



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.

I started at ISEG three years ago and, like so many who studied there before me, I was full of expectations and uncertainties. Will I like the degree? What do you take to a lecture at ISEG? What will it be like to enter a lecture hall where I don't know anyone? And I remember very well the nervousness of entering the Library for the first time to receive the freshman kit and the strangeness of being in a lecture hall for the first time. But I also remember the support that I received from everyone who was already at ISEG and who made me much calmer by the way they talked about the environment there, and how it was possible to combine academic life with one's personal life and projects.

And suddenly my whole life was lectures and papers and projects and exams and grades; and what were unknown faces in the first week became friends with whom I spent mornings in lectures, nights in Santos, and evenings at the Gordão party. All those initial uncertainties had been replaced by the certainty that I had made the right choice.

Time went by and, as I understood more about each component of the Management world, the entrepreneurship gained more importance in my thoughts. Then, at the beginning of the second semester, the pandemic started and everything changed again. The uncertainty returned, only this time nobody knew how to overcome them. The faculty moved into their homes and once again we learnt the importance of resilience, took online classes, and started seeing each other as squares on a screen. This learning we all did together, overcoming each challenge and taking away crucial lessons for our lives.

My journey at ISEG is now coming to an end and I'm very happy for everything that the School has given me, not only professionally and for my project, but also for the people I met and for the incredible moments that I have spent. To all students who will have the opportunity to study at ISEG, I want to tell you that doubts and uncertainties are part of it, but there will always be someone willing to help you, just like there was for me when I was in your place. This spirit of mutual help really exists and will continue to pass from student to student because this is the spirit of ISEG. We all have our dreams and ISEG is the place where you can acquire the tools to make them happen, and mine is happening.

Don't miss all the news on our website www.focussurfwear.com! GO GET THEM

"Transform difficulties into opportunities", is a phrase that echoed more and more strongly in my head. It was then that, in 2020, I decided to combine what was, up until then, just a set of dreams, wishes and ideas, with the tools and knowledge that the degree gave me. I created FOCUS Surfwear, a clothing brand inspired by the harmony between city life and a passion for surfing and the sea.

FOCUS started with the launch of a shirt collection and after a start full of ambition we have already launched new collections of t-shirts, beach bags and shirts. FOCUS remains faithful to the image of life connected to the sea and surf in each of these collections, and also to the concerns of sustainability and the preservation of the planet. We are already preparing the new winter collection.

Manuel Maria Frazão
CEO of Focus Surfwear

On 7 and 8 September we welcomed the new Masters' students.

The students received a "welcome kit" and an ice cream, and met the Tuna Económicas, which provided music for a memorable start to the new Academic Year. Next, there was a welcome session in which the Dean of ISEG, Clara Raposo, was present and where the students had the opportunity to better get to know the different services of the university as well as the respective Masters' coordinators.

The international students had a similar welcome, with a series of activities to get to know better what the University has to offer and also who their colleagues will be during the next two years.

Check the highlights of the two days [HERE](#)

Graduation ceremony for new Masters' and PhD graduates

In a ceremony held on 9 September, students from 6 PhDs and 20 Masters were awarded their diploma for the completion of this stage of their lives.

This was the culmination of a very demanding and enriching challenge, in an afternoon of celebration and many emotions among colleagues, faculty, family, and friends.

The participation of the entire faculty, including the Dean, Clara Raposo, and also of the Tuna Económicas, which sang to the audience at the beginning and at the end of the "graduation", should be highlighted.

The whole graduation ceremony can be viewed [HERE](#)

In this edition we highlight the welcome to the Masters' and international students, the graduation ceremony for Masters and PhDs, the AMBA re-accreditation for the ISEG MBA, and the "Perceptions of (in)justice: labour market, policies against discrimination and algorithms" project of Professors Joana Pais and Sandra Maximiano, and also the "A School of 1s: 111 YEARS, 111 ALUMNI" section, which features the testimonial of Jossline Correia.

The following are cited in this number: João Duque, Ricardo Cabral, Ricardo Ferraz, Victor Barros, Carlos Farinha Rodrigues, Francisco Louçã, Vítor Santos

A look at the Government's anti-inflation measures

>> **Vitor Santos** is Pedro Mendonça Pinto's guest on the Electric Summit podcast to talk about the decarbonisation of the economy.

>> **Ricardo Ferraz** describes the €125 payment included in the Government's package of measures, as a 'sock patch'

>> **João Duque** explains how the changes made to the pension model are not neutral for pensioners

>> **Ricardo Cabral** analyses a series of measures to help families cope with inflation in the Hora do Público

>> Looking at inflation and the price of rents, **João Duque** said that "this country's not for single people".

>> **João Duque** comments on the potential effect of the package of family support measures presented by the Government

>> **Ricardo Cabral** analysed the electricity market in the EU and the consequences for Portugal

>> **Carlos Farinha Rodrigues** said that "inflation has a larger effect on the poorest families, but also affects the middle and lower middle classes".

>> **João Duque** explained that the new pension model "may not even compensate in full" for a pensioner receiving 1,000 euros a month.

>> **Victor Barros** looks at how the financial sustainability of SMEs will inevitably depend on their environmental footprint.

>> **Ricardo Cabral** wrote for Público on the economic implications of the European Central Bank's interest rate hike.

>> "Late for a lecture" **João Duque's** opinion article for Expresso

>> **Francisco Louçã's** look at the new British reality with the new Prime Minister, Liz Truss, who replaced Boris Johnson in the Government.

AMBA re-accreditation of the ISEG MBA

The ISEG MBA has renewed its AMBA accreditation for five years, a feat that it has achieved consecutively since its creation in 2007 and always for the maximum possible period. It is a programme for the leaders of the future and is considered the best in the country according to several international rankings. The teaching is composed of five main strategic themes: **Global Futures, Entrepreneurship & Innovation, Digital Disruption, Design and Agility, and Sustainability and Governance.**

AMBA highlighted the strong relationship with companies, the innovative concept of strategic streams and the respective links with external stakeholders; the futuristic nature and the process of leadership and personal development, the evaluation mechanisms, as well as the capacities for rapid readjustment in the face of the impacts caused by the Pandemic crisis.

Justice, politics and behaviour enter a laboratory. ISEG at the leading edge of research

The 'Perceptions of (in)justice: labour market, anti-discrimination policies and algorithms' research project, headed up by Joana Pais (left), a professor of ISEG's Economics Department, was selected for the 2022 call for projects of the Foundation for Science and Technology and will contribute with results from experimental economics for a greater knowledge of perceptions of justice and reaction to public policies.

In the 2022 FCT call for projects, 74 R&D project applications were submitted to the Economics and Management panel, 5 of which were funded. The project led by Joana Pais was the second best ranked in this area.

The aim of the team is to assess the impact of perceptions of fairness, which have a certain degree of subjectivity, on behaviour in certain contexts. For example, if the use of quotas in the labour market promotes social inclusion and the use of algorithms can increase the efficiency of many processes, then both can generate a sense of injustice which, in turn, triggers adverse behaviours. Understanding this mechanism allows us to evaluate the hidden costs and benefits of public and private policies, such as policies aimed at combating discrimination and social exclusion, and the use of efficient mechanisms such as algorithms.

The project will last for three years and is based on conducting scientific experiments in the laboratory to implement policies and mechanisms in a controlled manner and thus directly observe the reactions of individuals. The experiments will be carried out at the XLAB - Behavioural Research Lab at ISEG, a laboratory that explores decision-making and economic, political and social behaviour.

The total funding awarded is €212,816.27 and is a collaboration between ISEG (the proposing institution is the Complexity and Economics Study Unit) and two Norwegian universities: the University of Bergen and the NHH Norwegian School of Economics.

In total, for the FCT 2022 call for projects, ISEG researchers submitted 22 projects in the areas of Economics and Management, Mathematics and Sociology, winning five projects as applicants and a sixth as a participant.

What's Up @ ISEG

Innovation For a Sustainable and Resilient Future

When: 23rd of September
Where: In-person
Time: 15h15 to 18h00
Sign up: [HERE](#)

Deglobalisation; higher levels of economic growth; innovation and competitiveness; a (gradually) changing balance of global power; pandemic threats, decarbonised economies, environmental sustainability and biodiversity, and a fair distribution of wealth: these are some of the key issues that policymakers (and citizens in general) must address.

Governments, agencies and promotional financial institutions all play a vital role in addressing these challenges, in overcoming market failure, and in making public and private interests compatible.

These are the themes in focus at the high-level conference, **co-organised by the European Investment Bank and ISEG**, which will have the high patronage of the President of the Portuguese Republic, Marcelo Rebelo de Sousa.

Seminar "Transport, Territory and Economy"

When: 21st of September
Time: 14h30 to 17h30
Sign up: [HERE](#)

A seminar organised by the TiTuSS project (Economic, Social and Environmental Impacts of the Expansion of the Transport Network and its Effects on the Urban System) on the territorial impacts of the expansion of the motorway network.

The TiTuSS project is coordinated by **ISEG and the Instituto Superior Técnico**, with funding from the Foundation for Science and Technology (FCT).

Alumni in the spotlight

Carolina Afonso is the new CEO of Gato Preto

When she was the company's marketing director, Carolina Afonso was responsible for the new positioning of the brand in terms of e-commerce.

Now, she will lead a team of 500 employees spread over 62 shops in Portugal and Spain.

Carolina Afonso is a visiting professor of Management and Strategy at ISEG, co-coordinator of the post-graduation in Digital Marketing of the post-graduation in Sustainability Management and other executive programmes at ISEG.

Joana Garoupa is the new COO of the Omnicon Media Group in Portugal

Joana Garoupa has a degree in Corporate Communication and studied Future, Strategic Design and Innovation at ISEG.

She is going to take over several areas of the business development, follow-up, and monitoring at Omnicon Media, as well as management of the Group.

Research News

Closing Cycle of the AFRO-PORT Project and launch of the PLCS Magazine

At a time when we celebrate the Decade of African Descendants (2015-2024), as proclaimed by the UN, it is of high social and academic/scientific relevance to address this issue in Portugal. The UN considers that "people of African descent still have limited access to quality education, health services, housing and social security. (...) their situation remains largely invisible and there is insufficient recognition of the effort to seek redress their current condition. In addition, they are discriminated against in access to justice and have alarming rates of police violence, which is associated with racial profiling".

The AFRO-PORT - Afro-descendants in Portugal project, run by the Centre for African Studies/ISEG, proposed the characterisation of the Portuguese population of African origin whose self-identification as Afro-descendants guides their participation in the Portuguese social scene. The closing cycle and the launching of the PLCS Journal - Dossier "The Open Veins of the Postcolonial: Afrodescendants and Racisms" will take place on 16 September, at 17.00, at the Lisbon City Hall (Archive Room).

More information at [AFRO-PORT website](#)

New issue of the European Journal of Business Studies

The latest volume of the management journal published by ISEG

As well as announcing new contributors to the Journal's Editorial Board, this issue contains outstanding research in several areas:

Supply Chain
Pricing
Business Ethics
Organizational Behaviour
Technology and Auditing Practice

Access Volume 27 of the European Journal of Business Studies [HERE](#)

Next week: Welcome to the 2022/2023 undergraduate students

The new students will get to know the campus, the coordinators, and faculty of the degrees, the IT system, and all the information about ISEG's services, the staff, the Dean and her team, and our strategy.

They will also meet colleagues from other years and the various clubs and associations in which they can participate. Besides the Welcome Kit and the lunch offered by ISEG on the 14th, there will be a mega Sunset Party in our Patio on the 15th, with a renowned DJ.

Also of note at the welcome session for students on the 14th will be the participation of the Governor of Portugal and ISEG alumnus, Mário Centeno, the CEO of Alice Portugal and also an alumnus, Ana Figueiredo, and also Pedro Pinto, who is also an alumnus and Chief Communications Officer of SLB.

Find out more about the programme and planned activities [HERE](#)

A School of 1s: 111 YEARS, 111 ALUMNI
Jossline Correia

In this edition, we share the testimonial of **Jossline Correia**

Jossline Correia
Bachelor's in Management, ISEG, 2017
Masters in Accounting, ISEG, 2019
Data Analyst at Bloomberg

Jossline Correia's ISEG

At the age of 17, I left behind my family, friends and my beloved country, São Tomé and Príncipe, to start studying for a degree in Management at ISEG.

The years that followed were indispensable in my personal and academic development, and in the creation of my network of contacts.

ISEG embraced me from day one and, in a short time, it literally became my home as afternoons were spent in the Library after lectures; breaks were taken in the "casino" and at dinner time the canteen never disappointed. Not forgetting that when it was getting late at night, there was always an excursion to Santos.

My experience was so positive that I decided to complement my studies with two post-graduate courses at IDEFE and a Master's degree in CFFE. A wise decision...

This is because, besides the excellent teaching, ISEG surrounded me with incredible people and experiences. I made friends that remain close even now, and I have memories that when recalled are always accompanied by a smile, laughter or a tear of nostalgia.

ISEG gave me the "hard-skills" needed for the job market, but, more than that, it taught me to work in a team, to be proactive, not to be afraid of challenges and to leave a positive impact around me. These soft-skills have been and continue to be key in my professional success.

I take you with me in my heart. Thank you ISEG!

Left, during undergraduate days at ISEG. Right, nowadays.

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