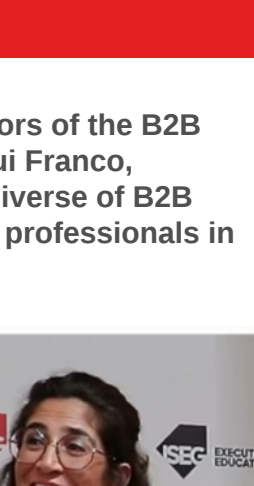


ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognises the importance of good economic management more than ever, we are here to build solutions: ISEG - 111 years of a School of Firsts

At the end of studying for their degree, many people are faced with the dilemma whether to continue with their studies, or whether to quickly enter the labour market. The answer is obviously individual and it depends on too many variables to enumerate here. Nevertheless, we cannot ignore the fact that in today's world it's impossible to evolve professionally without constantly learning. When we already have in mind to progressing in an area of knowledge and specialise in our interests, continuing our studies is undoubtedly the logical thing to do. The options are various, ranging from studying concepts and methods in depth through to the possibility to pursue further education in a different area than before, or to study for a degree or course that is focused on a specific topic, or to carry out research.

ISEG sees itself as being a multifaceted School of Economics and Management. It offers education in Portuguese and English in areas that range from applied mathematical techniques to law, history, and sociology. The existence of various partnerships with other Portuguese and foreign universities is an added value that translates into a greater diversity of subjects and people. The world is a dynamic system that the University helps to evolve. This process involves advanced education that integrates new ideas.

João Lopes Dias
Vice-Dean of ISEG

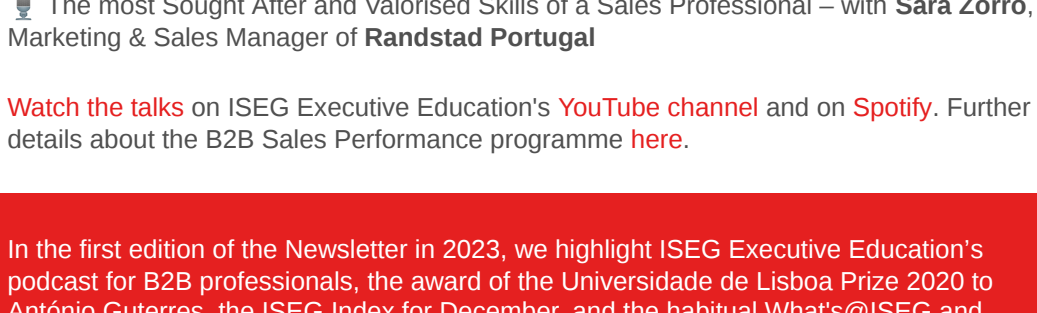


Our School is proud to have more and more Portuguese and international students from a wide range of backgrounds. This represents our growing credibility and quality. Human diversity enriches us and makes us responsible as we help to realise the dreams and ambitions of our students. We want to continue to attract the best of each generation and aim to inspire and guide the next one.

For all those interested, the application period to study for our Masters and PhD programmes is now open. For further information, please visit the ISEG website at iseg.ulisboa.pt.

ISEG Executive Education launches a Podcast for B2B professionals

In a podcast comprising three episodes, the Coordinators of the B2B Sales Performance programme, José Veríssimo and Rui Franco, challenged three top professionals to talk about the universe of B2B sales, in a comprehensive podcast that is essential for professionals in the area.



"The Pandemic has strengthened the 'virus' of digital transformation and the war in Europe has added entropy and uncertainty – the future of B2B Sales is being determined by these realities. Faced with this drastic change, and as part of the 4th Edition of ISEG Executive Education's "B2B Sales Performance" programme, we invited three specialists to chat in a podcast format about some of the areas that we felt were the most pertinent to reflect on", says Rui Franco, co-coordinator of the programme.

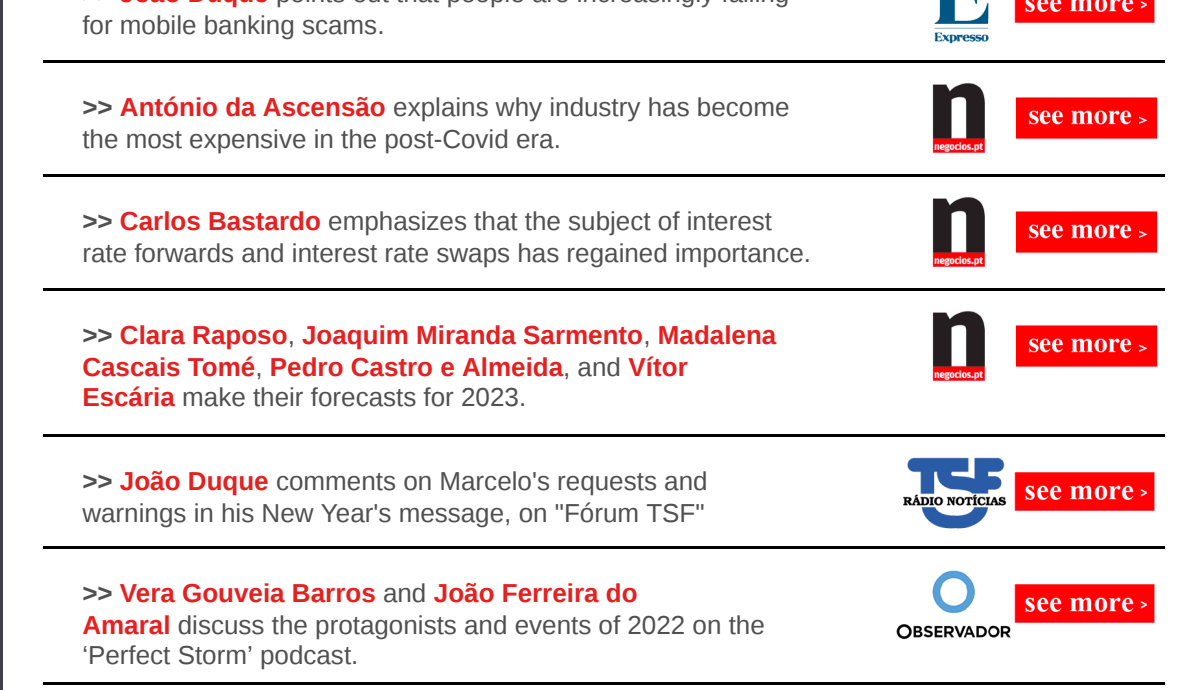
Episodes:

- The Alignment between Marketing and B2B Sales – with **Inês Simas**, CEO of the agency **Departamento de Marketing**
- Technology as Support System for B2B Sales – with **Fernando Braz**, Country Leader of **Salesforce Portugal**
- The most Sought After and Valorised Skills of a Sales Professional – with **Sara Zorro**, Marketing & Sales Manager of **Randstad Portugal**

Watch the talks on ISEG Executive Education's [YouTube channel](#) and on [Spotify](#). Further details about the B2B Sales Performance programme [here](#).

In the first edition of the Newsletter in 2023, we highlight ISEG Executive Education's podcast for B2B professionals, the award of the Universidade de Lisboa Prize 2020 to António Guterres, the ISEG Index for December, and the habitual What's@ISEG and research sections.

The following are cited in this number: **António da Ascensão, Clara Raposo, Carlos Bastardo, Carlos Farinha Rodrigues, Francisco Louçã, Helena Amaral Neto, João Duque, João Ferreira do Amaral, Joaquim Miranda Sarmento, Madalena Cascais Tomé, Paulo Trigo Pereira, Pedro Castro e Almeida, Ricardo Cabral, Vera Gouveia Barros, and Vítor Escária.**



What to expect in 2023?

>> **ISEG Executive Education** brings together specialists and launches a podcast for B2B sales professionals.

Executive [see more](#)

>> **Francisco Louçã's** article on "The Government is not hanging by a thread, but by two".

E [see more](#)

>> **Francisco Louçã** highlights how the Centre parties are also moving to the Right.

E [see more](#)

>> **Ricardo Cabral** writes about the "Government and the Bank of Portugal are locked in their glass houses".

P [see more](#)

>> **Paulo Trigo Pereira** predicts that housing affordability is one of the problems which needs to be taken into account in the coming years.

O [see more](#)

>> **João Duque** asks what is the tantrum "with competence" at TAP is, in an opinion article.

E [see more](#)

>> **Carlos Farinha Rodrigues** stresses that the fight against poverty is not only comprised by social policies.

E [see more](#)

>> **João Duque** points out that people are increasingly falling for mobile banking scams.

E [see more](#)

>> **António da Ascensão** explains why industry has become the most expensive in the post-Covid era.

n [see more](#)

>> **Carlos Bastardo** emphasizes that the subject of interest rate forwards and interest rate swaps has regained importance.

n [see more](#)

>> **Clara Raposo, Joaquim Miranda Sarmento, Madalena Cascais Tomé, Pedro Castro e Almeida, and Vítor Escária** make their forecasts for 2023.

n [see more](#)

>> **João Duque** comments on Marcelo's requests and TSTF in his New Year's message, on "Fórum TSF"

TSF [see more](#)

>> **Vera Gouveia Barros** and **João Ferreira do Amaral** discuss the protagonists and events of 2022 on the 'Perfect Storm' podcast.

O [see more](#)

>> **Helena Amaral Neto** highlights what has recently changed in the luxury market.

MARKETEER [see more](#)

>> **Francisco Louçã** analyses the Portuguese economy in comparison to data from Belgium on this week's 'Taboo'.

E [see more](#)

>> **Sandra Maximiano** participated in the 'Money Money, Money podcast', in an episode where an attempt is made to understand how the Portuguese react to the signs of crisis.

E [see more](#)

Award of the Lisbon University Prize 2020 to António Guterres

The award ceremony for the presentation of the Prize to António Guterres will take place on the 5th January, at 19.00, in the Main Building of Universidade de Lisboa.

The award of the **Universidade de Lisboa Prize**, 2020, which was instigated in conjunction with **Caixa Geral de Depósitos**, counted with the presence of the General-Secretary of the United Nations, António Guterres, will count with the presence of the President of the Republic, Marcelo Rebelo de Sousa, the Rector of Universidade de Lisboa, Luís Ferreira, and the Chair of the Executive Board of Caixa Geral de Depósitos, Paulo Moita de Macedo.

The award of the **Universidade de Lisboa Prize** to António Guterres recognizes his unique contribution to Portugal and to the world, made possible by his exceptional human and intellectual qualities.

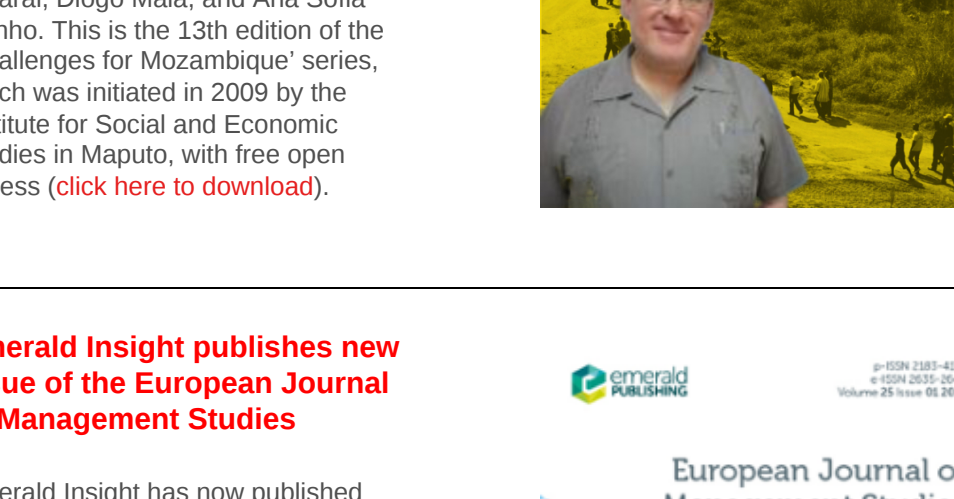
The **Universidade de Lisboa Prize** aims to distinguish and reward those who have made a notable contribution to both the progress and enhancement of Science and/or Culture and the international projection of Portugal.

Further information [HERE](#).

ISEG INDEX | December, 2022

1. ÍNDICE ISEG – DEZEMBRO 2022

ÍNDICE_ISEG/ICE e VARIAÇÕES % HOMÓLOGAS



The ISEG Index for December 2022 regarding the short-term evolution of Portuguese economic activity, registered a value of 35.7, which basically represents a stabilisation in the level of confidence in comparison to the previous month, when the value was 35.8. In year-on-year terms, the percentage variation of the index was -7.8%.

The document can be consulted [HERE](#).

What's Up @ ISEG

Call for Abstracts | First SDE - Stochastic Days Encounters

First SDE - Stochastic Days Encounters
Stochastic Differential Equations and Statistics
25 – 26 May 2023 | ISEG | Lisbon | Portugal



ISEG is organising a seminar on stochastic processes on the 25th and 26th May, 2023, on the topic of 'Stochastic Differential Equations and Statistics'.

The deadline for the submission of abstracts is the 31st of March.

Find out [more here](#).

HR Challenge Vanguard Properties ISEG

Are you a student of ISEG or another school of Universidade de Lisboa? Would you like to solve a real HR case and receive a prize? Then the ideal challenge for you is here!

The winning team receives a monetary prize of 1,500 euros and the right to participate in a workshop on Career Coaching. The second placed team receives a monetary prize of 500 euros. Register your team by the 10th February.

Further information [HERE](#).

Research News

ISEG Professor co-organises the book 'Challenges for Mozambique 2022' (IESE), with chapters from CESA researchers

Carlos Nuno Castel-Branco, an ISEG professor and CESA researcher, is the main co-organiser of the book 'Challenges for Mozambique 2022' (IESE). The publication has five chapters written by him and the following CESA researchers: Sílvia Amaral, Diogo Maia, and Ana Sofia Ganho. This is the 13th edition of the 'Challenges for Mozambique' series, which was initiated in 2009 by the Institute for Social and Economic Studies in Maputo, with free open access ([click here to download](#)).

Emerald Insight publishes new issue of the European Journal of Management Studies

Emerald Insight has now published Volume 27, Issue 3 of the European Journal of Management Studies

Access it [HERE](#).

Portuguese Economic Journal (PEJ)

1. The first Issue of this year's PEJ is now available on [this link](#).

2. Articles published in the PEJ which are available online first:

- "Does media coverage matter for the performance of technical trading strategies? Evidence from Taiwan", by Yao-Tsung Wu, Chien-Hung Liu, Kuo-Hao Lin & Dun-Yao Ke

- "Endogenous time preference and infrastructure-led growth with an unexpected numerical example", by Kei Hosoya

Student News

Article about government support to families

Tiago Ricardo, an ISEG student of Economics, wrote an article for the online newspaper **Observador** about the best option for supporting Portuguese families: extraordinary support or a decrease in VAT.

The full article can be read [HERE](#).

HAPPY NEW YEAR!

www.iseg.ulisboa.pt

Follow us at:

ISEG - Lisbon School of Economics & Management