



OPINIÃO

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.

"Open Minds. Grab the Future."

Deciphering ISEG's slogan, *Open Minds*: be open to new cultures, greater interdisciplinary plurality, greater tolerance, and strategic vision. *Grab the future*: seize the small opportunities and sow them, in order that we can reap their fruits in the medium/long term. Seize the right partnerships and scale them up into golden partnerships: positively impacting the whole academic community of students, faculty, and staff.

For the fourth time, ISEG was present at the biggest education fair in the USA, the *NAFSA 2022 Annual Expo & Exhibition – "Building our Sustainable Future"*, which this year was held in Denver, Colorado. More than 50 representatives from 22 Portuguese higher education institutions participated in the *Study & Research in Portugal. Follow the Sun* pavilion as part of the USA-Portugal Campus initiative, a joint initiative between the Fulbright Commission Portugal, the Erasmus+ National Agency, and the Luso-American Foundation.

For the first time, Universidade de Lisboa participated in NAFSA, in representation of its 18 Schools in the form of the presence of the Vice-Chancellor, Prof. João Peixoto, PhD and the Director of External and International Relations, Isabel França, MA. Together with ISEG, Instituto Superior Técnico and the Faculdade de Letras were also present. The presence of the ULisboa "family" resulted in competitive advantages, not only for those Schools present at the Fair, but also for those represented by the University itself.



Cláudia Sousa

Luís Perez

Rita Jordão

IMO (International Mobility Office)

The impact of ISEG's presence in international fairs and conferences is becoming increasingly evident and measurable, which can be considered to be a barometer of the growing importance of the ISEG brand. The international high quality seals of approval awarded by the Financial Times rankings and accreditations by both AACSB and AMBA have played an essential role in this new positioning of ISEG. Simultaneously, all the contributions of the academic community as a whole are relevant, as well as the role of those international partners that work with ISEG in jointly developing programmes and projects.

The path to quality internationalisation is always a sequence of baby steps, of small advances, which are often invisible, but which eventually lead to achieving bigger goals, always with our slogan present.

Open Minds. Grab the Future."

Visit of ISEG's International Advisory Board

In May, the month when ISEG celebrated its anniversary of 111 years full of history, our School received a visit by the members of the International Advisory Board.



Those present included: Gilberto Jordan, Anne Giviskos, Bill Kistler, Colin Mayer, Joanne Li, and Roberta Medina.

They met with ISEG's Dean and Vice-Deans, as well as the Chair of the School Board, the Chair of the Scientific Board and many members of faculty and staff who dropped into ISEG that weekend.



Looking forward to the future of Economics and Management, ISEG announced the composition of its International Advisory Board two years ago, a group of professionals of the most diverse nationalities and areas of expertise, including such charismatic figures as the CEO of PepsiCo, Wern-Yuen Tan, the distinguished professor and former Dean of Oxford University's Business School, Colin Mayer, and the executive vice-president of Rock in Rio, Roberta Medina.

ISEG's International Board also includes such distinguished figures as Anne Giviskos, Chief Risk & Compliance Officer of Euronext, at its headquarters in Paris, Anne Hansen da Câmara, Executive Director of the Circuito do Estoril racetrack, Eugénia Bieto, the former Dean of the renowned Spanish business school ESADE, Joanne Li, Chancellor of the University of Nebraska, and William Kistler, the American architect who chairs the Urban Land Institute, as well as Gilberto Jordan, CEO of the André Jordan Group and an ISEG alumnus, who is the Chair of this International Board.

Find out more about the Board and its members [HERE](#).





















In this edition of the Newsletter we highlight the visit of the International Advisory Board to our School, applications for the "Entrepreneurship, Innovation, and Impact Initiative" programme, and the last call to fill vacancies for our Masters' degrees. The "A School of 111 YEARS, 111 ALUMNI" section features the testimonials of Nuno Mena and Maria Castro.

The following are cited in this number: **Aida Tavares**, **Alexandre Abreu**, **António Garcia Pereira**, **Clara Raposo**, **Francisco Louçã**, **João Duque**, **João Ferreira do Amaral**, **Joaquim Sarmiento**, **José Alves**, **Manuel Ennes Ferreira**, **Nuno Crato**, **Paulo Trigo Pereira**, **Ricardo Cabral**, **Sandra Maximiano** and **Vera Gouveia Barros**.



What the university rankings tell us

- >> **Clara Raposo** explains how ISEG continues to shape the future since 1911 in *Jornal de Negócios*.  [see more](#)
- >> **Nuno Crato** clarifies the importance and elucidates about the objective of university rankings.  [see more](#)
- >> An article by **Ricardo Cabral** no *Público*. "G7 seeks to establish a maximum price for Russian oil."  [see more](#)
- >> **Francisco Louçã**, in *Expresso*, stresses that "there is no regionalisation, but we will always have Fernando Alves".  [see more](#)
- >> "Ah, lions!". **João Duque** notes that "the biggest coup crisis in the recent history of Portuguese politics has been born".  [see more](#)
- >> **Sandra Maximiano** at the 'Stop to Think: media, information and fake news' conference promoted by *Expresso*.  [see more](#)
- >> **Manuel Ennes Ferreira** writes about Angola. "Knock, knock! It that the IMF? Who is it?"  [see more](#)
- >> **Francisco Louçã** emphasises how Biden achieved the greatest foreign policy success of the century, but may well lose the next election.  [see more](#)
- >> **Paulo Trigo Pereira** focusses on Prime Minister António Costa's "dilemmas" and the "postponed reforms".  [see more](#)
- >> **João Duque** points out two reasons for China's run on its banks.  [see more](#)
- >> **José Alves** said that, after Germany and France, "stronger state participation in energy companies cannot be ruled out".  [see more](#)
- >> **Joaquim Sarmiento** stressed that "2022 is looking terrible for families and companies".  [see more](#)
- >> **Aida Isabel Tavares** is going to participate in a study that will analyse the resilience of the country's health system.  [see more](#)
- >> "The shy professor". A profile of **Joaquim Sarmiento** in *Notícias Magazine*.  [see more](#)
- >> **Alexandre Abreu** writes about the productive structure of the Portuguese economy in his article on "Producing in Portugal: what and for what".  [see more](#)
- >> An article by **António Garcia Pereira** - "TAP - The excuses of the inexcusable".  [see more](#)
- >> **Nuno Crato** in the "Educating has Science" podcast, which addressed the University Rankings.  [see more](#)
- >> **Clara Raposo** is the guest of Helena Garrido in the "Conversations with CEOs" podcast of *Jornal de Negócios*.  [see more](#)

>> **João Ferreira do Amaral** and **Vera Gouveia Barros** in a new "Perfect Storm", this time, about Banco de Fomento.

 [see more](#)

>> **Francisco Louçã** on Taboo: "The fundamental legacy that José Eduardo dos Santos leaves behind is the corruption of his regime".

 [see more](#)

>> **Paulo Trigo Pereira** discusses the country's postponed political reforms on CNN Portugal.

 [see more](#)

A School of 1s: 111 YEARS, 111 ALUMNI

Nuno Mena | Marta Castro

In this edition, we share the testimonials of **Nuno Mena** and **Marta Castro**.

Nuno Mena

MBA, 2011
Territory Manager & Business Development - Portugal & LATAM @ Sports Alliance Ltd



Nuno Mena's ISEG

*A My experience at ISEG

In 2009 I started to study for the ISEG MBA, which was a decision that marked my career and my professional life. At the time I was working for one of the biggest Portuguese companies, with a good position, however I needed to learn new and better skills that would enable me to evolve as a professional and be prepared for new challenges.

The programme, the faculty, the people, the colleagues, and especially the "ISEG culture" all contributed to make those almost two years of learning quite remarkable. The always-difficult group work, the sharing of learning experiences by professionals with varied experiences, paths and objectives (of both students and faculty), the Leadership course at the Air Force, and the immersion in Silicon Valley meant that we all ended this phase of our lives as better people and as better-educated professionals.

Professionally, all the teaching delivered contributed to the fact that today I am prepared and qualified for my international career in both Europe and South America. This connection with ISEG and its people is still very much alive and it is with great pride that I can say that I am part of the "Iseguian" family.

The best way to thank you is to publicly share my experience of being part of this unique university in Portugal.

Thank you ISEG!

(The topic of this Number being internationalisation, I am writing these notes from some 11,500 metres above the Atlantic!)



Left, nowadays. Right, during the MBA at ISEG.

Marta Castro

Masters in Marketing, 2011
PhD in Management, 2012
Development Manager - Western and Southern Europe, Uber



Marta Castro's ISEG

"I have always been very focussed on the power of my choices and the importance of knowledge to reduce the likelihood of having regrets. Life for me in its many dimensions is about understanding the context, the people around you, and making decisions. ISEG was one of those decisions... I was a flight attendant at the time and I managed to conciliate studying for the Masters in Marketing while flying. When this ended, I received an invitation and a merit scholarship to go on to study for a PhD in Management, and, to this day, I mention this decision to join this group of thinkers as a turning point in creating who I am when I talk about my career path.

When I look back, it was about the people, about the faculty, and here I leave some names with whom I identified who all have very different styles of teaching, such as Helena Gonçalves, Rui Brites, and, the professor who accompanied and challenged me the most, my thesis supervisor, José Manuel Veríssimo, among many others. More than just the raw information that nowadays is accessible at a click, the most important thing for me is to know how to ask, relate, and think ... for in the end, this is what we did together as a student community throughout the degree, and, it was this which radically changed my way of prioritising, of positioning myself, and one again, of choosing.

A year after leaving ISEG, I internationalised my career because I'm fascinated by understanding how different markets work, how to implement models, and how to evaluate results in different realities, but above all, because I love the social and cultural aspects. I've been working abroad for over seven years now, initially in Brazil, then LATAM, and then almost four years ago I crossed the Atlantic to work in Paris. Today my focus is on Southern and South-Eastern Europe (covering countries ranging from Portugal to Germany). When I chose Brazil, I was fascinated by the size, the creativity, and the potential for personal learning; France comes next, as I consider it to be the opposite of LATAM in many ways, and, as we know, after taking a risk and making it work, we get better at suppressing fear and courage becomes our best friend, although we miss the bug of the novelty, recognising how much we have grown thanks to this choice to go (and return)!"



Nowadays.

Research news

Portuguese Economic Journal

A new post on the Portuguese Economy Research Report blog, the PEJ blog dedicated to disseminating research on the Portuguese economy (these are not articles that are published in the Journal):

- Monetary policy and household consumption spending in Portugal



Critical World Journal | The Environment and Development: Between Utopia and Urgency

The Critical World Journal is an initiative of the Association for Cooperation among Peoples (ACEP) and the Centre for Studies on Africa and Development (CESA).

On the 12th July the **launching session** took place of Issue No. 7 of the Critical World Journal, dedicated to The Environment and Development.

The new Issue is now available for free download ([click here](#)).



The (Im)Pertinent Podcast | What barriers exist for women?

In this new episode of the Francisco Manuel dos Santos Foundation podcast, whose objective is to provide answers to everyone's questions, professor **Joana Pais** and comedian **Hugo van der Ding** opted to approach the subject of gender differences in a different way.

The pertinent conversation took place, but based on studies and facts. [Listen to the episode here!](#)



Last Call! The vacancies are flying away... hurry up!

There are still vacancies for some of our Masters!

Are you ready to flight to ISEG? The last call is now!

Apply [HERE!](#) You've only got until the 19th July, hurry up!

- Masters in Applied Econometrics and Forecasting
- Masters in Accounting
- Masters in Economics and Public Policy
- Masters in Actuarial Science
- Masters in Mathematical Finance

DATE	FLIGHT TO	REMARKS
21/06	Finance	Departed
21/06	Management	Departed
21/06	Marketing	Departed
19/07	Applied Econometrics and Forecasting	Final Call
19/07	Accounting	Final Call
19/07	Economia e Políticas Públicas	Final Call
19/07	Actuarial Science	Final Call
19/07	Mathematical Finance	Final Call

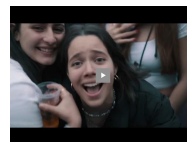
Submit your application at www.iseg.ulisboa.pt

Student news

Remembering the 'Gordão' party | Video

After a season of studying and preparing for exams, it's now time for a rest - and a well-deserved holiday!

However, that doesn't mean that we don't remember one of the biggest events of the semester: the 'Gordão' party!



What's Up @ ISEG

Ulisboa in the Tropics Webinar | The importance of groundwater for the sustainability of the tropics

When: 19th July
Where: Online
Time: 10.30 to 11.30
Registration: [HERE](#)



This webinar is organised by CTROP (The Tropical College of Universidade de Lisboa), of which **ISEG** is a full and active member.

Groundwater contributes fundamentally to the sustainability of the tropical regions. The underground part of the water cycle, which we do not see and about which we often know so little, is an essential water resource for ensuring drinking water for populations, irrigation for agriculture, food security, hygiene and health, ecosystems and biodiversity, and climate change mitigation. It can also play an indirect role in reducing poverty and inequality, as well as in education, gender equality, and peace.

In this webinar, **Teresa Melo** and **João Nascimento**, both researchers from CERIS, Instituto Superior Técnico - ULisboa, will talk about their experiences in Cape Verde, Mozambique, East Timor, Angola, Guatemala, Brazil, Peru, Ecuador, and Chile.

10th UECE Conference on Economic and Financial Adjustments

When: 22nd July

Time: 09.00 to 19.30

A UECE (Research Unit on Complexity and Economics), REM and ISEG are jointly organising the 10th UECE Conference on Economic and Financial Adjustments.

Keynote speakers:

Xavier Debrun (National Bank of Belgium)

Cecilio Tamarit (University of Valencia)

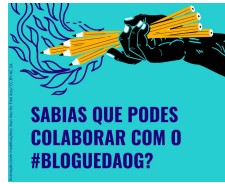
Additional information and registration on the [conference website](#).



Global Workshop | Open call for the selection of papers on Global Development

The Global Workshop Blog has issued a call for papers on topics related with Global Development.

To participate, send a summary of the idea behind the paper of no more than 200 words by the 19th August to: info@oficinaglobal.org.



Applications for the Entrepreneurship, Innovation and Impact Initiative programme

The new **Education in Entrepreneurship** programme, which is integrated in the **Entrepreneurship, Innovation and Impact Initiative**, is made for you!

If you are a ULisboa undergraduate, or a Masters or PhD student and are looking to develop new skills and new entrepreneurial ideas, then enrol in the Course Units of the various Schools of ULisboa, at no cost, subject to the attribution of credits.

This is a complementary education programme that will give you that push towards competitiveness in the job market that you really needed.

Consult the [available subjects](#) and invest in your tomorrow today.



OPEN MINDS. GRAB THE FUTURE!



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