Lisbon School of Economics & Management

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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 First

ISEG's Masters in Marketing celebrates 20 years of existence this year in 2023!

ISEG counts with more than 850 Masters' graduates, of which 62 graduated in 2022. A major contributing factor to this excellent result are the many faculty who have participated in the teaching, the supervision of the Final Master's Work, and the coordination and other activities of these degree, as well as visiting lecturers from the business world who brought their experience into the lecture theatre. Not to mention the students ... who are the main protagonists of this whole journey and success!

This result also originates from the strong and positive recognition by the business market of the quality of the education of the Masters in Marketing and the graduates of ISEG's Masters in Marketing.

The aim of Masters in Marketing is to provide a high level of technical competence, as well as a solid knowledge in various areas of specialisation and an introduction to carrying out scientific research in Marketing.

The professionalising nature of the Masters in Marketing focusses on student participation in solving challenges posed by companies to the university world, such as in the case of the L'Oréal Brandstorm Competition 2023, where Haoli Wang, Joana Salvador Andrade, and Mariana Stefanini Deléo, all students of the Masters in Marketing, reached the semi-finals.

Theoretical and technical knowledge cannot be disconnected from the business world and the community in general. For this reason, the Masters in Marketing develops initiatives that bring these realities closer together.



The promotion of experience-sharing networks а between university and industry has acquired growing importance in recent years. These processes reflect the need to concentrate and share the dispersed knowledge that is generated in a diversity of contexts in order to confront the new challenges that face both society and organisations alike.

Similar to previous years, this year the ISEG Masters in Marketing continues to contribute to this sharing by organising four open seminars, from the 28th March to the 2nd May which focus on current topics of great interest. The objective of the first seminar is to expose the challenges facing marketing in the areas of the metaverse and artificial intelligence. The second adopts a more comprehensive view of marketing to address the challenges of implementing a strategy for sustainability and organisations' SDGs.

The next two seminars, which mainly concern marketing tactics, summarise recurring topics in the area, but which are always subject to continuous updating: one being on the relevance of social networks in brand management and the other being on the challenges of influencer marketing management in social networks.

We invite you to attend these seminars, about which detailed information is available HERE.

Congratulations to all those who have studied and collaborated in the Masters in Marketing over these 20 years!

The Marketing Seminars Cycle

On four Tuesdays, starting on the 28th March through to the 2nd May, the Masters in Marketing Seminars Cycle will take place at ISEG, with talks by renowned experts and enriching debates on current and relevant topics for professionals in the area of marketing.

This cycle will cover topics such as Metaverse and Artificial Intelligence, Sustainability Strategy and SDGs, Brands in Social Networks, and Influence in Social Networks. These represent some of the topics that have been gaining space in the marketing strategy of those companies that aim to stand out in the market.

This is an excellent opportunity to learn about the latest trends and discuss the best marketing practices with renowned professionals. Admission is free, subject to prior registration HERE.

LIVRE <u>Ciclo de</u> eminários de Marke tina Auditório 4 Metaverso e Inteligência Artificial: Desafios em Marketing Estratégia de Sustentabilidade e ODS As Marcas nas Redes Sociais FILIPE RODRIGUES | Head of Digital & Inno Arena Media A Influência nas Redes Sociais

In this issue, we highlight the Masters in Marketing Seminars Cycle, the ISEG Economic Outlook for March, the inclusion of the EJMS in the ABDC Journal Quality List, the new i2030 seminar, the ACM Diana prize that was awarded to the project led by Professor Carlos J. Costa, and the ISEG Executive Education programmes in April, among other news in the What's@ISEG and research sections.

The following are cited in this number: Alexandre Abreu, António Mendonça, Augusto Mateus, Francisco Louçã, Helena Amaral Neto, Joana Santos Silva, João Duque, Nuno Ribeiro da Silva, Paulo Trigo Pereira, Ricardo Cabral, Ricardo Ferraz, Sandra Maximiano and Vítor Constâncio.



The legacy of Comendador Rui Nabeiro (1931 -2023)

>> An article by Francisco Louçã in Expresso - "Murphy's law is the liberal façade".	Expresso see more >
>> Alexandre Abreu is of the opinion that the Government should change the law and impose a ceiling on profits/food prices.	Expresso see more >
>> Sandra Maximiano points out that the demise of Silicon Valley Bank was caused by a run on deposits, although the origin of the problem is more remote.	Expresso see more >
>> João Duque asks: "Could what happened in American banks be repeated in Europe, and especially in Portugal?".	see more >
>> Ricardo Ferraz explains the youth unemployment rates in most municipalities of mainland Portugal.	see more >
>> Paulo Trigo Pereira writes about "Democracy 3.0: advertising and political targeting".	OBSERVADOR See more >
>> TAP profits? João Duque says this is "a day for celebration".	see more >
>> António Mendonça comments on the death of Rui Nabeiro, a pioneer in "what is known today as corporate social responsibility".	PORTUGAL See more >
>> Ricardo Ferraz on Christine Lagarde and interest rates: "She became a hostage of her own words".	PORTUGAL See more >
>> Nuno Ribeiro da Silva considers that the proposed European reform of the electricity market is sensible and balanced.	see more >
>> Ricardo Cabral says it is very important not to incite panic in the markets.	d dinheiro see more >
>> Vítor Constâncio argues that central banks should slow down in their plan to increase rates.	dinheiro see more >
>> Helena Amaral Neto writes about the outlook for the luxury market in 2023.	see more >
>> Joana Santos Silva discusses the branding of the Catholic Church.	imagens de marca See more >
 >> Augusto Mateus and João Duque highlight the legacy of Commander Rui Nabeiro.	RADIO NOTICIAS See more >
	see more >

The ISEG Economic Outlook | March, 2023

The economy is expected to grow in the 1st Quarter of 2023.

Gráfico 6 | Indicador Coincidente (IZ) e Variações homólogas do PIB (vhPIB)

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In February, the economic sentiment indicator increased in Portugal, as did the consumer confidence indicator, reinforcing the previous month's increases.

Based on the available information, albeit still with a lot of uncertainty, a year-on-year growth in GDP is forecast of between 1% and 2% in the 1st Quarter of 2023, which corresponds to a month-on-month growth of 0 to 1%. This forecast may be revised in the next report.

What's Up @ ISEG

EJMS included in the ABDC Journal Quality List!



The European Journal of Manament Studies, ISEG's publication for research in the area of Management, has been indexed by the Australian Business Deans Council Journal Quality List 2022.

The ABDC represents the collective voice of the 38 Australian university business schools and has published the Journal Quality List since 2008.

"The inclusion in this prestigious list is another important milestone in the history of this publication. Only 23 new journals were added this year to a list that incorporates the many areas studied in business schools. It is a clear recognition of the work developed by the editorial team of this scientific journal of ISEG", says Tiago Cardão-Pito, ISEG professor and publication's Editor-in-Chief.

Find out more **HERE**.

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Project headed by Professor Carlos J. Costa wins the ACM Diana Award
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The EuroSIGDOC project, which is headed up by Professor Carlos J. Costa, received the ACM Diana.

Since 1994, the Diana Award has been awarded to 19 companies for their long-term contribution to the field of communication design, namely Xerox PARC, MIT Press, IBM Corp, Apple Inc, and SAP AG, among others. EuroSIGDOC is the European chapter of SIGDOC, the Specific Interest Group on Communication Design of the Association for Computing Machinery.

Carlos J. Costa, who is the chair of EuroSIGDOC, led EuroSIGDOC founding members Aristides Protopsaltis and Manuela Aparicio, who created a European SIGDOC with the aim of promoting the exchange of ideas, research and good practices related to communication design in Europe.

EuroSIGDOC organises conferences, workshops and other events involving researchers, and students related to the topic of communication design. It also maintains an active online presence, providing a context for sharing experiences and research. EuroSIGDOC has developed several initiatives that contribute to interdisciplinary collaboration, bringing together researchers from computer science, communication studies, social sciences, and other fields to address complex communication design challenges.

i2030 ISEG Seminars | Experimentation: "A Human Art in a Machine World"?



Another i2030 ISEG seminar will take place on the 29th March, on the topic of "Experimentation: "A Human Art in a Machine World"?".

The speaker will be Greg Sherwin – a Senior Principal Engineer at Fartfetch. The session will be delivered in English and starts at 18.30, in Auditorium 2 (Quelhas, 2nd Floor).

Every year, ISEG's Master in Management and Industrial Strategy organises a series of seminars during which an external guest (expert) presents a current topic, followed by discussion and debate, with the aim to associate and complement the topics with issues such as innovation and sustainability in operations and industry. Free admission.



B2B Sales Performance

A programme that responds to the growing complexity of b2b sales, via a journey through all the phases of a sales process. With an expert faculty, participants will have access to state-ofthe-art frameworks and methodologies to apply a robust and effective commercial strategy in their companies.

ISEG alumni are eligible for a 10% reduction.

Further information and registration HERE.

eCommerce Management

A programme that gives access to best practices and the most sophisticated methodologies fpr managing an eCommerce business in an integrated way, with the aim to create an effective strategy for all departments and profitable results for the business. The faculty is highly specialised, with valuable market experience.

ISEG alumni are eligible for a 10% reduction.

Further information and registration HERE.

Research News

Highlights | CEsA – Centre for African and Development **Studies**



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28 de abril de 2023

Descolonisation and Cinema Cycle | Showing of the "The Devil's Harvest" (A colheita do Diabo) fiction-documentary



The Descolonisation and Cinema Cycle: Moçambique in the limelight returns on Saturday, the 25th March, at 10.00, in ISEG's Auditorium 2, and will be dedicated to the showing of the "The Devil's Harvest" (A colheita do Diabo) fiction-documentary (Licínio Azevedo and Brigitte Bagnol, 1988, 52 min). This will be followed by a debate with the coproducer and researcher Brigitte Bagnol (online participation). Register HERE.

This cycle is a CEsA (CSG/ISEG/ULisboa) project, coordinated by the researcher Jessica Falconi, with the objective to create an open and dynamic space for sharing, where memories, narratives, dialogues, and reflections on the decolonisation of Mozambique can take place. The sessions take place once a month. Check out the programme on this LINK.

Topics in Development Studies 2023 | Megaprojects, **Displacement and Social** Implications in Mozambique





Programas ISEG Executive Education | April



EXECUTIVE

ECOMMERCE

Uma visão 360

do eCommerce,

do site à logística

MANAGEMENT

4ª EDIÇÃO

The next presentation of the "Topics in Development Studies 2023" seminar cycle will take place on Monday, 27th March from 18.00 to 20.00, in Room 1.2 of IGOT.

The session will count with the participation of the researcher Paulo Granjo (ICS/ULisboa), who will speak on the topic of "Megaprojects, Displacement, and Social Implications in Mozambique".

The event will be held in hybrid format. with transmission via Zoom.

(Metro: Cidade Universitária) Megaprojects, Displacement and Social Implications in Mozambique Presenter: Paulo Granjo (ICS-ULisboa) Zoom meeting Further information https:// Organised by DS DEVELOPMENT STUDIES Version de la constanti de la Supported by LISBOA UNIVERSIDADE DE LISBOA CEO CENTRO DE ESTUDOS SORIE fct Fundação para a Câlencia e a Tecnalogia

terças-feiras 18h-20h

Tuesdays 6pm-8pm (UTC)

This cycle promotes advanced debate in the area of Development Studies and is an integrated initiative of ISEG's PhD in Development Studies. The complete programme can be consulted on CEsA's site.

> Seminários de Estudos de Desenvolvimento 2023

> > March 28, 2023

A Discussion of the

of Regionalisms in the

Orador/Presenter: Daniel C. Bach

(CEsA/CSG/ISEG/ULisboa) and

Sciences Po Bordeaux

https://cesa.rc.iseg.ulisboa.pt/

Saiba mais/Find out more

Grammars and Languages

Wake of Covid-19 Pandemic and the War in Ukraine

fct Particle para a Cilecta e a Terrología

Seminars 2023

DS Seminars 2023 | A **Discussion of the Grammars** and Languages of Regionalisms in the Wake of **COVID-19** Pandemic and the War in Ukraine

The next session of the "Development Studies Seminars 2023" will take place on Tuesday, 28th March, from 18.00 to 20.00, in Lecture Theatre 23 (Francesinhas 1).

The topic of "A Discussion of the Grammars and Languages of Regionalisms in the Wake of COVID-19 Pandemic and the War in Ukraine" will be presented by the researcher Daniel Bach (CEsA/CSG/ISEG/ULisboa and the Centre Émile Durkheim/Sciences Po Bordeaux).

Register **HERE**.

The DS Seminars are an initiative which since 1991 have been promoting research carried out in the study areas of ISEG's Masters in Development and International Cooperation and the PhD in Development Studies.

Highlights | ADVANCE – Centre for Advanced Research in Management



1st Workshop on Accounting and Financial Control in the Lusophone World | Call for papers by the 25th March.

The 1st Edition of the "Workshop on Accounting and Financial Control in the Lusophone World" will take place on the 27th April. The event will be held online and is organised by ADVANCE, in partnership with FACE – Faculty of Economics of Universidade Federal de Minas Gerais / UFMG.

The deadline for the submission of papers is the 25th March, via email to inscricoes@advance.iseg.ulisboa.pt. The results will be communicated by the 7th of April.

Further information available on the Linkedin page of ADVANCE.

Highlights | GHES – Economic and Social History Group



IBEROMETRICS returns to Lisbon on the 24th and 25th May.

Every two years, the IBEROMETRICS conference brings together specialists in Economic History who present and discuss their research in the field of Iberian Quantitative Economic History.

The conference, which is organised alternately by Spain and Portugal, will take place at ISEG in 2023 on the 24th and 25th May, and is organised by GHES. Updates of the programme are available on the IBEROMETRICS 2023 website.

Highlights | CSG - Research in **Social Sciences**



Deadline for the Call for Papers for the CSG Forum, 2023 – 15th April.

The object of the 5th CSG Research Forum, which will take place at ISEG on the 22nd and 23rd May, is to encourage scientific development and interdisciplinary cooperation among the scientific areas covered by CSG, especially Economics, Development Studies, Management and Finance, Economic and Social History, and Economic and Organisational Sociology.

Papers should be submitted by the deadline of the 15th April, in either Portuguese or English, using the online form which is available here.

Further information about the Call for Papers is available in both Portuguese and English.

Highlights | PEJ - Portuguese Economic Journal (News)



Portuguese Economic Journal

1) New video on the PEJ YouTube channel:

- Part 1 of PEJ Talk com Olivier Blanchard. "The state of macroeconomic theory, AI in labour markets".

2) February newsletter:

- "A retrospective of the last two years of the PEJ". See the latest edition of the newsletter HERE.

3) New posts on the Portuguese Economy Research Report blog, the PEJ blog dedicated to disseminating research on the Portuguese economy:

- Multinationals and services imports from havens: when policies stand in the way of tax

- planning - Entrepreneur schooling and business activity in Portugal
- Firm adaptation to the COVID-19 crisis - Universities' entrepreneurial activity and regional competitiveness
- Knowledge inheritance and performance of spinouts - The role of mothers on female labor force participation
- Entry of IKEA and small and medium firms' response
- Investment grants and firm productivity

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