE FUTURE!

MEMBER: PRME Principles for Respo Aginca de Analação

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