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

"ISEG at the Rock in Rio Academy

What is a centenary higher education institution like ISEG doing at the Rock in Rio Academy? Well, ISEG is more than a School of Management and Economics. It is a school of values, such as, for example, permanent learning, curiosity, patience, persistence, audacity and tolerance to risk.

It's a school that promotes cultures and encourages activist and "hacktivist" participation. The presence at events of this nature enables the sharing of perceptions about the profound changes we are facing in society and the economy. In particular, within the context of the Rock in Rio Academy whose market is executives who want to transform organisations, it makes sense for ISEG to contribute with its experience of how to deal with these transformations. First of all, how to deal with the new balance between teaching technical skills and the acquisition of so-called soft-skills, or "soft competencies".

This type of skills explains the differences in performance of managers and economists with similar qualifications. Soft-skills comprise a wide range of skills including interpersonal skills, organisational skills, leadership skills, cognitive skills such as creativity and problem-solving skills, communication skills, and entrepreneurial skills.

Manuel Laranja
Professor – Strategic Management and Marketing

The Education of the future therefore requires new balances and new pedagogical approaches that include this type of skills. In the current framework of higher education institutions, ISEG is a pioneer in immersive learning, namely through B-Learning or "flipped classroom" practices, where online learning is articulated with in-person sessions.

ISEG is also pioneer in experiences that consist of the use of "games" and the simulation of behaviours and of innovative ways of using learning spaces and places, in models that are close to what are known as "3rd Places".

In summary. The presence of ISEG at the Rock in Rio Academy results from being a school that is not only oriented to academic rankings, but one that aims to pioneer an alternative vision for sustainable education, based on the principles of ecology and humanism, and which is oriented to inclusion and to the construction of human and social capacities."

ISEG provided training at the Rock in Rio Academy, 2022

The **3rd edition of the Rock in Rio Academy** took place on the 22nd June at the City of Rock, in Lisbon. ISEG was a sponsor and provided training at this event – which was marked and approved by the vibrant enthusiasm of all those present!

More than 15 speakers participated in this innovative experience for executives, which included various moments of networking and challenges which provided a different perspective on the festival. In all, there were 11 hours of training, both in-person and online, with content and experiences which were distributed across various spaces of the City of Rock.

The speakers included Professor **Manuel Laranja** ('Values and Emotions: Soft-skills of Personal and Organisational Change') and Professor **Clara Raposo** ('A 5 minute insight').

See the photographic report HERE. Don't miss the aftermovie below, with the summary of the day!

In this edition of the Newsletter we highlight the Rock in Rio Academy 2022, the Swearing-in of the members of ISEG's School Board, alumnus David Pedra Costa's book on personal finance, and also the "A School of 1s: 111 YEARS, 111 ALUMNI" section, which features the testimonials of Cristina Pedra Costa and Carlos Alberto Cruz.

The following are cited in this number: **António Ascensão da Costa, António Goucha Soares, Carlos Farinha Rodrigues, Clara Raposo, Francisco Louçã, Helena Faria, Inês Faria, Joana Santos Silva, João Duque, João Ferreira do Amaral, Joaquim Montezuma de Carvalho, Joaquim Sarmento, Manuel Ennes Ferreira, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Ricardo Ferraz** e **Sofia Santos.**

What to expect: recession or stagflation?

>> An article by **Clara Raposo** in Executive Digest. "Incentives for companies in times of crisis and recovery: lessons from Portugal".

Executive see more ›

>> **Ricardo Cabral** talks about the new challenges for monetary policy during inflation in 2022.

Público see more ›

>> **Francisco Louçã** in Expresso. "Can the world's greatest power turn into a religious fundamentalist republic?"

Expresso see more ›

>> **João Duque** considers that António Costa has been "very animated" and has started "inserting frequent jokes" in his interventions.

Expresso see more ›

>> **Manuel Ennes Ferreira** writes about the African fashion industry in Expresso.

Expresso see more ›

>> **Inês Faria** helps analyse Web 3.0, especially blockchain and the world of cryptocurrencies.

Expresso see more ›

>> **Francisco Louçã** article on the EU. "Macronmania is wrecking the European Union".

Expresso see more ›

>> **Helena Faria** gives her view on the future of work, which she believes tends to be hybrid.

JE O Jornal Económico see more ›

>> **João Duque's** views on inflation in NOVO.

NOVO see more ›

>> **Paulo Trigo Pereira** praises the fact that the European Union is the world leader in decarbonisation.

OBSERVADOR see more ›

>> **Ricardo Ferraz** says that "it is still early" to talk about recession in Portugal.

CNN PORTUGAL see more ›

>> In Jornal de Negócios, **Clara Raposo** asks: "Which companies do we want to have? And which ones should be supported in the future?"

negocios.pt see more ›

>> **António Ascensão da Costa** believes that stagflation "is near" in the Euro Zone.

negocios.pt see more ›

>> **Joaquim Montezuma de Carvalho** foresees "some reduction in house sales, but not uniform territorially".

negocios.pt see more ›

>> **Joaquim Sarmento** says that in six years of governance, "we have not seen evidence of measures that make the Portuguese economy more competitive".

see more ›

>> **Joana Santos Silva's** Chronicle. "God must be a (M)an" ("Deus deve ser (H)omem".

RH MAGAZINE see more ›

>> **Sofia Santos** warns companies: access to capital will depend on good sustainability practices.

imagens de marca see more ›

>> The world of luxury is changing and **ISEG Executive Education** is paying attention.

MARKETEER see more ›

>> **Ricardo Cabral** comments about the ECB Forum in Sintra.

ANTENA 1 see more ›

>> **Nuno Crato** talks about "knowing how to study" on the "Educating has Science" podcast.

see more ›

>> **António Goucha Soares** talks about Ukraine's accession to the European Union on Radio Observador.

see more ›

>> **João Ferreira do Amaral** in a new "Perfect Storm" podcast. This time, to discuss the bad design and bad practices of the Eurozone.

see more ›

>> **Francisco Louçã** on "Taboo": "I give up thinking that there will ever be a structural solution for the SNS with this government ".

see more ›

>> **Carlos Farinha Rodrigues** analyses the extraordinary support for families' food basket, on RTP.

see more ›

A School of 1s: 111 YEARS, 111 ALUMNI
Cristina Pedra Costa | Carlos Alberto Cruz

In this edition, we share the testimonial of **Cristina Pedra Costa** and **Carlos Alberto Cruz**.

Cristina Pedra Costa

Bachelors in Economics, 1989
Postgraduation in Financial Analysis, 2015
Vice-mayor of Funchal City Council

Cristina Pedra Costa's ISEG

"In 1984, at the age of 18, I carefully analysed the School and the University of quality and reference that would best provide me with the developed and sustained academic bases for my future professional path.

I always saw a degree as being a means for the need to continue studying, to improve myself and to maintain a position of incessant search to be and to do better.

ISEG (at the time ISE) was the first school of economics and management to be founded in Portugal. It has always combined economics and management, focussing and interconnecting the macro perspective with the micro economic one, while developing conferences and debates which are very valuable in terms of learning and networking.

It is with great pleasure that I saw my son choose ISEG and I could witness the strong development and innovation that has existed over time.

Congratulations to ISEG and to its Dean, Clara Raposo, who, in addition to her brilliant academic career and having won several awards and recognition as best professor, she has been able to lead ISEG with innovation and proactivity, providing it with a remarkable faculty and benchmark research centres which place economics, management, and finance at the forefront of knowledge.

For over a century ISEG has been educating generations of successful leaders and professionals who are prepared to listen, think, and decide.

And it will continue to do so: A School of great humanist and reference values."

Left, in the ISEG Year Book. Centre, at the Diploma Blessing ceremony. Right, nowadays.

Carlos Alberto Cruz

Bachelors in Management, 1993
Chair and Partner, Deloitte Portugal

Carlos Alberto Cruz's ISEG

"Our life is made of choices and opportunities. Next academic year, it will be 30 years since I finished my degree in Management at ISEG. I was lucky enough to be able to choose the school where I wanted to complete my academic path and ISEG was my choice. I have no doubt that my time at ISEG was absolutely decisive in my professional career.

The demanding level of teaching and a unique academic spirit have always made ISEG a special place. Despite its 111 years, ISEG has been able to transform itself, rejuvenate, honour its legacy, and look to the future. ISEG is a different school today, but it will always remain *my school*".

During his time as an undergraduate in the '90s

Swearing-in of the new statutory bodies

The new School, Scientific and Pedagogical Boards, that were constituted after the electoral process for ISEG's statutory bodies, were sworn in on the 29th of June, in a ceremony held in the Board Room, in the presence of the Rector of the Universidade de Lisboa, Luís Ferreira.

The new members of the School Board:

Faculty and Researchers: Cândida Mourão, Isabel Proença, João Tovar Jalles*, João Nicolau, José Azevedo Pereira*, Margarida Abreu*, Mário Caldeira, Paulo Lopes Henriques, and Paulo Trigo Pereira.

Non-faculty staff: João Pedro.

(*) Absent from the photograph

The new members of the Scientific Board:

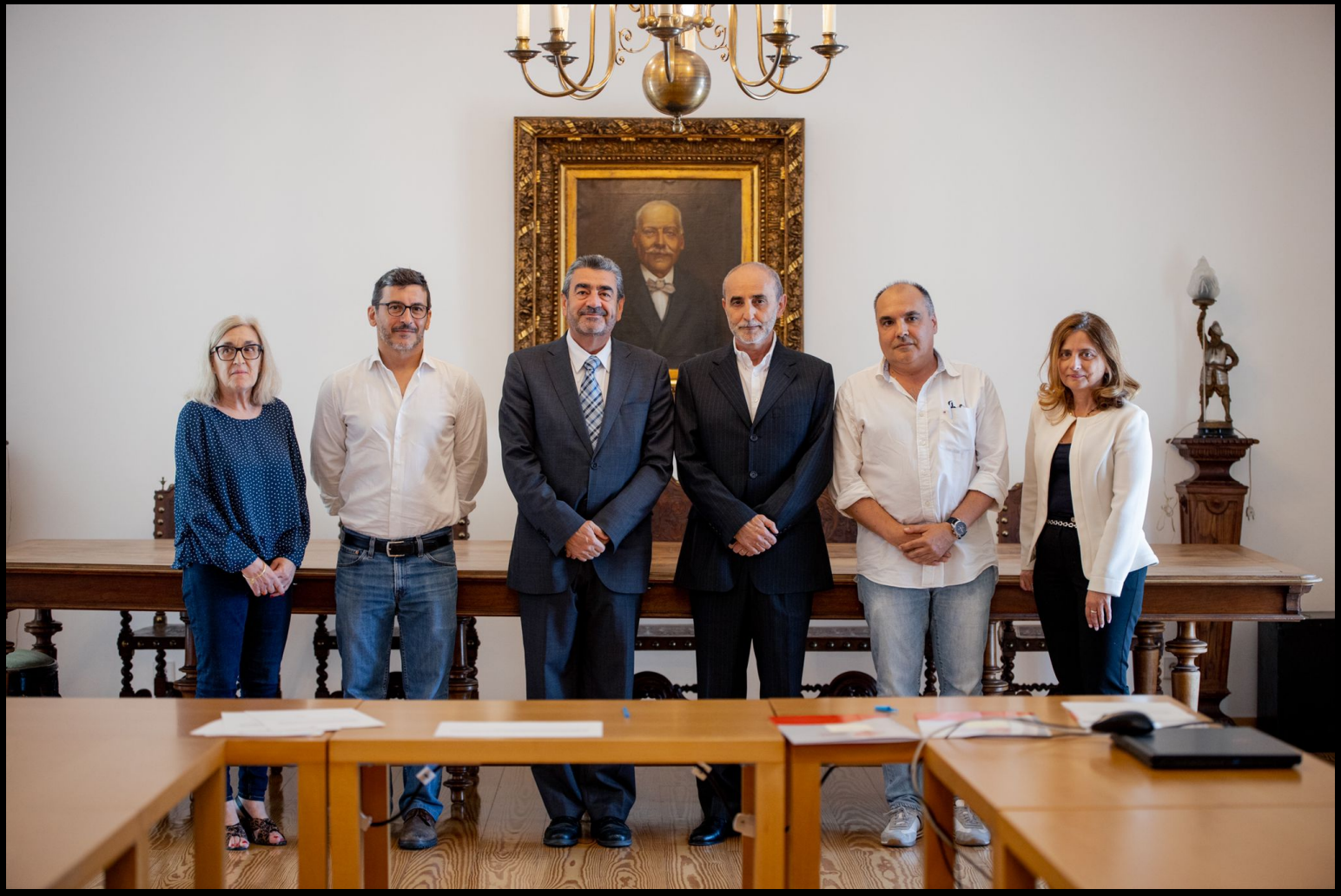
PhD Representatives: Ana Isabel Morais, Carlos Farinha Rodrigues, Esmeralda Ramalho, João Duque, Leonor Freire Costa, Manuel Mira Godinho, Maria do Rosário Grossinho, Maria Rosa Borges, Nuno Valério, Rui Paulo, Sofia Lourenço, and Tiago Gonçalves.

Research Units Representatives: ADVANCE - Vitor Fernando da Conceição Gonçalves*; CEMAPRE – João Janela; CEsA – José Manuel Zorro Mendes; GHES – Amélia Branco; SOCIUS – Sara Falcão Casaca; UECE – António Afonso*.

(*) Absent from the photograph

The new members of the Pedagogical Board:

Faculty and Researchers: Cristina Gaio, Filipe Serra de Oliveira, Jesualdo Fernandes, Luís Costa, Paula Cristina Albuquerque* e Rita Martins de Sousa.



(*) Absent from the photograph

The members of ISEG's governing bodies (The Dean's Office, The School Board, The Scientific Board, The Pedagogic Board, The Management Committee, The International Advisory Board, and the Departments) can be consulted HERE.

Presentation of the 1st Edition of the "Entrepreneurship and Business Development Programme" for ex-Olympic athletes

The presentation of the first edition of the training programme for ex-Olympic athletes took place at ISEG, on the 29th of June.

The presentation was attended by several odf the Olympic athletes who are going to participate in the training.

This programme dedicated to Olympic athletes is a result of the agreemnt that was signed between ISEG and the Portuguese Olympic Athletes Association on the 21st October 2021, with the objective to provide Olympic athletes with tools to be better prepared for their post-sporting career in the executive market.

Research news

Portuguese Economic Journal

New posts on the Portuguese Economy Research Report blog, the PEJ blog dedicated to disseminating research on the Portuguese economy:

- "Narcissistic corporate managers do not share!"

- "Are online platforms killing the offline star?"

- "Giving zombie firms a second chance"

- "Loan guarantees and their implications for post-COVID-19 productivity"

- "Cash holdings in start-ups and founder sociodemographic characteristics"

PhD students in Development Studies and researchers from CEsA and ISEG improve their good writing practices

Students of the PhD in Development Studies (PDED) (ISEG/ICS/IGOT/ISA) and researchers from CEsA and ISEG met on the 22nd and 23rd June 2022 for a healthy academic writing retreat. The Healthy Academic Writing Retreat was facilitated by Dr Joana Pais Zózimo (Lancaster University Management School) at Brotéria and was supported by CEsA.

Global Workshop | Innovation for Development is the theme of the third edition of the Newsletter

The Global Workshop has launched the third edition of its biannual newsletter. The theme of this edition is "Innovation for Development".

In addition to an editorial from the Portuguese ONGD Platform and an interview with Caritas Portuguesa, it brings together several reflections to stimulate debate on the current context, the role of civil society organisations, and also innovation for social transformation.

To read the newsletter, click here.

Student News

Don't forget your locker!

Your exams have nearly finished? Do you already have plans to go on holiday?

Good, that was a tough one! But don't forget:

- before you go, you have up until the 27th June to empty your locker and to hand in the keys at the AEISEG office.

What's Up @ ISEG

The 2nd Annual Meeting of the EJMS – European Journal of Management Studies

When: 7th July
Where: In-person & Online
Time: 08.30 às 13.30
See the programme: HERE

Published by Emerald, the European Journal of Management Studies (formerly the Portuguese Journal of Management Studies) is a pluralistic and interdisciplinary journal that publishes research articles, reports and critical book reviews related to the management of real companies.

A free event, subject to pre-registration HERE **by the 4th July.**

Meeting "The Governance of Information Systems in Portugal

When: 7th July
Where: Auditorium 4, New Quelhas
Time: 11.00 to 12.45 (followed by a stand-up lunch at 13.00

Check out the full programme HERE.

A free event, subject to pre-registration HERE.

Within the context of Corporate Governance, The Governance of Information Systems (GovSI) is an unavoidable topic nowadays - notwithstanding the presence of several contradictory, conflicting and powerful interests, which manifest themselves in the economic, social, organisational, Educational and market environment of Information and Communication Technologies.

This event is one more of the "Apostolate Scenes" series on the relevance of GovSI.

Inauguration of the Exhibition of ISEG's Painting

Workshop

The ISEG Cultural Committee has pleasure in inviting you to visit the "**111 years of us, of ISEG"** Exhibition of the ISEG Painting Workshop in the Convento das Inglesinhas cloisters (3rd Floor), which was inaugurated on the 30th June.

This initiative has been organised within the context of ISEG's 111 Years Anniversary and the 11 years of ISEG's)ABERTO(Workshop. The exhibition will be open up until the 28th July.

Further information HERE.

Alumni in the News

David Pedra Costa publishes a book on personal finance

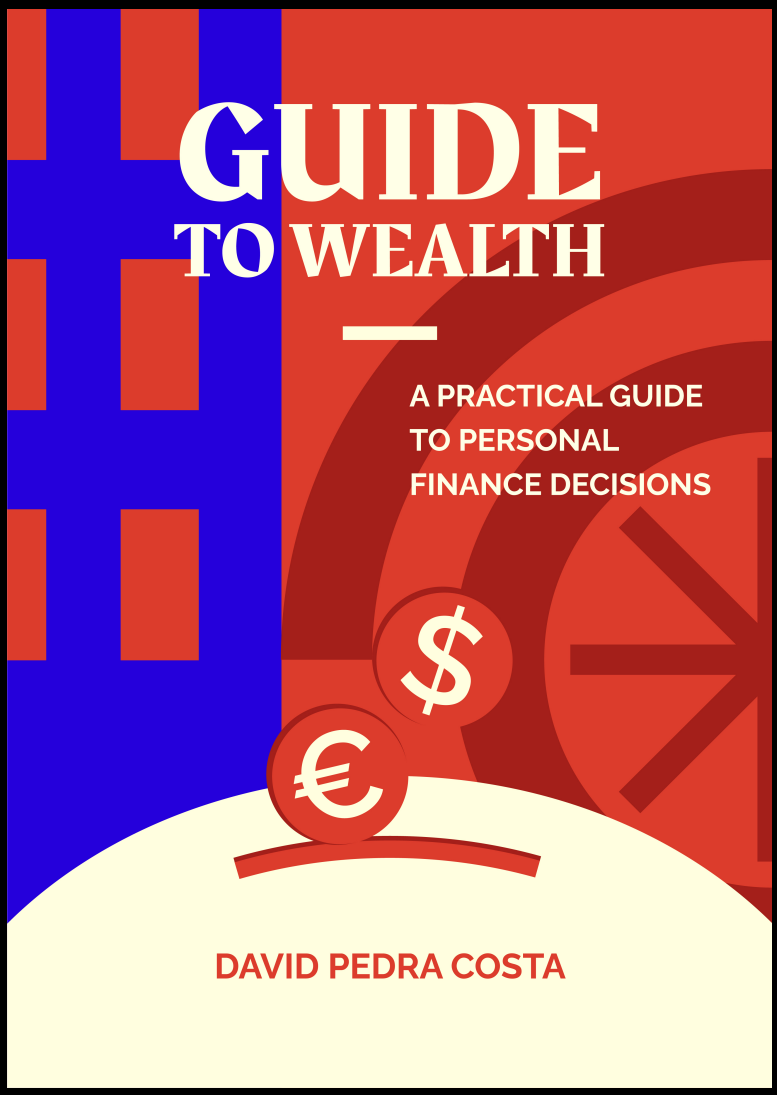
With a degree in **Management in 2011 and a Masters in Finance in 2013 from ISEG**, David Pedra Costa has been repeatedly approached by colleagues with questions about various aspects of their personal finances. He himself recounts the birth of this project:

"It was this experience that enabled me to realise that by creating some simple-to-use tools in conjunction with an explanation of the theoretical concepts, I could create a personal finance and financial literacy learning centre.

Over the last two years I have started compiling the most frequently-asked questions and have created calculators in Excel that can intuitively answer people's most common questions. This is because financial literacy isn't an innate knowledge, neither can we never acquire it. For, like any other knowledge, it is an aspect that needs to be confronted and worked on.

The result of this work was the publication of the book entitled: ***Guide to Wealth: A practical guide to personal finance decisions.***

Associated with this book, I also made the calculators available for free on our website. I thought it would be a good way to use my knowledge acquired at ISEG to contribute to the increase of financial literacy and to the sincere and simple discussion of these topics.



Should readers have any questions or want to keep up with new topics, they can also find me on LinkedIn at: linkedin.com/in/davidpedracosta

It is on these platforms where I bridge the gap between what I learned in my academic life and the real world, having learned through trial and error. Despite the excellent foundation that ISEG provided me with, there is always a step between academic life and the real world (even if the teaching at this School results in that step being smaller than most people's).

I invite you to join our community in order that we can learn together and pass on our knowledge to those who need it."

Rui Catarino will chair the Board of the D. Maria II National Theatre

With a degree in Economics from ISEG, Rui will assume the position of Chair of the D. Maria II National Theatre following on from Cláudia Belchior.

Read the news HERE.

Alexandra Reis is the new Chair of NAV

The former director of TAP is to become the new Chair of NAV, the entity responsible for managing air traffic control. She holds a degree in Economics from ISEG.

Read the news HERE.

OPEN MINDS. GRAB THE FUTURE!

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