NEWSLETTER #135
30th March, 2023

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ISEG
Lisbon School of Economics & Management
Universidade de Lisboa

OPINIÃO

U LISBOA | UNIVERSIDADE DE LISBOA

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 students distinguished in the Junior Achievement Entrepreneurship Competition!

Every year the entrepreneurial projects carried out by our students are distinguished in national and international competitions. This year is no exception, although it is special, as our students won the Social Impact Award sponsored by the Santander Foundation in the XVI Junior Achievement National Competition. This award distinguishes new businesses whose objective is to transform our society by solving social or environmental problems, thus creating sustainable and scalable solutions that benefit society as a whole.

The awarded project was HandyCraft-Her, which was developed by students Joana Rusch, Victoria Felix, and Jéssica Tavares, within the context of Social Entrepreneurship course unit of the Masters in International Development and Cooperation. Joana and Victoria studied at ISEG as Erasmus students and are currently completing their Masters in Management and Economics at the University of Zurich.

The aim of their HandyCraft-Her project is to minimize the difficulties that women microentrepreneurs face in developing their business on a daily basis. These problems are related with difficulty in accessing investor networks and customers and buyers, as well a lack of knowledge, especially regarding online sales. HandyCraft-Her is an online platform that connects women microentrepreneurs with customers who are looking for exclusive and unique handmade products that are sold at auction. In addition to putting buyers and sellers in touch, this platform also handles the physical distribution and delivery of the products and provides free platform management training for women micro-entrepreneurs.

Ana Venâncio

ISEG Professor – Management and Finance

This student team is also going to participate in the Gen-e 2023 competition, Europe's biggest entrepreneurship competition, which will take place in July in Turkey.

We are very proud of our students and their achievements in the Junior Achievement Competition and wish them every success in the European competition. They are an inspiring example of the power of social entrepreneurship and its positive impact on society. We will continue to support and encourage all students to follow their entrepreneurial dreams and to work towards a better world.

It is also important to mention that ISEG will host four events related to entrepreneurship over the next months:

8th May – Business Angel Talk: Isabel Neves (in English)

9th May – Entrepreneurs Talk: Francisco Nogueira and Frederico Stock - founders of Glooma (in Portuguese)

15th May – Visit to Start-up Lisboa (in English)

On the 23rd to 25th June, ISEG will host one of the 12 Semi-finals of the Hult Prize entrepreneurship competition.

ISEG students win the ‘Social Impact’ award in the Junior Achievement Portugal national competition

An award sponsored by the Santander Foundation was won by the HandyCraft-Her project, an online platform designed by ISEG students that enables women entrepreneurs to sell exclusive handmade products.

Victoria Gemperle is a Brazilian and Swiss national who is studying for a Masters in Management and Economics at the University of Zurich. **Joana Rusch** is Swiss and is also studying for a Masters in Management and Economics at the same university. Both Victoria and Joana spent an Erasmus semester at ISEG during the autumn of 2022. **Jessica Tavares** hold Portuguese and Cape Verdean nationality and is currently studying for a Masters in International Development and Cooperation at ISEG.

The three students have the **HandyCraft-Her** project in common, an online platform that enables women entrepreneurs to exhibit and sell their unique handmade products to a global market. The project is already reaping rewards, having won the 'Social Impact' award at the XVII National Competition Start-up Programme, organised by Junior Achievement Portugal.

"We are very focused on achieving a place at Gen-e 2023, the Biggest European Entrepreneurship Event, which will take place in Turkey in July," they say.

The concept of the platform is to enable customers to purchase "exclusive handcrafted products by means of an auction model". Customers can "select an artist and choose their favourite product from the collection". The students handle the distribution and delivery of the products while at the same time providing their entrepreneurs with a course in how to manage the platform.

The goal of Victoria Hemperle, Joana Rusch, and Jessica Tavares is to "make a difference in the lives of women who face entry barriers in the labour market due to discrimination in accessing business networks and markets, expectations regarding domestic work, and in less lucrative industries."

They conclude by saying "Our sincere thanks go to Professor Ana Venâncio for her invaluable guidance and mentorship in bringing our project to life. We would further like to express our gratitude to ISEG for providing us with the infrastructure and tools necessary to achieve so much in such a short time. We are very proud to have developed our idea within such an open and innovative environment".

Congratulations to the students and to their mentor, Professor Ana Venâncio!

In this issue, we highlight the achievement of our students in winning the Junior Achievement Portugal ‘Social Impact’ Award, ISEG’s presence at Futurália, the Best Presentation Award received by Joanna Santiago at MTCON'23, the holding of another i2030 seminar, and a new Antena 2 concert, the clarification session on OpenSoc PhDs, the election of José Zorro Mendes as Chair of CISEP, the launch of the CEsA journal, and the news in the What's@ISEG, research, and alumni sections.

The following are cited in this number: Clara Raposo, Francisco Louçã, Joana Pais, Joana Santos Silva, João Calado, João Duque, Maria Rosa Borges, Ricardo Cabral, Ricardo Ferraz e Tiago Cruz Gonçalves.

A zero VAT food basket. Does it make sense?

>> An article by **Francisco Louçã** in Expresso - "The spin regarding prices".

Expresso

see more ›

>> **João Duque** writes that only the mathematical effect will force food inflation down.

Expresso

see more ›

>> **Joana Santos Silva** says that a country "with our economic fragility and social inequality is hardly prepared for another economic shock".

JE O Jornal Económico

see more ›

>> **Ricardo Cabral** says in an interview that the banking turmoil could "become more serious than the Financial Crisis of 2007-2009".

CNN PORTUGAL

see more ›

>> **Ricardo Ferraz** explains why reducing VAT on food may not work.

CNN PORTUGAL

see more ›

>> **Ricardo Cabral** believes that the State is saving too much to have balanced accounts, and is not investing.

CNN PORTUGAL see more ›

>> **Ricardo Cabral** criticizes both the European Central Bank and the US Federal Reserve (Fed). "They have been taken by surprise".

CNN PORTUGAL see more ›

>> **João Calado** believes that the number of over-indebted families will increase in the near future.

see more ›

>> **João Duque** on supermarkets: "Consumers have to wage their war, the weapon is choice".

VISÃO see more ›

>> **Tiago Cruz Gonçalves** explains the profits of Portuguese listed companies in times of crisis.

Exame see more ›

>> **João Duque** is going to participate in the Portugal Digital Awards, known as the "Oscars" of digital transformation.

Executive see more ›

>> **Joana Pais** was one of the speakers at the APED Retail Summit.

Grande Consumo see more ›

>> **Maria Rosa Borges** spoke about "tax reductions" on the 'Antena Aberta' programme.

ANTENA 1 see more ›

>> **João Duque** spoke about the topic of "a zero VAT food basket" on "Fórum TSF".

TSF RÁDIO NOTÍCIAS see more ›

>> **João Duque** address at the Portugal Digital Awards.

Expresso see more ›

>> **Clara Raposo** highlights how economies can keep prices under control in an interview with Bloomberg.

B see more ›

What's Up @ ISEG

ISEG was present at Futurália from the 22nd to 25th March

Thousands of secondary school students, hundreds of faculty, parents and some special guests looked for ISEG at the largest education and employability fair in the country.

In total, more than 8,000 people passed by the ISEG stand to collect information, resulting in an exceptional participation with a record number of visitors. This was achieved with the precious help of our Bachelors and Master students.

Special thanks is due to Professor **Carlos Costa**, who joined the staff from the Department of Marketing during the whole of Saturday, 25th March to provide information to parents and students.

Professor Joanna Santiago receives the Best Presentation Award at an international tourism conference

Joanna Santiago (ISEG/ADVANCE/CSG), a lecturer and researcher of ISEG's Masters in Marketing was awarded the Best Presentation Award at MTCON 2023, an annual conference organised by the Turkish Association of Tourism Academics (TUADER), which this year took place in Istanbul, Turkey, from the 15th to the 18th March.

Under the banner of "Tourism for a better World (MTCON'23) Resilience & Peace", MTCON had more than 200 participants received this year.

Joanna Santigo presented the paper "The Whys and How Influencers are Shaping Destination Marketing", co-authored with Carlos Farinha, from the Universidade dos Açores, and Maria Arteiro, a student of ISEG's Masters in Marketing.

Congratulations are due to the authors, particularly to the student Maria Arteiro, who defended her Final Master's Work in December 2022 and had her work recognised at this international forum.

Antena 2 Concert | João Barradas (accordion) and António Cebola (piano)

ISEG will host the accordionist **João Barradas** and the pianist **António Cebola** on the **30th March** for yet another Antena 2 concert.

The event will commence at **19.00** in the CGD Auditorium (Quelhas, 2nd Floor).

Free admission. Consult the programme **HERE**.

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i2030 ISEG Seminars | Transforming Organisations through a Human Centered approach

The seminar on **"Transforming Organisations through a Human Centered approach"** will take place on the **12th April**, with the keynote speaker **Dunia Reverter**, co-founder of NewOrgs and Krisos.

The seminar will be delivered in English and begins at 18.30, in Amphitheatre 21 (Francesinhas 1). The session will take place in a hybrid format, with the speaker participating online and the participants being present in a lecture theatre.

This initiative is an integral part of the i2030 ISEG Seminars cycle, which is organised every year within the context of ISEG's Master in Management and Industrial Strategy, when an external guest speaker (expert) presents a current topic, followed by discussion and debate, with the aim to associate and complement the topics to issues such as innovation and sustainability in operations and industry. Free admission.

Online Clarification Session I OpenSoc PhD

The **OpenSoc PhD degree** is an inter-university PhD degree in Sociology, which mobilises the theoretical, methodological, and empirical heritage that is accumulated in the history of sociology as well as its broad interdisciplinary connections to generate new orientations for research and intervention in response to contemporary social challenges.

If you want to know more about the degree, join the online Q&A session on the **13th April, at 17.30**.

Registration is free and should be made **HERE.** Further information **HERE.**

Novidades de research

Highlights | CISEP – Centre for Research on the Portuguese Economy

José Zorro Mendes is elected the Chair of CISEP until 2025

José Zorro Mendes, an ISEG Full Professor, was elected Chair of CISEP at the Annual General Meeting of CISEP, which was held on the 22nd March.

The main objective of CISEP is to strengthen knowledge about the Portuguese economic and social reality through applied research. This Research Centre started its activities in 1980, and was established as a private non-profit association in 1983 (the official date of its foundation). Its members are predominantly members of faculty and researchers of ISEG – Lisbon School of Economics and Management. Universidade de Lisboa.

"The present mandate will continue the inherited legacy and will focusing on 3 aspects: the modernisation of the Centre's structures, the implementation of an extended partnership with CEP - Confederação Empresarial de Portugal, and reinforcing the connection with ISEG, which has always been our choice of host ", states José Zorro Mendes.

Highlights | SOCIUS – Centre for Research in Economic and Organisational Sociology

SOCIUS
Centro de Investigação em Sociologia Económica e das Organizações

SOCIUS participates in the 12th Portuguese Sociology Congress

Sara Falcão Casaca, Chair of SOCIUS and an ISEG Professor is organizing and will moderates the semi-plenary session entitled **"The 30 Years of Economic Sociology in Portugal"** (Lecture Room. 2. 1), on the 5th April 5, from 14.00 to 16.00, with the participation of Professor Rafael Marques (SOCIUS-CSG /ISEG-ULisboa), Luísa Veloso (CESIS /Iscte -IUL), Rui Santos (CICS.Nova /FCSH-UNL), Maria Manuel Serrano (CICS.NOVA-Évora /Univ. Évora), and João Arriscado Nunes (CES /FEUC).

SOCIUS will also participate in the Congress Centres and Publishers Exhibition (Rooms 4.1 and 4.2) on the 5th and 6th of April.

The Congress will take place at the Faculty of Economics of Universidade de Coimbra. Further information **HERE**.

José Maria Carvalho Ferreira launches his autobiography

José Maria Carvalho Ferreira, a former lecturer at ISEG and a researcher at SOCIUS/ISEG-ULISBOA, having published books and articles in the area of Sociology, recently wrote his "The Autobiography of a GiANT Ah! (No)", publication by Clássica Editora, which can be purchased **HERE**.

Synopsis: "Although short in stature, Zé Maria is in fact a giant. His life is made up of permanent struggles. They all have their own story, which in turn are remarkable, but they always reflect his character. A character which defies social barriers, ignores obstacles, and disregards financial problems".

Highlights | CeSA – Centre for African and Development Studies

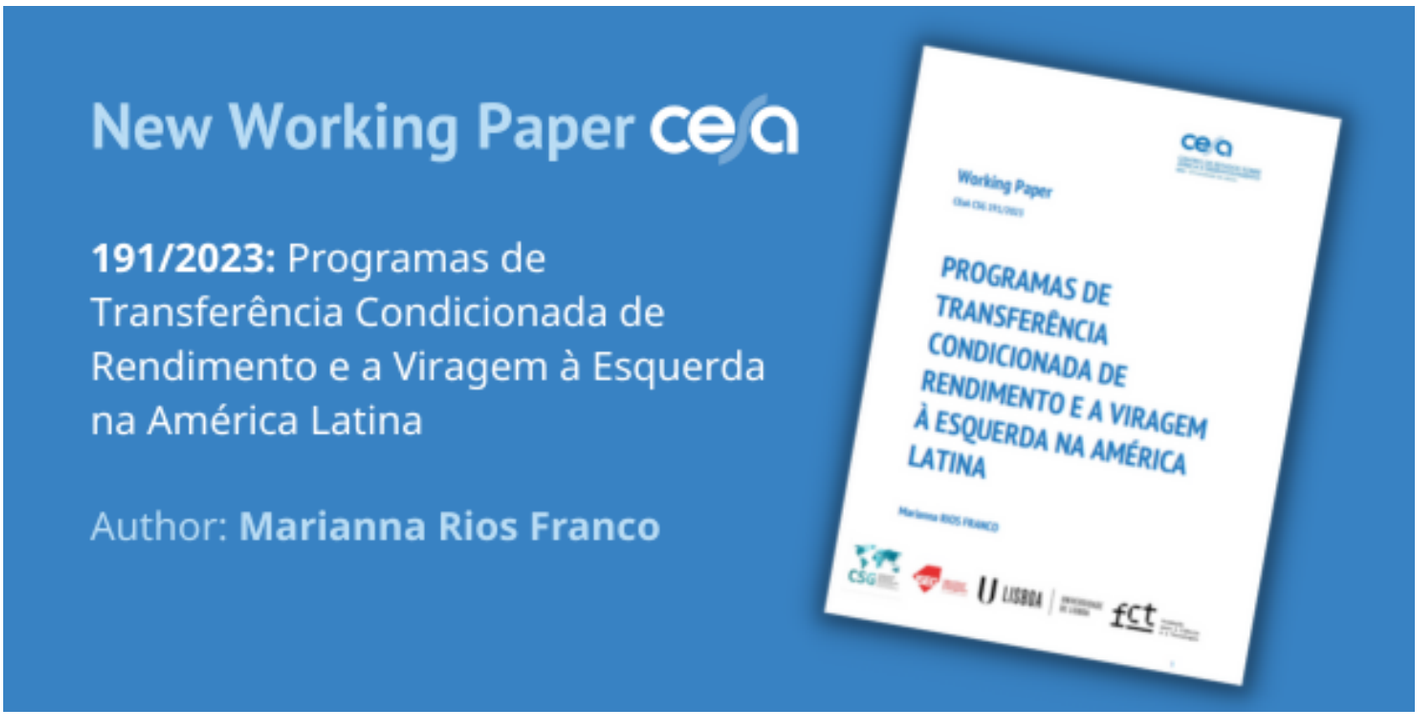
CENTRO DE ESTUDOS SOBRE ÁFRICA E DESENVOLVIMENTO
ISEG - Universidade de Lisboa

Launch of the CEsA Journal

In the coming days CEsA is going to launch a new project aimed at disseminating science: the **CEsA Journal**. This biannual digital journal marks the **commemorations of the CeSA's 40th anniversary.** Founded in 1983, CeSA is one of the oldest research centres in Portugal in the area of Development Studies and Africa.

The first issue will be published during the first week of April. Subscribe **HERE**.

New Working Paper | Conditional Cash Transfer Programmes and the Swing to the Left in Latin America



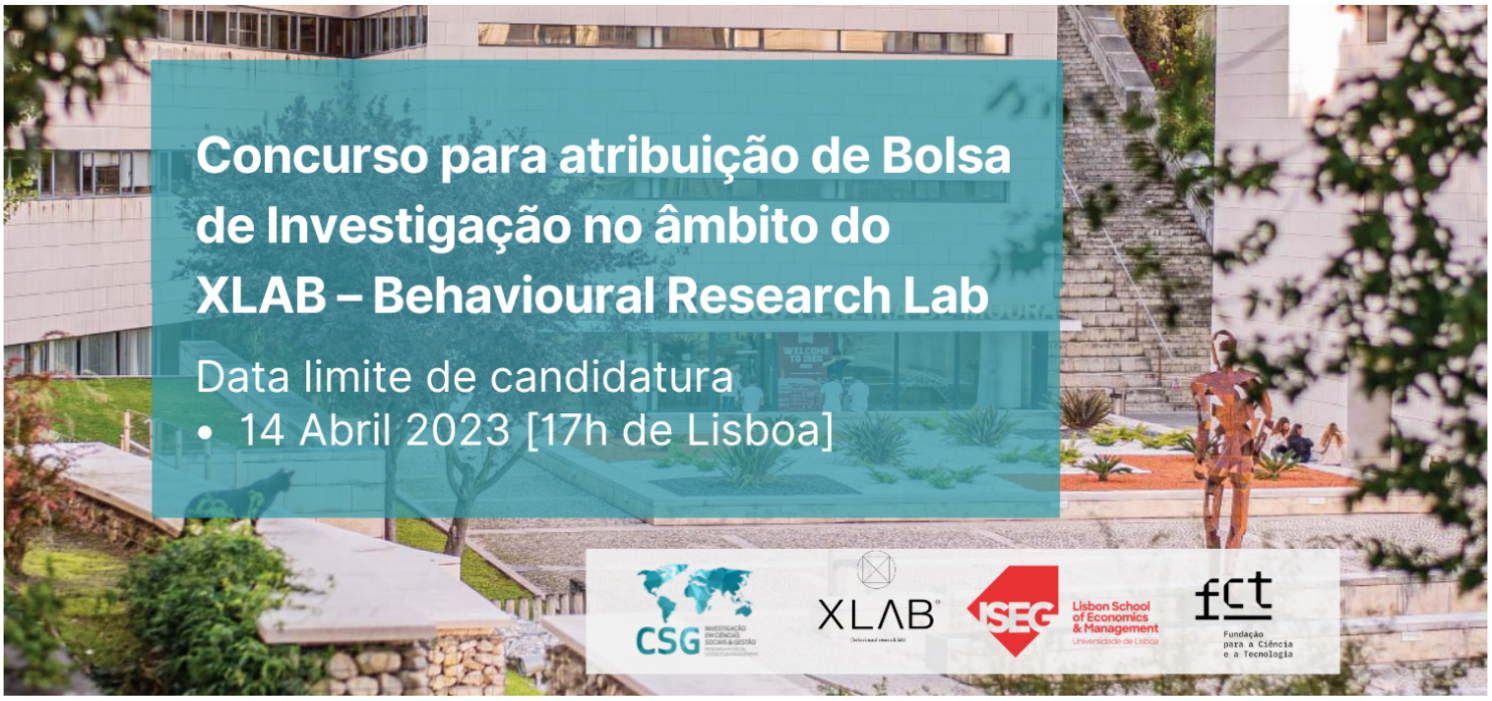
The Working Paper entitled **"Conditional Cash Transfer Programmes and the Swing to the Left in Latin America"** (No. 191/2023), is now available in Portuguese. It was written by **Marianna Rios Franco**, who holds a Masters in International Development and Cooperation from ISEG.

This working paper develops the research hypothesis that left-wing governments were those that most created, supported, and expanded this type of public policy in Latin America during the period of 2000-2020.

Access the publication **HERE**.

Highlights | CSG – Centre for Research in Social Sciences and Management

Competition | XLAB – Behavioural Research Lab research grant



The period for applying for Masters and PhD students to apply for a XLAB – Behavioural Research Lab research grant ends on the 14th April. This financial support from FCT/MCTES is administered through PIDDAC, as part of the funding assigned to the CSG consortium.

Further information is available on CSG's website.

Call for Papers for Fórum CSG 2023 up until the 15th April

The 15th April is the deadline for submitting papers for the 5th Edition of the CSG Research Forum, which will take place on the **22nd and 23rd May**, 2023.

Abstracts submitted should focus on one of the following topics:

- Digitalisation, employment, and knowledge management;
- Globalisation, innovation, and financial sustainability;
- Circular economy and corporate social responsibility;
- Globalisation, inequalities, and development in a changing world;
- Technological transformation and platform business models.

Information about the Call for Papers is available in Portuguese and in English, on the CSG website.

Highlights | ADVANCE – Centre for Advanced Research in Management

advance
Centro de Investigação Avançada em Gestão ISEG

EIBA Lisbon 2023 | Call for Papers from the 1st April to the 15th July

EIBA LISBON 2023

The **1st April** is the opening of the period for the Call for Papers for the **49th Annual Conference of the European International Business Academy** - EIBA, which will take place from the 15th to 17th December 2023, at ISEG, on the topic of "**The Changing Global Power Balance: Challenges for European Firms**".

Find out more **HERE**.

Student News

ISEG Business Club | Quelhas Readings

In this edition of the Quelhas Readings, we dive straight in to a current issue - Blue Gold: towards a more sustainable economy of the oceans.

The article is written by **Juan Portillo**, a student of the Masters in Economics and Science, Technology, and Innovation Management.

Read the full article **HERE**.

ISEG Young Economics Society | Curso Python?

In partnership with **OKAY,** the **ISEG Young Economics Society** is organising a course on **Python** (consisting of 8 sessions) which will be held on several dates in April, with the objective to improve your skills in this popular programming language.

The cost is 70€ and the course will take place on several dates this April.

Further information **HERE** and registration **HERE**.

IISEG Young Economics Society | Podcast 'A dose of

Economics' #7 - Jornal ECO

The subject of the 7th episode of the podcast where ISEG students discuss current economic affairs is offshore accounts and tax havens.

Available **HERE**.

The podcast is the result of a partnership between **ECO** and the **ISEG Young Economics Society**.

Alumni in the News

The questions of the '4-Day Week Pilot-Programme'

A graduate of Economics from ISEG, **Pedro Gomes** is the coordinator of the 4-Day Week Pilot-Programme (under the aegis of the Ministry of Labour, Solidarity, and Social Security) and he answered the most frequently asked questions about the 4-day week.

Read the interview **HERE**.

An interview with Nuno Moura, Director of the National Museum of Theatre and Dance

Nuno Moura has been the Director of the National Museum of Theatre and Dance since 2021. He holds a degree in Management from ISEG and has 20 years of experience at the service of the Directorate General for the Arts.

Read the interview **HERE**.

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