

*ISEG has been cating leaders of under the last decades, especially in terms of infrastructure capacity, new ways of working, and entertainment, as well as in terms of ease of access and information processing.* 

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

number of cases of online fraud and capture of personal information in Portugal, particularly by email (phishing), SMS (smishing), or by telephone (vishing). There has also been a relevant increase in cases of ransomware (ransom for information recovery), compromising accounts and vulnerability to exploitation by system intrusion and information destruction. Internationally, this increase in cases has been associated with the Pandemic, new habits in the use of information technologies (e.g., teleworking), and the current geopolitical situation.

Over the last two years there has been an increase in the

Thanks to the effort of public and private entities, in particularly the National Security Office (GNS), the National Cyber Security Centre (CNCS), and the Cyber Defence Centre (CCD/EMGFA), in establishing strategies and strengthening and empowering their cyber security teams, as well as the attention, awareness, and adoption of good practices by citizens, all in all Portugal has shown itself to be a cyber-secure country, albeit the consequences and the media coverage of the cyber-attacks on Agência Lusa, Grupo Impresa, Vodafone Portugal, and Sonae, as well as the aforementioned contexts, have all led to an increased perception of the risk and threat by entities and citizens alike.



information technologies users to use the means at our disposal with caution. I would highlight such measures as logging out when you leave a page; being suspicious of emails and messages from unknown sources or with incorrect language; not following instructions or clicking on attachments and links in suspicious messages; not answering calls from suspicious numbers (such as numbers that have been identified as fraud or which are from countries with which you usually have no contact); refraining from sharing personal data, especially on social networks; reporting to IT security officers or the authorities if you are the target of an attack; defining strong passwords (with at least 12 characters comprised of numbers, letters, and symbols) and the use of different ones for each website/service. Finally, whenever possible, the ideal is to activate multifactor authentication methods (such as a password complemented by sending a SMS code.

I also take this opportunity to recommend the courses developed by CNCS in this area, which are available for free on the NAU platform (https://www.nau.edu.pt/): Cidadão Ciberseguro; Cidadão Ciberinformado; Consumidor Ciberseguro; and Cidadão Cibersocial."

The following are cited in this number: António Garcia Pereira, Clara Raposo, Francisco Louçã, João Duque, João Ferreira do Amaral, Marta Marques, Nuno Crato, Nuno Valério,

In this edition a few days before the start of applications for the 1st Phase of access to Higher Education, we highlight our degrees, and give voice not only to our students and Alumni, but also to the ISEG Otlook for July and the debut of Professor Amílcar Moreira on the Francisco Manuel

dos Santos Foundation [Im]Pertinent podcast.

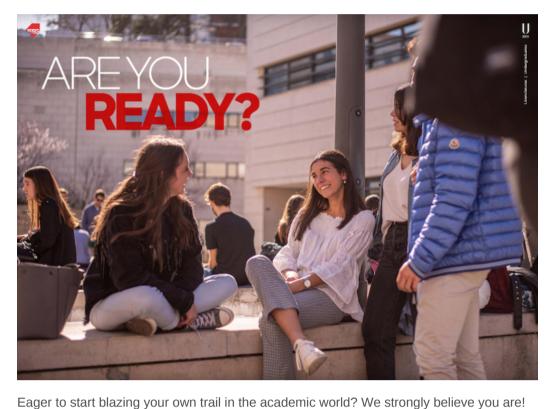


Between the scourge of fires and inflation

>> On the "Public Interest" programme, <b>João Duque</b> spoke about skyrocketing inflation, the war in Ukraineand ECB policies.	Público	see more >
>> <b>Sandra Maximiano</b> on the annual State of the Nation debate: "We had more of the same".	Público	see more >
>> Francisco Louçã writes about Sri Lanka, which he says is "already around the corner".	Expresso	see more >
>> João Duque writes in Expresso. "It's not pride, it's shameful!"	Expresso	see more >
>> <b>Sandra Maximiano</b> talks about the fires that have plagued the country and Europe in Expresso.	Expresso	see more >
>> Francisco Louçã comments on the controversy surrounding Ricardo Araújo Pereira's column.	Expresso	see more >
>> <b>João Duque</b> warns that the Euro being worth less that the dollar could increase the price of fuel even more.	<b>G</b>	see more >
>> Clara Raposo says that she doesn't believe in "leaders who don't have a good heart and who don't care about the future of their organisations".	VISÃO	see more >
>> <b>Zorro Mendes</b> article on low voltage electricity networks. "The end of a monopoly?"	JE o Jornal Económico	see more >
>> <b>Sofia Santos</b> clarifies what she defines to be environmentally sustainable activities – the so-called 'taxonomy', which could be a new window	JE o Jarnal Económico	see more >
>> João Duque comments on the four-day working week.	9	see more >
> Pedro Neves explains whether the age of companies is "a post" or not, in Sábado.	SÁBADO	see more >
>> Nuno Valério gives examples of inflationary pressure in the past, namely during the 14th, 15th and 20th centuries.	VISÃO	see more >
>> Marta Marques is part of the panel for the 'Eficácia 2022 Awards'.	MARKETEER	see more >
>> An article by <b>António Garcia Pereira</b> – "The TAP management lies and ANAC doesn't say a thing	Dolle inst	see more >
>> In an interview with Rádio Renascença Clara Raposo warns that protest may increase if there is no restitution of purchasing power.	<b>G</b>	see more >
>> Nuno Crato on the "Educating has Science" podcast spoke about social networks and the technological era.	RÁDIO NOTÍCIAS	see more >
>> Clara Raposo on TSF's "Just between us" programme explained to the host Luís Osório how ISEG differs from other schools.	RÁDIO NOTÍCIAS	see more >
>> João Ferreira do Amaral and Vera Gouveia Barros in a new "Perfect Storm", this time about Novo Banco.	OBSERVADOR	see more >
>> Clara Raposo is invited to participate on the RTP programme on "Education: the challenge of higher education in Portugal".	RTP	see more >
>> <b>Sandra Maximiano</b> speaks at the "Stop to Think: Media, information, and fake news" conference.	Expresso	see more >
>> On this week's "Taboo", Francisco Louçã comments on the drama of the fires and analyses the Uber Files.	Expresso	see more >

# We're waiting for you in September!

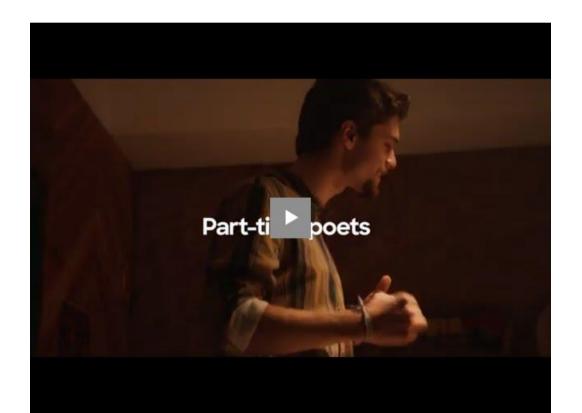
Higher Education applications are now being submitted and we are looking for talent who can bring more imagination to the economy and more innovation to management. Ready to share yours with us?



After all, it's a step that will determine your future. The **first phase of applications for Higher Education** starts on the **25th July** (and lasts until the 8th August) and we want to count on your talent! Don't waste any time and start to explore now **our degrees** (in English and Portuguese). **Why ISEG?** Because here you will find the best faculty, the best colleagues, and the best

school! It's the ideal place for those who want to make history and always be at the

forefront of knowledge.



ISEG isn't just a School with an average employability rate of its graduates of approximately 98%, but it's a School with 111 years of experience that have made their mark and influenced Portuguese history. Don't go by what we say, but rather go by those who know us well – because studying for a degree at ISEG is doing something more than just studying for a degree.



Our testimonials don't just come from illustrious figures. For your colleagues can also shed some light on what you can expect.

**Finance - Patrícia Barqueira** "These three years came to an end in the blink of an eye. Three challenging

years, full of achievements that I will

remember with great fondness. I take with me a baggage, both professional and personal, that I never could have imagined. I will take with me friendships for life, unique international opportunities, and all the experiences

that ISEG has given me during these

years.

I will miss the study sessions with 37 coffee breaks, the epic parties, and this unique environment

This School exceeded all my expectations and exposed me to an unmatched spirit of mutual help. I am grateful to have been part of it and who knows ... maybe one day we will cross paths again!





**Economics - António Calabote** "The word that best sums up these last three years is challenge.

Adapting to the pace of the School, the

difficulties imposed by the pandemic, and the contact with people from all over the world have made me grow a lot and made me want to give my best in all that I have done.

In addition to the multidisciplinary education, Economics provided me with a more international context and has helped me develop my language skills.

I had the opportunity to meet spectacular people, I have been taught by an excellent faculty, and I have enjoyed this experience as I never thought possible. I am eternally grateful to ISEG for giving me so many memorable moments and for giving me the opportunity to meet friends for life.

I will miss the Galas, the 'Gordão' Summer Party, the packed auditoriums at exam time, and the afternoons spent in the Garden. Over these three years I made ISEG my second home and it was one of the best decisions I ever made. This is not a "goodbye". It's a "see you later"."

### Gestão - Guilherme Cavaleiro

"During these three years I have seen pre, during, and post pandemic, an old logo and a new logo, the entry in to the Financial Times rankings. In these three years I saw ISEG grow and prove what I already thought at the beginning – that ISEG is effectively a school that grows and makes one grow, that's what's happened to me.



ISEG, and more specifically the degree in Management, enabled me to acquire skills and learn essential subjects to help me be successful in the labour market. From Strategy to Finance, passing through Information Technology.

However studying at ISEG was not only being a University Student, it was also about being a Mentee and a Mentor, it was belonging to a Junior Company, it was going to the 'Gordão' summer party, Galas and Serenades, it was about creating contacts, meeting incredible people, and making friends for life. If three years ago I had been told that choosing ISEG was the right choice, today I'm sure it was.

Thank you ISEG!""

#### MAEG - Rita Esteves



"It is now, three years later on, that it's the time to remember moments that marked my path at ISEG. From the first steps that I took in this School I knew I was in my new home, especially during the hours that I spent in the auditoriums and in the Library during exams.

I remember with the biggest of smiles all the people whom I met, the friends that I made and the 'Gordão' parties that I went to. Not to be forgotten, naturally, are the afternoons spent in Santos and chants shouted at the top of my voice, the regular games of cards, and lectures at 8 o'clock in the morning after an unforgettable night out.

It is a huge honour to have been part of this School and to have borne the colours and values of ISEG on my chest. I really have no words to describe how unique this environment is in which I had the opportunity to live.

To ISEG, thank you for everything (for despite the headaches you gave me, even MAEG is entitled to a thank you!)."

## Economia - Inês Rodrigues

""From enrolling at the Library through to presenting a seminar in F1, every day has been a challenge. Albeit with some adversity, these were

three happy years, with many hours of study, ice cream, and Teams meetings, which in the end have all passed quickly and have made us grow.



Economics is a very complete degree, ranging from the obligatory to the elective component, which enables us to discover or recognise the areas that interest us more. It wasn't always easy, but as in everything, anything can be done with effort, dedication, and a lot of patience!

I was lucky enough to understand what path I want to continue to follow and I count on ISEG for the rest of the journey!

For the opportunities, the good moments, and the friends for life ..... thank you ISEG!"

## Management - Leonor Azenha

"Three years? How time has passed... In this, my second home, I met friends for life, I learned, I overcame obstacles, and, most importantly, I had so much fun! Thank you ISEG for welcoming me in this fantastic way and for making these three years so special!

I will miss everything, from the endless conversations in the patio that made me forget the time and therefore led me to miss lectures, through to the mutual help among students, our wonderful initiation ceremony, and even all that stressful studying the night before exams.

Now that this phase is complete, I plan to fulfil other objectives, but I will always return to my 'Home', where I was so happy."

## **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) - Cancer patients' survival following the

reference centre model implementation
R&D tax credit and firm behavior
The struggle of small firms to retain high-skill workers

#### Get to know the complete collection of CEsA Working Papers in digital format

CEsA has made available the complete collection of CEsA Working Papers in digital format. There are more than 200 editions produced over the almost 40 years of existence of the research centre, which can now be downloaded via the Universidade de Lisboa repository (click here to access the CEsA collection).

#### Colloquium on Covid-19, the Virus of Social Inequality

When: 8th Aug to the 10th Aug Where: Online Time: 09:00 to 18:00

This colloquium is organised by ISEG's SOCIUS/CSG research centre and will be entirely held online

The call for papers for the thematic workshops of the colloquium is now open (see which ones **on this link**) and all the detailed information is available **here**. For further questions, please contact: sociuseventos@iseg.ulisboa.pt

#### The Luso-Brazilian Social Networks Analysis School

The Luso-Brazilian Social Networks Analysis School will **operate online from the 8th to the 12th of** 



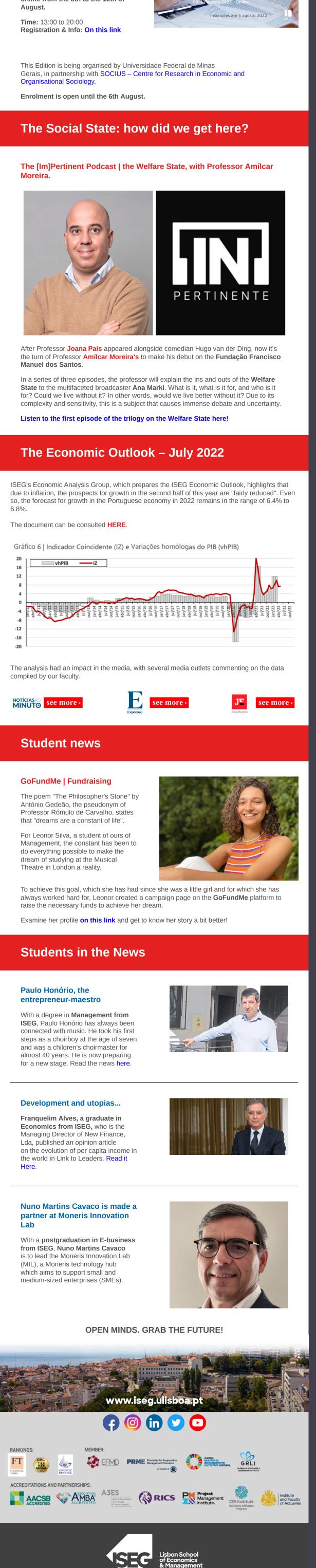
Portuguese Economic

Journal



8, 9 e 10 Novembro 2022 Deadline: 30 setembro 2022

Escola Luso-Brasileira de Anális e de



de de Lisboa

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