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

RETHINKING AND CREATING THE FUTURE, not just yesterday's, nor just today's, is an attitude of complementarity between history and the life stories of individuals and organisations. It is also a challenge, as the American writer Philip Roth left us through his work, a "frontier between autobiography and fiction".

The 20th century left us with many good and bad things: ranging from world wars to the explosion of economic development in the post-industrial revolution, through to a significant improvement in life expectancy and a certain improvement in the inequality between rich and poor countries.

Among various symbols of the 20th century that stand out in my mind, on which I have sometimes reflected, in particular after a visit to the Vostell Museum in Malpartida de Cáceres, I especially recall the weight of "reinforced concrete and the growth of big cities", the role of the "car as a vehicle of movement and personal interaction", and the invasion of "Radio, television and other media" in our homes, all of which challenge "contemporary art installations". What is the respective reaction of individuals and societies to these and other moments of the transformation of reality, to the times in which we live, and regarding the increasing fears and hopes about Artificial Intelligence (AI)?

The 20th century's thinkers and scientists, particularly those from the area of social sciences, such as economics and management, have left us many contributions. I would like to highlight those of Peter Drucker regarding the importance of doing things that have to be done, rather than doing things as they should be done and those of Henry Mintzberg, who considered that management basically implies influencing action and aims above all to assists organisations to do what has to be done. Or those of Michael Porter, who set out very positively the need for companies to never stop learning about the sector in which they operate and about their competitors or ways to improve/modify their competitive position. Then there is also the importance of innovation as the pivotal issue in the economic prosperity of nations.

Francisco Velez Roxo

Chair of the Executive Committee of ISEG Executive Education

Having experienced the transition to, and having lived through almost a quarter of the 21st century, with globalisation entering a phase of de-globalisation, with the drums of war from Europe echoing politically, economically, and socially all over the world (once again...), and the aftermath of a pandemic that was not the first and will not be the last, the challenges of "permanent updating of knowledge, know-how and wisdom" (known as Continuous Training) and the updating rethinking of personal and organisational skills are in a phase of "gpt shock".

The tendency of Universities and the Centres/Institutes for Development and Updating of Integrated Sciences (economy, technology, sociology, psychology, management...) is to adjust their offer on how to Think, Analyse, Do, and Redo for innovation/transformation, in the form of Conferences/Events, and online and face-to-face short, medium, and long term courses. Accordingly, ISEG EXECUTIVE EDUCATION is not waiting for the new Lisbon Underground line to arrive at its door in 2024 to respond to the desire of thousands of students and alumni to once again feel how good it is to study and learn permanently in Quelhas, in what was historically the campus of the Instituto Superior de Ciências Economicas e Financeiras (ISCEF) and where we have constantly performed well up until current times (ISEG): to contribute to the development of the elites who intervene in private, public and social affairs in both the national and international sphere. To do well and better in every single detail.

As Yuval Harari (historian, philosopher, and author of texts such as "SAPIENS" and "HOMO DEUS") recently refers to in an article in the Expresso magazine (based on the translation of an article about artificial intelligence published in the Economist a short time ago), we live in times when "we have to deal with a new weapon of mass destruction that can annihilate our mental and social world (...) but we still have enough time to regulate the new tools (...) we have to act quickly because while in 1945 "we knew that nuclear technology could generate cheap energy for the benefit of humans, and that it could also physically destroy human civilisation (...) we reshaped the entire international order to protect humanity and to ensure that nuclear technology was used primarily for good (...) now we have to deal with a new weapon of mass destruction that can annihilate our mental and social world, because AI can create exponentially more and more powerful AI".

ISEG EXECUTIVE EDUCATION assumes the reality of this complex and challenging framework, always bearing in mind the four pillars of education in the 21st century outlined by UNESCO (2020): "learning to know; learning to do; learning to live together - to live with others; and learning to be", ensuring that everything carried is different for the better, just as this School has always assumed and done.

In this week's edition, we highlight the appointment of Francisco Velez Roxo as the new Chairman of the Executive Committee of the Board of Directors of ISEG Executive Education, ISEG's anniversary, which is fast approaching, the news from the What's Up @ ISEG and research sections, and the visit of the students and coordinators of the Masters in Finance to Frankfurt, the financial capital of Europe.

The following are cited in this number: Bernardo T. Chagas, Carolina Afonso, Francisco Louçã, João Duque, Joaquim Sarmento, Paulo Trigo Pereira, Rosa Borges and Tiago Cardão-Pito.

From growth forecasts and the Artificial Intelligence revolution in education

>> **Francisco Louçã** writes that the abuse by banking "is the sad fate that is branded on our skin like a brand of servitude ", in Expresso.

Expresso **see more ›**

>> **Francisco Louçã** fears that higher education will become factories for memorisation techniques, useless arguments, and theoretical conformism.

Expresso **see more ›**

>> **João Duque** questions how it is that "the life of ordinary Portuguese people is getting more and more difficult" if the GDP grows and forecasts are revising growth upwards for 2023.

Expresso **see more ›**

>> **Paulo Trigo Pereira** explains how Artificial Intelligence can revolutionise teaching and learning.

OBSERVADOR **see more ›**

>> **João Duque** tells ECO that it's the public sector that pays the least to its employees.

see more ›

>> An opinion article by **Joaquim Sarmento** – "In the sad trajectory of impoverishment".

see more ›

>> **João Duque** is interviewed by Executive Digest: "We need to move towards a different economy".

Executive see more >

>> An opinion article by **Carolina Afonso** in Imagens de Marca – "Learning to Learn".

imagens de marca see more >

>> **Bernardo T. Chagas** talks about digital reputation and brand management in an opinion article in Distribuição Hoje (Distribution Today).

see more >

>> **Tiago Cardão-Pito's** article in the German magazine Makroskop.

MAKROSKOP see more >

>> On Antena 1, **Maria Rosa Borges** helps us understand whether the government's measures to help the Portuguese are failing.

ANTENA 1 see more >

>> A report on SIC Notícias about how **ISEG** students use management simulators to prepare for the Global Management Challenge.

SIC notícias see more

>> **Paulo Trigo Pereira** was one of this week's guests on "*Capa à Contracapa*" (Cover to Back Cover) to discuss the topic of "How to give citizens more say".

see more >

What's Up @ ISEG

Let's celebrate ISEG's 112 anniversary!

ISEG's anniversary is almost here! On **the 23rd May** don't miss out on the opportunity to party with colleagues (or ex-colleagues) as well as ISEG faculty and staff!

There will be no lack of entertainment, food stalls, gifts, and musical groups of different types to dance along to non-stop.

Further information **HERE**.

Antena 2 Concert I Sérgio Azevedo (piano)

On the **22nd May** we will host the pianist **Sérgio Azevedo** for another Antena 2 concert, which will be recorded at ISEG.The concert starts at 19.00, in the CGD Auditorium (Quelhas, 2nd Floor).

See the programme **HERE**.

Free admission, subject to the capacity of the auditorium.

Antena 2 Concert I António Carrilho - flutes & arrangements

We will host the musician **António Carrilho** on the **30th May**, in the CGD Auditorium, as part of the Antena 2 concert cycle, which is recorded at ISEG.

See the programme **HERE**.

Free admission, subject to the capacity of the auditorium.

Lisbon Meetings in Game Theory and Applications

"The Lisbon Meetings in Game Theory and Applications" conference will take place at ISEG. From the **31st May to the 2nd June**.

The keynote speakers will be Professors **Gary Biglaiser** (University of North Carolina), **Leeat Yariv** (Princeton University), and **Hervé Moulin** (University of Glasgow).

Further information and registration **HERE**.

ISEG EXECUTIVE EDUCATION

Destaques | ISEG Executive Education

Francisco Velez Roxo is the new Executive Chair of ISEG Executive Education

ISEG Executive Education has just appointed Francisco Velez Roxo as the Chair of the Executive Committee of the Board of Directors for the next three years.

Francisco Velez Roxo is joined by Professor **Ana Morais** as Executive Director, and by Professor **Jose Veríssimo** and **Dionísia Ferreira** as non-executive directors, and also by **Gilberto Jordan**, (non-executive) as the Chair of the Board of Directors. All are ISEG Alumni.

He has a degree in Business Organisation and Management from ISEG and a Masters in Educational Multimedia Communication. He also studied for a PhD in European Studies at UCP/IEP, Lisbon.

The new Chair of ISEG Executive Education possesses an extensive experience in business management and administration in various areas of business, namely: information technologies and services, credit control financial institutions and the health sector, among others, and also in postgraduate teaching and executive training.

Since 1977 he has divided his professional activity between working as a senior technician and manager in public administration, State-owned Companies (FFH, CTT, IPE/CIFAG, ANCP, CHL, ULSLA, HFF), and private companies (ALTERFATO, IBERCONSULT, SSF SOFTWARE, EASYPHONE, EASYSOFT, ALTITUDE SOFTWARE, SIBS, UNICRE, MULTICERT), and also teaching at university level and consultancy/professional training in Strategic Management, Marketing, and Operations for middle level and senior managers (ISE, ISCTE, ISEG, ISGB, ISEL, UCP).

Francisco Velez Roxo complemented his university education with a Postgraduation in Industrial Engineering (AliRati-Sweden) and an ITP (International Teachers Programme) from HEC/London Business School/HBS. He is permanently and consistently seeking to further develop his knowledge and know-how.

He has attended several executive courses on Strategy, Marketing, and Services at various Business Schools, namely: HEC (France), INSEAD (France), IMEDE (Switzerland), Columbia University (USA), and Harvard Business School (USA).

Focused on integrated skills development, he is a born communicator and a dedicated manager. He is also the author of the book/video on '*Marketing para que te quero*' ('Marketing for what I want') and a translator of books on Marketing (Consumer Behaviour and Marketing Management for Services). He has presented papers at congresses on Strategy, Marketing, and Information Technology, and has contributed dozens of articles for Portuguese newspapers and journals specialising in Economics, Management, and Organisational Development.

He occupies his time reading, going to the cinema, cycling, and horse riding.

Futures, Strategic Design & Innovation

Develop your skills to act as a real change maker, with access to exclusive frameworks, Futures sessions, design thinking, and international speakers. The World Economic Forum is the partner of the programme.

The programme will take place on the **14th, 15th, 16th, 22nd, and 23rd June, 2023**.

Further information and registration on **this link**.

Research News

Highlights | CEsA - Centre for African Studies and Development

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

'Topics in Development Studies 2023' Seminars

Topic: 'Growing Knowledge-Based Industries in Peripheral Regions'

29th May, from 18.00 to 20.00, Room 1.2 of IGOT.

Luís Carvalho, a researcher from Universidade do Porto, will speak about **'Growing Knowledge-Based Industries in Peripheral Regions**'.

The will be a hybrid event and can be attended via Zoom (LINK). Further information about the session is seminar is available on CEsA's website.

Topic: 'Institutions, Structures and Policy Paradigms: Toward Understanding Inequality in Africa'

30th May, from 18.00 to 20.00, Room 1.2 of IGOT.

The researcher **Howard Stein** (University of Michigan) will speak on '**Institutions, Structures and Policy Paradigms: Toward Understanding Inequality in Africa**'.

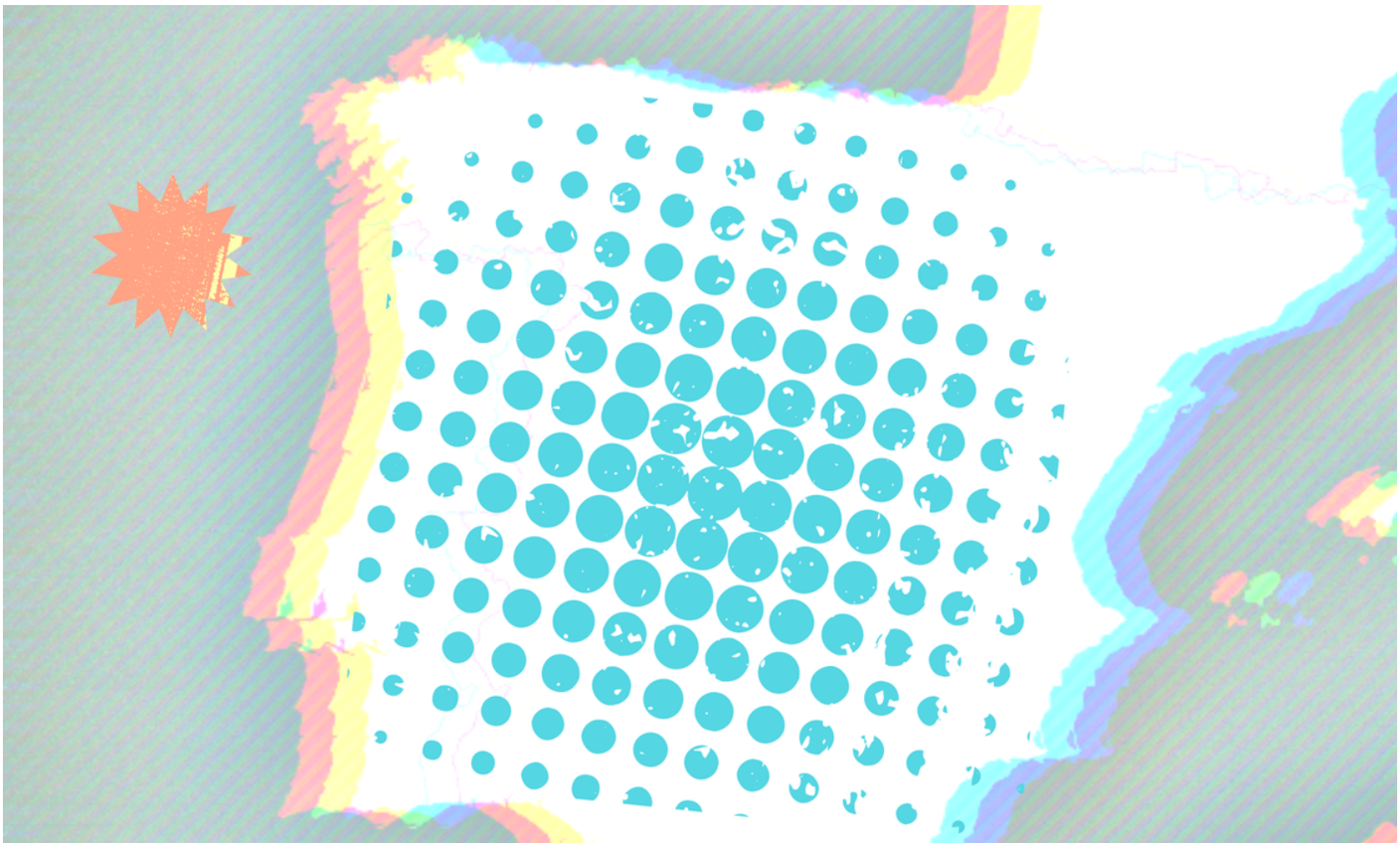
Registration **HERE**. Further information about the event is available on CEsA's website.

This seminar cycle promotes advanced debate in the field of Development Studies and is an initiative of ISEG's PhD in Development Studies. Full programme available **HERE**.

Highlights | GHES - Economic and Social History Research Group

GHES GABINETE DE HISTÓRIA ECONÓMICA E SOCIAL RESEARCH CENTRE IN ECONOMIC AND SOCIAL HISTORY

The Iberometrics 2023 Congress will discuss Iberian Economic History



On the **25th and 26th May**, ISEG will host the Iberometrics 2023 congress, an event which every two years reunites specialists in Iberian Economic History to present and discuss their research on Spanish, Portuguese, or Iberian Quantitative Economic History, including that on the colonial period, as well as comparative studies that take into consideration Portuguese and/or Spanish cases.

The venue of the Congress alternates between Spain and Portugal.

Further information **HERE**.

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

II International Congress on Migration and the Brazilian Academic Diaspora | Call for Papers – Extension of the Deadline

The II International Congress on Migration and Brazilian Academic Diaspora (CIMDAB 2023) will take place from the **13th to 15th July**, in the *Casa do Conhecimento* (House of Knowledge) in the Rectorate of Universidade do Minho, Largo do Paço, Braga.

The main topics to be discussed are:

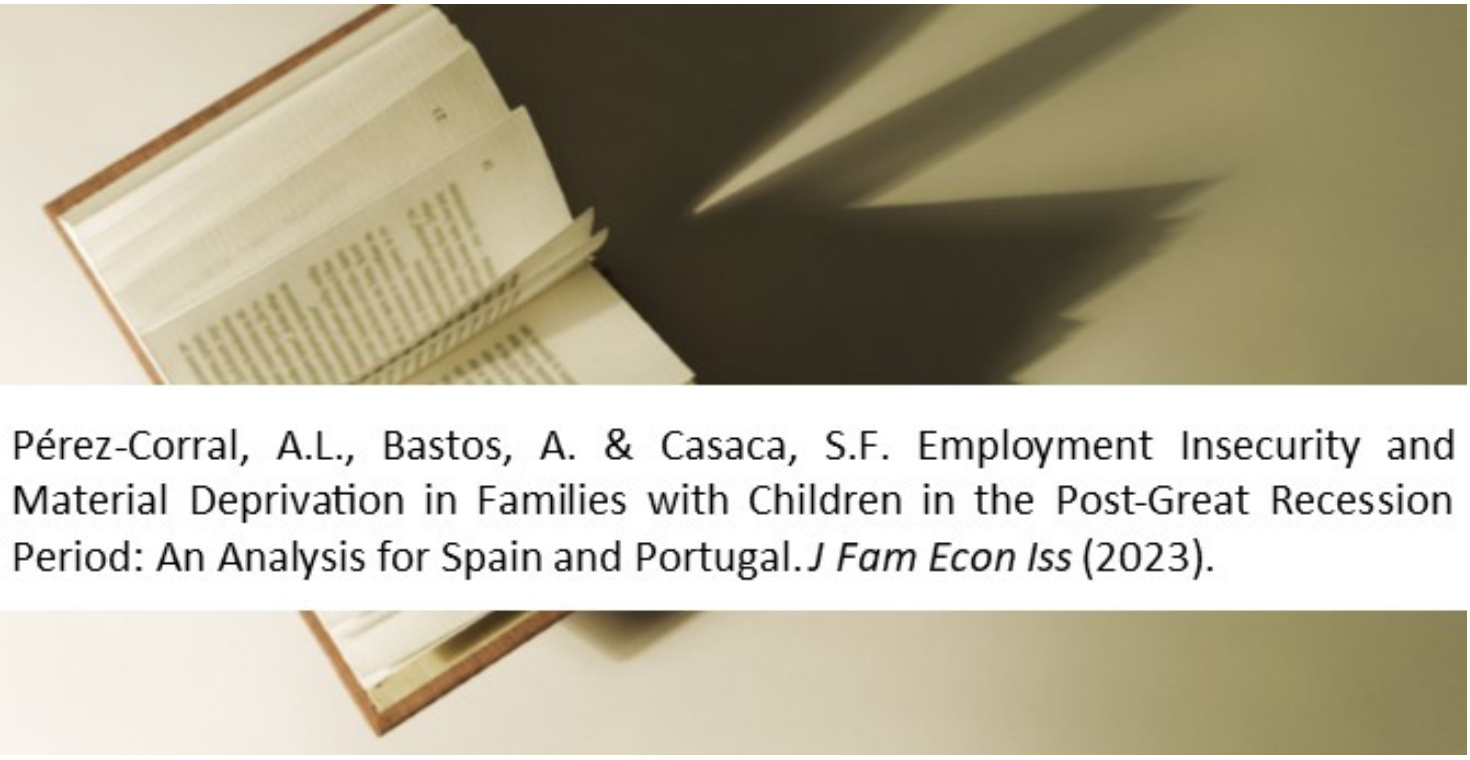
- Brazilian Academic Diaspora

- Brazilian Entrepreneurship in the World
- Society and Globalization - Work, Employment and Digital Platforms
- Global Challenges, Cultural & Human Subjectivity

New deadline for the submission of abstracts: 31st May, 2023.

Further information and registration **HERE**.

Peer reviewed paper | Springer



The paper entitled 'Employment Insecurity and Material Deprivation in Families with Children in the Post-Great Recession Period: An Analysis of Spain and Portugal', written by Professors **Amélia Bastos** (CEMAPRES/REM ISEG-ULisboa) and **Sara Falcão Casaca** (SOCIUS/CSG ISEG-ULisboa), in conjunction with Antonio L. Perez-Corral (Universidad de Valladolid), is now available for consultation **on this link** to the prestigious German publisher Springer.

Highlights | CSG - Research in Social Sciences and Management

CSG INVESTIGAÇÃO EM CIÊNCIAS SOCIAIS & GESTÃO RESEARCH IN SOCIAL SCIENCES & MANAGEMENT

CSG - Research in Social Sciences and Management Forum

The **CSG - Research in Social Sciences and Management Forum** will take place on the **22nd and 23rd of May** at ISEG, which will be a valuable opportunity to share plural theoretical and methodological approaches, as well as the progress/results of a considerable part of the scientific research currently being developed in this ISEG Consortium. This event promotes peer-to-peer knowledge and dialogue between the different branches of knowledge represented by CSG.

The programme is structured around **five thematic panels**: Digitalisation, employment and knowledge management; Globalisation, innovation and financial sustainability; The circular economy and social responsibility of organisations; Globalisation, inequalities and development in a changing world; Technological transformation, innovation and business models.

On the **morning of the 23rd May, at 10.00**, Auditorium 2, a conference will be held on **Social inequalities and child poverty in the UK and Portugal** which will be led by **Kitty Stewart** - Associate Director of the Centre for Analysis of Social Exclusion (CASE), London School of Economics.

Full programme available here: Programme of the 5th CSG - Forum

Free admission, subject to room capacity.

Student News

Group from the Masters in Finance visits Europe's financial capital

A group of over 80 students and coordinators of the Masters in Finance visited Frankfurt from the 3rd to the 7th May for an enriching academic experience in one of Europe's most important financial centres.

The five-day trip included a visit to the European Central Bank, EIOPA (European Insurance and Occupational Pensions Authority), Deutsche Börse (Frankfurt Stock Exchange), and Goethe University, for a series of lectures to complement the theoretical knowledge taught in lectures. The students also had the opportunity to visit theGeldmuseum (Money Museum), which is located in the Deutsche BundesBank headquarters.

This study visit is part of the Masters syllabus, which provides students with the opportunity to socialise and network with potential employers and to experience the life and culture of Frankfurt.

OPEN MINDS. GRAB THE FUTURE!

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