
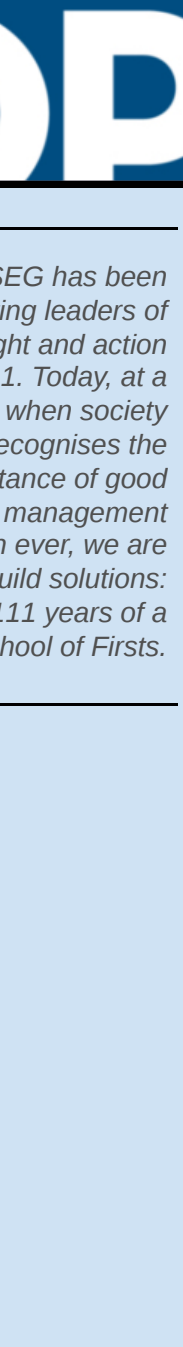



PARABÉNS 

PRÉMIO HUMAN RESOURCES PORTUGAL 2022



ESTABELECIMENTO DE ENSINO

OPINIÃO LISBOA 

ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognises the importance of good economic management more than ever, we are here to build solutions: ISEG - 111 years of a School of Firsts.

"Garrett McNamara could be from ISEG"

After the celebration of ISEG's 111th anniversary on the 23rd May and the news – received on that same day – of our entry in the Financial Times TOP 50 of the best business schools in the world, we mark this week with the yet another recognition.


ISEG has just won the "Human Resources Award 2022" in the category of Educational Establishments!

Above all, this award recognises the truth of ISEG's values. A school that promotes freedom, diversity, and plurality, that collectively respects ethics and which is committed to always do better, with more quality, responsibility, and sustainability, being focussed on the market, yet conscious of the notion that we can only achieve this by investing in people and in their professional enhancement and personal development. ISEG's culture is a mixture of various ingredients and distinct tastes and textures, which together have created a product that has its own identity, which is perceived both inside and outside the School.

It is with this identity, with quality and with this "uniqueness" that we want to deliver ISEG's marketing and communication, which is conveyed in its most recent positioning – Open Minds. Grab the Future.

Helena Laymé

Head of Marketing & External Relations



The varied educational offer, the quality of teaching, entry averages, internationalisation, rankings, and employability rates are undoubtedly all great arguments for the promotion of the School, however what truly distinguishes us will always be our DNA, as an organisation made up of people.

We know how we got here, what we are, where we are, and where we want to go. Because we recognise ourselves as a collective body, we know who our clients are: explorers, those who refuse to conform with the status quo and wish to discover places where no one else has been before. Real people, with ambition, who value freedom and happiness.

It is for them that we want to communicate and to be able to invite them to embark with us on this journey and experience life in a pioneering way.

As McNamara says: 'It's not how big the wave is, it's how you ride it'.

ISEG. Open Minds. Grab the Future."

## ISEG wins the Human Resources Award, 2022

The Human Resources Awards 2022 took place on the 31st May, in a ceremony during which 31 prizes were awarded: 25 to companies and 6 to individuals.

The Human Resources Awards are an initiative of Human Resources Portugal magazine. The choice of the nominees was made by a panel of Advisors and the Editorial Team, with the final voting being made by the magazine's readers.

"The Human Resources 2022 Award fills us with pride and ebullience! Investing in people, in their qualification, in their professional enhancement and personal development is the best way for organisations to invest in the future. That is why we are here at ISEG, to bring the boldest and most up-to-date education to the Portuguese market, with the dual objective of fulfilling the professional ambitions of those who study for our degrees and fomenting the productivity and state-of-the-art of Portuguese business" says the Dean of ISEG.

In this edition of the Newsletter we highlight the Human Resources Portugal Award, the Institute of Public Policy's "Budget Watch" on the 2022 State Budget, ISEG's study for ACAP, the launch of the book entitled "The Value of Medicines and Vaccines" in the Context of the Pandemic, and also the "A School of 1s: 111 YEARS, 111 ALUMNI" section, which features the testimonials of Ana Margarida Figueiredo and Carlos Fontelas de Carvalho.

The following are cited in this number: Carlos Bastardo, Carolina Afonso, Clara Raposo, Eliano Marques, Francisco Louçã, Joana Andrade Vicente, João Andrade e Silva, João Duque, João Ferreira do Amaral, Manuel Ennes Ferreira, Maria João Guedes, José Zorro Mendes, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Ricardo Fortes da Costa, Rita Alemlão, Sofia Santos and Vera Gouveia Barros.

## TAP's accounts and the Budget

>> "Rankings and mission" – an article by **Clara Raposo**, in Jornal de Negócios.

>> **Carlos Bastardo** comments on the European Commission's recommendations to the Portuguese government. "He who warns you, is a friend!"

>> **Ricardo Cabral** points out that the economy is growing well, "but the external deficit is worrying".

>> "Talent has already fled, would you like it to stay?" – an article by **Francisco Louçã**, in Expresso.

>> **João Duque** warns that due to inflation, "this year will be a real hit for pensioners".

>> **Paulo Trigo Pereira** explains how TAP's debt could count towards the public debt if the restructuring fails.

>> **Manuel Ennes Ferreira** reminds us that the effects of the increase in costs owing to inflation are not the same in all countries.

>> **Francisco Louçã** pointed out that during the Pandemic an additional one million more people were living in extreme poverty and another multimillionaire every 30 hours.

>> **Eliano Marques** addressed the interest of Portuguese companies in the areas of Artificial Intelligence and the Internet of Things (IoT) in the PRR.

>> **Maria João Guedes** statements in the article "How much is a CEO worth?" in Exame magazine.

>> It is unimaginable that salaries will remain the same" with inflation at 8%, warns **João Ferreira do Amaral**.

>> **Paulo Trigo Pereira** asks "Why did the arbitration court ignore citizens' rights?" in Observador.

>> **João Andrade e Silva** is part of the panel for the Insurance and Pension Funds Supervisor Authority's Research Award (ASF).

>> **Carolina Afonso** in a talk on "2050.Briefing", which focussed on sustainability, efficiency, innovation, mobility, and people.

>> **Sofia Santos** talks about the foundations of a sustainable future in "The Foundations of Marca".

>> **Ricardo Fortes da Costa** writes in RH Magazine about "reskilling revolution".

>> **Nuno Crato** spoke on the "Educating has Science" podcast to talk about "Preparation for national exams".

>> A new episode of the "Perfect Storm" podcast, with **João Ferreira do Amaral** and **Vera Gouveia Barros**. The 4-day week is under discussion.

>> **Mark Crathorne** comments on the Platinum Jubilee of the 70th Anniversary of Queen Elizabeth II's reign on RTP.

>> In his usual weekly commentary, Luis Marques Mendes congratulates ISEG and its president **Clara Raposo**, for the 111th Anniversary and for entering the Financial Times Rankings.

>> **Francisco Louçã** on Taboo: "The fragmentation within the PSD is amazing for António Costa".

>> **João Duque** analyses the leaders' agreement for the Russian oil embargo.

## ISEG study – Half of consumers want electric vehicles

The study on "Automotive retail networks in Portugal – The present and the future of the sector", which was carried out by Professors **José Zorro Mendes** and **Rita Alemlão**, for ACAP – The Portuguese Automobile Association, was presented on the 26th May at the Automotive Retail Forum, revealing several curiosities, among them:

- One in two consumers are planning for their next car to be hybrid or electric;
- Nine out of ten are willing to pay €35,000 for an electric car (maximum);
- All respondents are willing to pay more to benefit from additional technology (connectivity, autonomous driving, and entertainment).

Find out more about the study that has received a lot of media attention [HERE](#).

## A School of 1s: 111 YEARS, 111 ALUMNI

Ana Margarida Figueiredo | Carlos Fontelas de Carvalho

In this edition, we share the testimonials of Ana Margarida Figueiredo and Carlos Fontelas de Carvalho.

**Ana Margarida Figueiredo**

Bachelors in Economics, 1982  
Managing Director for Economy and Innovation, Lisbon City Council

Ana Margarida Figueiredo's ISEG

"I was admitted to ISEG by chance, a very happy chance which transformed my whole life! It was this happy chance that made me move to Lisbon and fall in love with the city to which I have dedicated most of my professional life.

ISEG is a School that stands out for the quality and innovation of its teaching. It is part of the history of the city, of the country, and of democracy!

It's a School which, besides its breadth of scientific knowledge and a vision that is ahead of its time, favours the human relationships dimension, contributing to an environment where it's possible to dream and make those dreams come true.

ISEG enabled me to fulfil my dreams, broadened my horizons, and provided me with the right tools that to this day continue to be useful in fulfilling my professional ambitions.

It's with great pleasure and great pride that I include myself in this tribute to ISEG's 111th anniversary, and I consider myself to be part of this talented and important family!"

Nowadays.

**Carlos Fontelas de Carvalho**

Bachelors in Management, 1994  
Chair, ADP France and Switzerland

Carlos Fontelas de Carvalho's ISEG

"ISEG will forever be engraved in my life as the school that catapulted me and brought about my professional life project: to be a manager, to make business decisions, and to create value for people and organisations.

I will always remember the intense camaraderie that existed between colleagues, most whom remain friends for life, the intense student life at "Quelhas", the long nights carrying out group work, the rigour and frenzy of the exams, and the great faculty that I had: Luis Nazaré, Cachudo Nunes, Pedro Mendonça, and Augusto Mateus, among others. Thank you!

The values of ISEG as a university and the quality, rigour, and dynamics of teaching were, and will always be an inspiration for me in my current activity and in all the European companies and countries where I have worked."

Left, nowadays. Right, during the 90s, as an undergraduate at ISEG.

## What's Up @ ISEG

**Launch of the book entitled "The Value of Medicines and Vaccines in the Context of the Pandemic"**

The launch of the book entitled "The Value of Medicines and Vaccines in the Context of the Pandemic: From the Evaluation of the Benefit/Risk to the Economic Evaluation" by José Aranda da Silva, José Cabrita, and Carlos Gouveia Pinto will take place at ISEG on the 8th June, at 18.00, at the ISEG Terrace (New Quelhas).

The event will be opened by Professor Manuel Mira Godinho, Vice Dean of ISEG. The work will be presented by Alexandre Lourenço, from the Portuguese Association of Hospital Administrators, together with the participation of the book's authors.

**Opening of the Exhibition | MACAU in Contrasts (2010-2018)**

When: 8th of June  
Time: 18.00 to 20.30  
Place: The Cloisters (3rd Floor)

The photographic exhibition will be on show until the 1st July.

Before the opening of the exhibition, a Round Table to discuss the theme of the photographic exhibition will be held at 18.00, in Auditorium 2 (2nd Floor, Quelhas).

The event will count with the presence of Sara Falcão Casaca (an ISEG professor and Chair of SOCIUS/CSG-ISEG) and will be attended by the author of the works, **Marisa C. Gaspar** (anthropologist and researcher at SOCIUS/CSG-ISEG), as well as guests Andreia Silva (journalist from Hoje Macau), **Fernanda Ilhéu** (an ISEG professor and the Chair of the Friends of the New Silk Road Association), Enio Souza (researcher from the Anthropology Institute, Universidade NOVA de Lisboa), Carlos Fraga and Helena Madeira (producers from LivreMeio Produções), and Isabel Nunes (painter).

Further information [HERE](#).

**Last session of the Topics in Development Studies Seminar**

When: 6th of June  
Time: 18.00 to 20.00  
Place: In-person, in Room 1.1 (IGOT, Lisbon), with live participation online via Zoom (Password: 561505)

Keynote Speakers: José Lima Santos, Paulo Flores, and Mariam Abbas (ISA)  
Organisation: ISEG, CESa, ISA, ICS e IGOT

**Antena 2 concert | The Kontaxakis - Ivanovich Duo**

When: 9th of June  
Time: 19.00  
Place: CGD Auditorium

The duo Michalis Kontaxakis (guitar) and Dejan Ivanovich (guitar) began working together with their first recital in April, 2004 (Athens), when they played works by Handel, Sor, Rodrigo, and Salvador. They are now going to perform on ISEG's stage.

Free entrance.  
Consult the programme [HERE](#).

## Research news

**IPP Budget Watch | Analysis of the State Budget**

Budget Watch, a partnership between the Institute of Public Policy (IPP) and ISEG that has existed since 2013, returned for the 13th edition with an analysis of the 2022 State Budget.

The press gave wide coverage to the study, which was coordinated by Professor **Paulo Trigo Pereira** and **Joana Andrade Vicente**.

The Results of "Budget Watch: OE 2022" can be seen [HERE](#).

The assessment of this expert panel, which is of the opinion that the State Budget 2022 fails in terms of transparency, was highlighted in the media.

**A SERIES OF ARTICLES ON "INNOVATION FOR DEVELOPMENT"**

The Global Workshop blog has launched a series of articles on the topic of "Innovation for Development".

The series proposes a reflection on the transformations and challenges faced within the context of International Development Cooperation and is inspired by the various topics addressed in the study entitled "The Future of International Development Cooperation": fragmentation, adaptation, and innovation in a changing world" (can be downloaded [HERE](#)).

1. **Think, Do, and Learn Better: Promoting inclusive innovation for sustainable development**
2. **ICD in a Multiplex World: Complexity and Innovation**
3. **The Private Sector in the IDC of a Multiplex World**

## PORTUGUESE ECONOMIC JOURNAL

The Newsletter for May:  
- "An Update on the Portuguese Economy Research Report blog".  
Read [HERE](#).

## Student news

**ISEG STUDENTS LIST THEIR GOALS AND DREAMS TO CELEBRATE THE 19 YEARS OF THE JORNAL DE NEGÓCIOS**

To celebrate its 19 years of existence as a daily newspaper, Jornal de Negócios invited 19-year-old students to look to the future.

The newspaper's challenge was taken up by Adriana de Sousa Martins, and Pedro Silva Carvalho, all of whom are studying Finance, together with Carolina Vale Rodrigues, a student of MAEG, who gave their testimony and shared their dreams and ambitions. Read [HERE](#).

**TIAGO CORRADO WRITES ABOUT RICHARDSON**

The ISEG student of Economics wrote an article for Observador and addressed the topic of corruption "as a capitalist dictatorship".

"There is a social consensus that capitalism will never end, but that through cohesive and transparent political institutions the corrupt capitalist practice of our society will be open to mitigation."

Read the full article [HERE](#).

## Students in the News

**PEDRO DOMINGUINHOS IS THE NEW CHAIR OF THE PRR MONITORING COMMISSION**

The Government has announced that Pedro Dominginhos, who holds a Masters in International Economics from ISEG, is the new Chair of the National Commission for Monitoring the Recovery and Resilience Plan (PRR).

**RAQUEL PATRICIO REINFORCES THE DISCOVERY HOTEL MANAGEMENT TEAM (DHM)**

With a degree in Business Management from ISEG, Raquel Patrício is to join the team of Octant Hotels to promote the Octant portfolio, both in Portugal and abroad.

## ISEG - Human Resources Award, 2022

ISEG VENCE Prémio Human Resources PORTUGAL 2022

O ISEG foi eleito, pela quarta ano consecutivo, como a faculdade com as melhores ações e soluções de Formação nas áreas de Cultura Organizacional e Gestão de Pessoas, pela Revista Human Resources Portugal.

OPEN MINDS. GRAB THE FUTURE!

[www.iseg.ulisboa.pt](http://www.iseg.ulisboa.pt)