PREFERÊNCIAS DE EMAIL | VERSÃO WEB **NEWSLETTER #113** 6th October, 2022 of Economics Management UNIVERSIDADE DE LISBOA Excerpts from the speeches of two recent graduates during the 2021/2022 Graduation Diploma Ceremony. SEG has been educating leaders of Good afternoon everyone. thought and action since 1911. Today, at a Well, it's great to be back home. time when society You know, three years ago ISEG was my first choice and if I recognises the was to apply again today, I guarantee that my decision importance of good would be exactly the same - with even greater certainty. economic management Three years ago we were also here. more than ever, we are Nervous. Sitting next to those same people, many of whom here to build solutions: we never imagined would have the impact they did. People ISEG - 111 years of a we'll carry with us for life. Memories we'll carry forever. School of Firsts I've always been a person who has been anxious about the future, always longing for the next stage of life because I was sure it was going to be better. But the truth is that, if I could now, I would rewind to the beginning of this adventure and do it all over again. ISEG taught me several lessons, but perhaps the greatest of all was that together we managed to reach heights that alone would be impossible. I used to believe that you could only focus on one part of your life at a time. That if you wanted to be successful in any area, you had to give your all and disregard the other parts. For example, if you wanted to be a good student, you could only study; if you wanted to enjoy life, you had to put studying aside. However, ISEG proved to me the very opposite: that, in life, in order to be successful in any area, we cannot neglect the others. In fact, it's the well-being of the various areas that promotes our growth and learning. But, in truth, this only works if we trust the people around us. We believe that they will be there to support us, just as we will be there to support them, unconditionally. This is what ISEG is for me: companionship, mutual help, camaraderie. We grow and learn, yes, but we always do it together. After three years, we are here again today, nervous again. But full of pride; we have experienced several important milestones in the history of this School, with the rebranding (which may have felt strange at first, but quickly became embedded) and crucial global happenings such as the pandemic. But the truth is that we not only survived the degree (especially Analytics 3) but also lived it to the fullest. I think I speak for everyone when I say thank you to all the faculty and non-teaching staff who accompanied us on a daily basis. However an even more special thanks is due to our families who supported us through all the ups and downs and never gave up on us.

Yours forever,

you studied here.

best three years of your life".

- This is not the end, it is only the beginning of a new phase Congratulations colleagues, thank you ISEG, Mariana Andrade, MAEG Graduate (honour roll)
- To the Dean, the faculty, our organisation and, particularly, my fellow peers, thank-you for letting me speak for and to you at such a special moment in our lives. My fellow peers, for the duration of our stay, this School has become our home, helping us grow together, not only as managers and economists, but particularly as people, as

cliché as that may sound. The unbelievable spirit of camaraderie, seldom broken by its students, the presence of a fostering, helpful core of colleagues that elevate each other without considering leaving another behind is the stuff of storybooks; the power of friendship helping us through our most difficult moments at the beginning of our adult life, be they personal or not, understanding statistics for as long as

When I first visited ISEG as a high school student, I was a starry and sleepy-eyed teenager directed to the heart of Lisbon by another student that had visited the School and with words that seemed way too farfetched "these will be the

Between then and now, I have learned so much – about law, accounting, production management, marketing, about different ways of reasoning, how culture affects thought, my own and the foreign students I had the pleasure to get to know; what I like, what I'm good at, what I hate and what I really can't do. As you might have guessed, it's statistics. What I found out about myself has been so fulfilling; it's such a pleasant feeling to know my faults and shortcomings but to feel at peace with myself, with my decisions and with my path. This is something made possible by *THIS*, my home and the people that lived in it with me, splitting the rent that, looking back, was very affordable by Lisbon's standards.

In these past four years, we have faced and overcome the difficulties of the pandemic, rising above all the pain, troubles and weight-gain that came with it, staying strong and hoping for the opportunity to say a proper goodbye. Over these years, I realised I couldn't leave ISEG without a proper goodbye to everything and everyone that made me love this School. Fearing I would be left behind by many others in my field, I still decided to wait a year to finish my degree with much support given by the bonds I created. When that student told me it would be the best three years of my life, he was mistaken. I was lucky enough to have a fourth. So to you, fellow peers, I give my thanks. For the growth I have seen in myself and others, people you have lifted simply by being who you are and embracing them. For the things you have learned and taught, late nights in the amphitheatres, cramming for next day's exam, exasperated about the noise of others doing the same. For making my home, myself, and yourselves, better. May you take it, or

rather, us, with you, as far as you go.

* Gonçalo Vilalobos (Licenciado em Management)

Obrigado:

Thank you

Bachelors Graduation Diploma Ceremony

Our Bachelors Graduation Diploma Ceremony took place last Friday.

An unforgettable afternoon for all our recent graduates, who were able to celebrate this

In this issue, we highlight ISEG's distinction at the APPM Marketing Awards, the ISEG Index for

The following are cited in this number: António Garcia Pereira, Carlos Bastardo, Clara Raposo, Francisco Louçã, Joana Santos Silva, João Duque, Joaquim Sarmento, Nuno Crato, Patrícia Barão, Paulo Soeiro de Carvalho, Paulo Trigo Pereira, Pedro Rino Vieira, Ricardo Cabral, Ricardo Ferraz, Sandra Maximiano, Sara Falcão Casca, and Vera Gouveia

The Government is studying a possible

>> Ricardo Cabral remembers Angela Merkel – who calls for direct

>> Paulo Soeiro de Carvalho explains the obligatory module on

>> Francisco Louçã writes an opinion article on "The beautiful

special tax on extraordinary profits for energy companies.

between women and men in companies/organisations.

>> João Duque discusses the fact that the Government is considering a

>> Paulo Trigo Pereira argues that, in 2022, the Government already

>> Sara Falcão Casaca writes about the effective promotion of equality

established as a form of representation, particularly for the extreme right.

>> Patrícia Barão reflects on the second residency in Portugal - today a

>> Ricardo Cabral is of the opinion that "any solution must involve the

>> Pedro Rino Vieira reminds us that, "unfortunately, it is necessary to

>> An article Paulo Trigo Pereira - "What has Meloni to do with Costa

>> João Duque participated in the Leiria Economic Conference, which

consumption will have an impact on the economy, namely on industrial

>> Sandra Maximiano was part of the panel at the ASF conference on

>> Joaquim Miranda Sarmento stresses the need to "simplify taxes" in

>> Ricardo Ferraz explains how the sudden and general increase in

>> Joana Santos Silva "writes in her chronicle "A weekend on the right".

>> António Garcia Pereira lists the reasons for "the rise of the extreme

>> With the return to school, Nuno Crato also returns to the "Educating

>> Vera Gouveia Barros comments on the foreseeable crisis ahead and

>> In podcast, Francisco Louçã, analyses the six months of governance

>> Statements by Clara Raposo at the conference on "Innovation for a

The Rebranding of ISEG wins at the

Portuguese Association of Marketing Professionals.

ISEG's new corporate graphic identity is recognised by APPM – the

ISEG was the big winner of the APPM Marketing Awards in the B2C-Brand

The ISEG Index registered a decrease

ISEG's Confidence Index for September 2022 regarding the short-term evolution of Portuguese economic activity, registered a value of 35.7, which represents a decrease in comparison to the previous month's value of 36.0. In year-on-year terms, the percentage

ÍNDICE_ISEG/ICE e VARIAÇÕES % HOMÓLOGAS

jan/13 jan/13 jan/13 jan/13 jan/13 jan/13 jan/14 jan/14 jan/14 jan/16 jan/17 jan/16 jan/17 ja

Do you want a Mentor? | 2022 Mentoring

This is an opportunity to create a rewarding experience between

mentoring

leadership opportunities that are key to building successful career paths.

The objective of the Economic Alumni Mentoring Programme is to provide the best possible framework for ISEG graduates in the labour market, creating unique learning and

Through this programme, Mentees have the opportunity to be accompanied in a

They can learn directly from those who have already attained high levels in their

process of personal and professional development. Detailed information can be

continuous and very personal way during the process of integration into the labour market.

profession who are willing to share their time and knowledge to support Mentees in their

- Graduating ISEG 1st Cycle students (who are studying in their 3rd Year in the 22/23

Two Clarification Sessions will be held via Zoom on the 7th October: at 18.00 for Mentors

An event composed of two parts. In the first part, Professor Victor Barros will moderate an interactive session with the audience with the aim to identify behavioural errors in the investment process. In the second part, a debate will take place with the participation of:

• David Dias, CFA – Bond Portfolio Manager at Haitong;

(typeform.com) or send an email to info@portugal.cfasociety.org

• Rina Guerra, CFA – Equity Portfolio Manager at Banco Carregosa; • Vítor Ribeiro, CFA - Founder and Wealth Advisor at Future Proof.

This event will be held in a hybrid format. To attend online, register on this link.

To register to attend in-person, register at this link SMI - "Financial Resilience"

Matilde Massó Lago is a sociologist who carries out research in the areas of economic and financial sociology. She was a Marie-Curie Fellow at the Bauman Institute (University

Classes will take place on Mondays and Thursdays, from 18.00 to 21.00, in the Bento de

Jesus Caraça building (Rua Miguel Lupi, 1st Floor, Room 104, ISEG)

To participate in the workshop, please send an email to aaamota@gmail.com

Further information: Anabela Mota: 916 067 780 | Helena Magalhães: 916 007 325

of Leeds) from 2016 to 2019. A list of her publications can be found **HERE**.

THE SOCIAL

CONSEQUENCES OF

EXCLUSION AND

DIGITAL DIVIDE

MATILDE MASSÓ LAGO

OUTUBRO 2022 | 18:00

U LISBOA | DEUTSTALE FCT restriction

[XXXXXXXXX]

a edição

Prof. Amélia B 680, Ulabor

CSG CSG CSG CSG CHES CSG CHES

INNOVATION

AND **GREEN**

DEVELOPMENT

<u>Portuguese</u>

Journal

CENTRO DE ESTUDOS SOBRE

ÁFRICA E DESENVOLVIMENTO

17 OUT a 10 MAI Auditório 2, ISEG

17 The C

8 The Ja

19 O Tempo

23 The Gun, the Ship

LO DOS LIVROS

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UNIVERSIDADE DA CORUNHA

SALA DELTA

FINANCIAL INNOVATION:

- ISEG Masters students or ISEG-Executive Education Postgraduation students;

- ISEG Alumni with less than 5 years' professional experience.

- ISEG Alumni with more than 5 years' professional experience

Registration for the Clarification Session can be carried out **HERE**.

Mentees and Mentors, which will enable the development of leadership skills and establishing a true relationship of sharing, mentoring, and

-ICE_ISEG/ECI_ISEG

80%

60%

40%

20%

0%

-20%

-40%

-60%

-80%

2022 2 0 2 3

As part of the World Investor Week

(smiportugal.pt), which is promoted in

Portugal by CMVM, ISEG is going to host the CFA Society, Portugal for an

behavioural errors, how to avoid them" ...

event on "Financial Resilience:

Our School decided to move towards a profound change in 2021, which started with an ambitious rebranding project. Aiming to changing the brand to ensure alignment with a new positioning and vision, it accordingly challenged the Marketing Strategy consultancy Saint Pirate and the production company el-Hey to present a detailed integrated plan of action to give life to the mission of recuperating the perception of leadership in the teaching of Economics and Management in Portugal of what is the first university in this

sustainable and resilient future" that was held at ISEG.

Marketing Awards

Launch/Relaunch Marketing category.

area, founded in 1911.

Read the full news **HERE**.

variation of the index was -4.8%.

42

40 38

36

34

32

30

28 26

24

22

Programme

friendship.

The document can be consulted **HERE**.

wh%_ICE 🕳

What is the aim of the programme?

How does it work?

consulted on this link.

and at 19.00 for Mentors.

What's Up @ ISEG

Debate | Financial Resilience:

Behavioural mistakes, how to

Mentees

Mentores

avoid them

When: 7th October

Time: 14.00 - 15.30 Free entrance

Where: CGD Auditorium

CFA Society Portugal

Seminar | The Social

Digital Divide

When: 12th October Where: Delta Room

Time: 18.00 - 19.00

La Coruña (Spain).

interest in this topic.

experience.

included

The seminar on "The Social

Consequences of Financial

The seminar is open to all PhD

ISEG Painting Workshop | Enrolment now open

The 12th edition of the ISEG Painting Workshop starts on the 3rd October and is designed for all those who are interested in Art, with or without

Cost: €30/month, painting material not

Books of Our Time Cycle | The Case for a New Bretton Woods

The 6th Edition of the Books of our

The first session of the cycle will be dedicated to The Case for a New Bretton Woods (2022), written by Kevin

Gallagher and Richard Kozul-Wright.

Time Cycle of Debates will premiere

When: 17 a 10 de maio

on the 17th of October.

Read the full news **HERE**.

Research news

Open access

innovation.

blocking?

October.

November, 2022.

New Journal: "Innovation and Green Development" (Elsevier) |

Recently launched by Elsevier, the

Mariya Gubareva, a SOCIUS/CSG researcher and ISEG, professor in its Editorial Board, where she is the Editor.

"Innovation and Green Development",

journal counts with the participation of

The objective of the journal is to publish both theoretical and empirical papers in order to improve the understanding of environmental policies and green

Portuguese Economic Journal

PEJ blog dedicated to disseminating

economy (these are not articles that are published in the Journal]:

- Do subsidized nursing homes and home care teams reduce hospital bed-

- Market stigma and bank capital

- The effects of reducing working hours

- Digital technologies and productivity

- Firms and wage inequality dynamics

Call for papers for the 4th

International Seminar on Social

in.progress.seminars@gmail.com

with the support of Camões, I.P.

Read the full report **HERE**.

challenge at ISEG

An Olympic management is to leave its mark on the executive

Last week Marco Fortes (discus thrower) and Leila Marques (swimmer and former Paralympic athlete) commenced a new phase in their careers by participating in the class that started to be taught

Management oriented for former Olympic

This course is the result of a partnership between **ISEG** and the Portuguese Association of Olympic Athletes (AAOP), with the objective to provide athletes with tools to better face the post-sporting career in the executive market.

Alumni in the spotlight

Simão Pires is going to head up the Digital Marketing of Worten.

Worten has created a Digital Marketing centre, called "Digital Marketing Hub", whose team will be led by Simão Pires, who will be responsible for ensuring that it has a digital focus. With a degree in Economics from ISEG, he joined Worten in 2019 to work for the Digital

Acquisition team.

Teresa Preta is the new **Managing Director of** ConsumerChoice.

the "Sustainable Finance" programme at ISEG. She is now preparing to lead the company that manages the "Consumer Choice" evaluation system in Portugal.

ISEG Alumni Day

ALUMNI

ECONÓMICAS

October.

RANKINGS:

ACCREDITATIONS AND PARTNERSHIPS:

13 de Outubro

DIA DO ANTIGO

18h00 no ISEG

Pedro Leitão, Vitor Bento and Henrique Monteiro.

Carreira 2022 (2022 Career Awards) will be awarded:

MEMBER:

EFMD

Vitor Constâncio - Economic, Political and Social Career

Gualter Furtado - Career in Management and as an Entrepreneur

After two years of interruption, the ISEG Alumni Day celebration is back.

This is a day that is usually celebrated on the 23rd May, but due to the particular nature of

the 111th anniversary celebrations of ISEG, this year it will take place on the 13th

The celebrations will begin at 18.00 with a welcome address from the Dean of ISEG, Clara Raposo, and the President of the Economics Alumni, Horácio Negrão, and a conference that will feature the participation of our colleagues Madalena Cascais Tomé,

At 20.00, there will be a dinner in ISEG's Salão Nobre Great Hall, where the Prémios

The full programme can be consulte **HERE**. Please register by the 6th October **HERE**.

OPEN MINDS. GRAB THE FUTURE!

www.iseg.ulisboa.pt

(RICS

PRME Princip

With management experience as the CEO of a consultancy in the area of entrepreneurship, Teresa Preta's curriculum also includes studying for

market.

athletes.

- In Progress 4 digital format

Sciences and Development in Africa

The fourth edition of In Progress 4 – the International Seminar on Social Sciences and Development, is to be held on the 28th - 29th of November 2022 at the Lisbon School of Economics and Management (ISEG/ULisboa), and is open for papers up until the 25th

Abstracts should not exceed 500 words and should be written in Times New Roman, size

Answers regarding the acceptance of the abstracts will be communicated by the 3rd

In Progress 4 is organised by the Centre for Studies on Africa and Development.

An article by Vanessa Rodrigues published in Público, developed as part of the

scholarship for journalistic creation on development, as an ACEP and CeSA/ISEG project,

"In the Community Marine Protected Area of the Urok Islands in Guinea-Bissau, Bijagós women ensure food self-sufficiency and food safety while facing the threat

Former Olympic athletes commence a new

of climate change and the imposition of cashew nut monoculture".

12, space 1.5. Abstracts should be sent to the following e-mail address:

Urok Islands, Guinea-Bissau. The Seed Keepers | Report

A new post on the Portuguese **Economy Research Report blog, the**

research on the Portuguese

Where: Auditório 2 **Time:** 15:00 Free entrance

Innovation: Exclusion and Digital

Divide", will feature a presentation by professor and researcher Matilde Massó Lago, from the Universidad de

students and other researchers with an

Consequences of Financial Innovation: Exclusion and

Programme:

HORID BHYSTOR DO INVESTIDOR SUSTENTAVEL

Academic Year);

1. ÍNDICE ISEG – SETEMBRO 2022

a possible decrease in IRC (corporate income tax) in the "Perfect Storm" OBSERVADOR

>> Carlos Bastardo emphasises that the reduction in family

reduce purchasing power if we are going to reduce inflation on the

>> Francisco Louçã suggests that religious discourse has become

had room to increase the number of Public employees by more than

negotiations with Russia – in his opinion article this week.

<u>8</u>

see more >

see more:

see more

see more >

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see more >

see more:

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see more >

RH) MAGAZINE see more >

OBSERVADOR

OBSERVADOR

OBSERVADOR

reduction in IRC

sustainability in the ISEG.

0.9%

Narcissus between two mirrors"

major trend for foreign clients.

debated innovation in the region.

"Longevity and savings for retirement".

his article entitled "The Government and IRC".

prices is here to stay, even if inflation remains at zero.

right in a country situated on the edge of the sea.

activity and services.

has Science" podcast.

podcast.

of the PS.

closure of Portela".

demand side".

very special academic moment with their colleagues, family and friends.

September, the 2022 Mentoring Programme and the Graduation Ceremony.

To you all, many congratulations! Go Grab the Future!

Barros.

30th September, on our Campus.