



Lisbon School of Economics & Management  
Universidade de Lisboa

# OPINIÃO

U LISBOA UNIVERSIDADE DE LISBOA

The 2023-2025 triennium of Alumni Económicas.

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 - 112 years of a School of First

Alumni Económicas has new Governing Bodies, which were elected on the 29th June. I have the honour of chairing the Board in the year in which I complete 20 years after entering ISEG for the first time. I am very proud to be an alumnus of this School and I hope that all the members of the new Governing Bodies may be able to contribute with dedication, will, and work to give back to the School at least a part of what the School gave us.

This is also the youngest Board ever, starting with ourselves as an example of rejuvenation and of bringing Alumni Económicas closer to the most recent generations of ISEG alumni.

Our objective is to contribute to the affirmation that our Alumni belong to the largest and most reputable alumni association in Portugal. We also aim to contribute to strengthening ISEG's position as the largest and best school of economic and business sciences in Portugal and one of the best in the world.

So why be an active part of this Alumni association?

The ISEG Alumni community counts on countless success stories from among its alumni: from entrepreneurs to CEOs of large national and international companies, not to mention leaders of public and social organisations in the most diverse spheres of intervention in our society.

**Pedro Janeiro**  
Chair of the Alumni Association (Alumni Económicas)



Therefore, and knowing that ISEG's Alumni community has thousands of members spread all over the country and the world, during this term of office we want to work towards the success of this great community and increase the value that is associated and transferred to all our members and associate-members. We want to work to make our members even more proud to belong and actively participate in this community, taking advantage of the high-value networking that only a school like ISEG can offer.

Over the next few months you will be able to count on lunch debates, topical dinners, degree anniversaries, cultural visits, and the mentoring programme, among other initiatives, and also some new features designed to open up Alumni Económicas even more to its alumni community, examples being: i) the creation of alumni centres, ii) the development of strategic boards, and iii) a revitalised agenda for communication with our members.

Join Alumni Económicas via ISEG's website or our social media and become actively involved in the largest community of economic and business leaders in Portugal.

Sign up as a member of Alumni Económicas [HERE](#) and follow us on [LinkedIn](#) (at /alumni-económicas) to actively participate in the largest community of economic and business leaders in Portugal.

## Economic Alumni | Election of the Governing Bodies for the 2023-2025 triennium



The General Assembly of Alumni Económicas was held on the **29th June**, during which the Governing Bodies for the 2023-2025 triennium were elected.

**Pedro Janeiro** (Economics, 2008) is the new Chair of the Board of Alumni Económicas – ISEG's Alumni Association, replacing **Horácio Negrão** (Economics, 1977), who held the position during the 2020-2022 triennium.

ISEG wishes the new leaders all the best on their work.

Founded in 1991, Alumni Económicas was conceived with the aim of promoting a permanent involvement between the Alumni Community and the School, thus extending the impact and influence of ISEG as an institution in the professional and personal lives of its Alumni.

**Governing Bodies for the 2023-2025 triennium**

**General Assembly**

**Chair:** Horácio Negrão (Economics, 1977)  
**Vice-Chair:** Hélder Oliveira (Economics, 1969)  
**Secretary:** Carlos Bayan Ferreira (Economics, 1979)

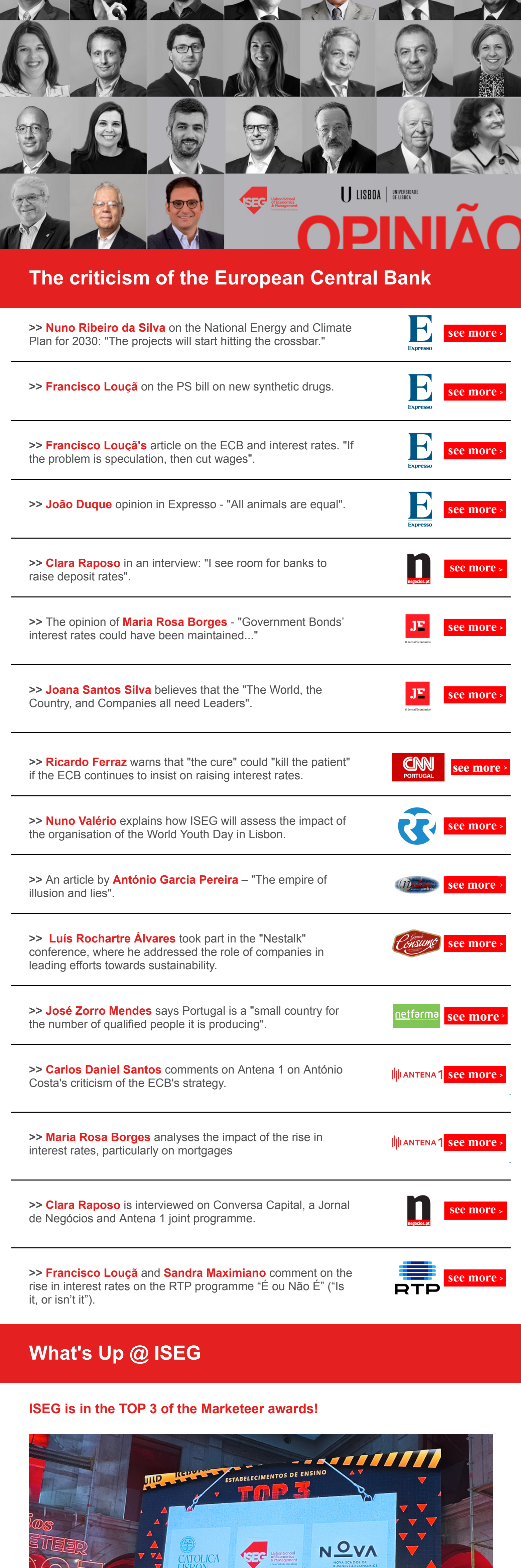
**The Board**



**Chair:** Pedro Janeiro (Economics, 2008)  
**Vice-Chair:** Liliana Pardal (Management, 2010)  
**Secretary:** João Reis (Management, 2013)  
**Treasurer:** Paulo Ribeiro (Economics, 1998)  
**Member:** Rodrigo Neves (Applied Mathematics for Economics and Management, 2022)  
**Fiscal Board**

**Chair:** Norberto Rosa (Economics, 1977)  
**Secretary:** Luísa Marques (Finance, 2009)  
**Member:** Maria João Paredes (Management, 2018)

In this week's issue, we highlight the election of the Governing Bodies of Alumni Económicas – ISEG's Alumni Association for the 2023-2025 triennium; the ISEG's presence in the TOP 3 of the Marketeer 2023 Awards in the Teaching category; the first edition of the ISEG Leadership Bootcamp, the "Visibility in research" Workshop, and the research and Alumni sections.

The following are cited in this number: António Garcia Pereira, Clara Raposo, Carlos Daniel Santos, Francisco Louçã, Joana Santos Silva, João Duque, José Zorro Mendes, Luís Rocharte Álvares, Maria Rosa Borges, Nuno Ribeiro da Silva, Nuno Valério, Ricardo Ferraz, and Sandra Maximiano.





# OPINIÃO

## The criticism of the European Central Bank

>> **Nuno Ribeiro da Silva** on the National Energy and Climate Plan for 2030: "The projects will start hitting the crossbar."

>> **Francisco Louçã** on the PS bill on new synthetic drugs.

>> **Francisco Louçã's** article on the ECB and interest rates. "If the problem is speculation, then cut wages".

>> **João Duque** opinion in Expresso - "All animals are equal".

>> **Clara Raposo** in an interview: "I see room for banks to raise deposit rates".

>> The opinion of **Maria Rosa Borges** - "Government Bonds" interest rates could have been maintained..."

>> **Joana Santos Silva** believes that the "The World, the Country, and Companies all need Leaders".

>> **Ricardo Ferraz** warns that "the cure" could "kill the patient" if the ECB continues to insist on raising interest rates.

>> **Nuno Valério** explains how ISEG will assess the impact of the organisation of the World Youth Day in Lisbon.

>> An article by **António Garcia Pereira** – "The empire of illusion and lies".

>> **Luís Rocharte Álvares** took part in the "Nestalk" conference, where he addressed the role of companies in leading efforts towards sustainability.

>> **José Zorro Mendes** says Portugal is a "small country for the number of qualified people it is producing".

>> **Carlos Daniel Santos** comments on Antena 1 on António Costa's criticism of the ECB's strategy.

>> **Maria Rosa Borges** analyses the impact of the rise in interest rates, particularly on mortgages

>> **Clara Raposo** is interviewed on Conversa Capital, a Jornal de Negócios and Antena 1 joint programme.

>> **Francisco Louçã** and **Sandra Maximiano** comment on the rise in interest rates on the RTP programme "É ou Não É" ("Is it, or isn't it").

## What's Up @ ISEG

ISEG is in the TOP 3 of the Marketeer awards!




ISEG was one of the finalists of the Marketeer 2023 Awards and was in the TOP 3 in the Education Category.

The awards ceremony took place on the 4th July at the Convento do Beato, in Lisbon.

This award reinforces the recognition of the consistent work that the School has been doing to affirm its national and international notoriety.

## Students work on leadership skills at the ISEG Leadership Bootcamp

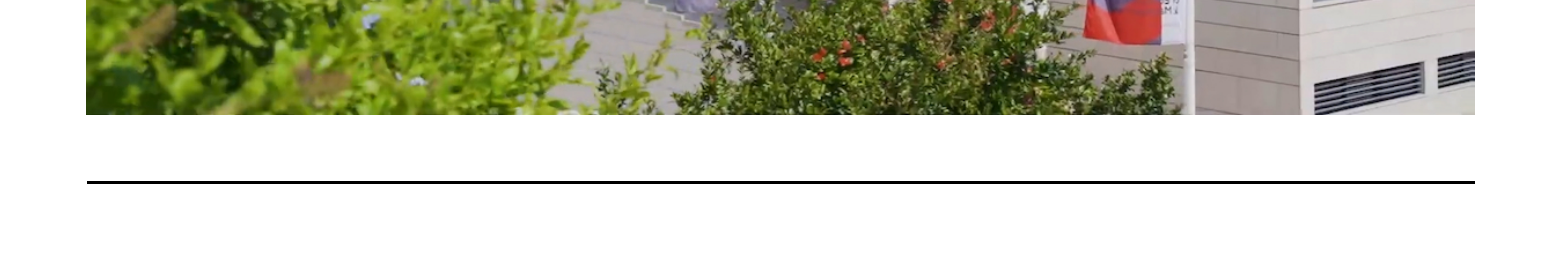


The ISEG Leadership Bootcamp was held on the 3rd June, an initiative of ISEG's Human Resources Management professors, in conjunction with the team from Tribe, designed to empower ISEG's Masters' students with core skills in Leadership and Management, which are more important than ever.

The first edition of this Bootcamp featured an intensive programme of activities proposed by the Tribe team, which centred on the soft skills that are increasingly demanded by employers, namely: Communication, Negotiation, Teamwork, Motivation and Decision Making.


The 31 participants had the opportunity to take a self-knowledge test (MBTI), to understand their profile better, and also developed customised cases related to the above-mentioned skills. The challenges and surprises prepared by Tribe contributed to an enriching experience, which promoted reflection on the future of the labour market in a competitive way, but with a "soupçon" of fun.

Watch the video of the first edition of this initiative:



## Destques | ISEG Executive Education

Strategic Leadership Program ISEG+Columbia



ISEG Executive Education has established a partnership with Columbia Business School, the best Business School in the world according to the Financial Times, and the only Ivy League School at the heart of business.

The ISEG+Columbia Strategic Leadership Program is an exclusive programme designed for the Top Management of companies and other national and international organizations. The learning journey is based on three main purposes – Immerse. Develop and Engage – and is designed to provide participants with a myriad of opportunities and experiences to enhance their personal development and networking, and to contribute to a truly transformational experience.

Join a unique experience that will enhance your development as a leader and your personal growth. The ISEG+Columbia SLP is for those Leaders who want to make a difference, explore new challenges, and build a network that will last well into the future.

Become inspired and find out more [HERE](#).

## Novidades de research

Research News

workshop

# Visibilidade na investigação

12 julho 2023 • 16h  
ISEG, auditório 2

Participate in the workshop on "Visibility in Research" at ISEG on the 12th July, from 16.00 to 17.00, in Auditorium 2.

The workshop is divided into two parts. The first part is about writing biographical paragraphs and the second part is about curating profiles in Web of Science and Scopus.

The event is organised by ISEG professors and **Ana Correia Moutinho** (ISEG/Research), **Tiago Gonçalves** (ADVANCE/CSG), and **Esmeralda Arranhado** (CEMAPRE/REM).

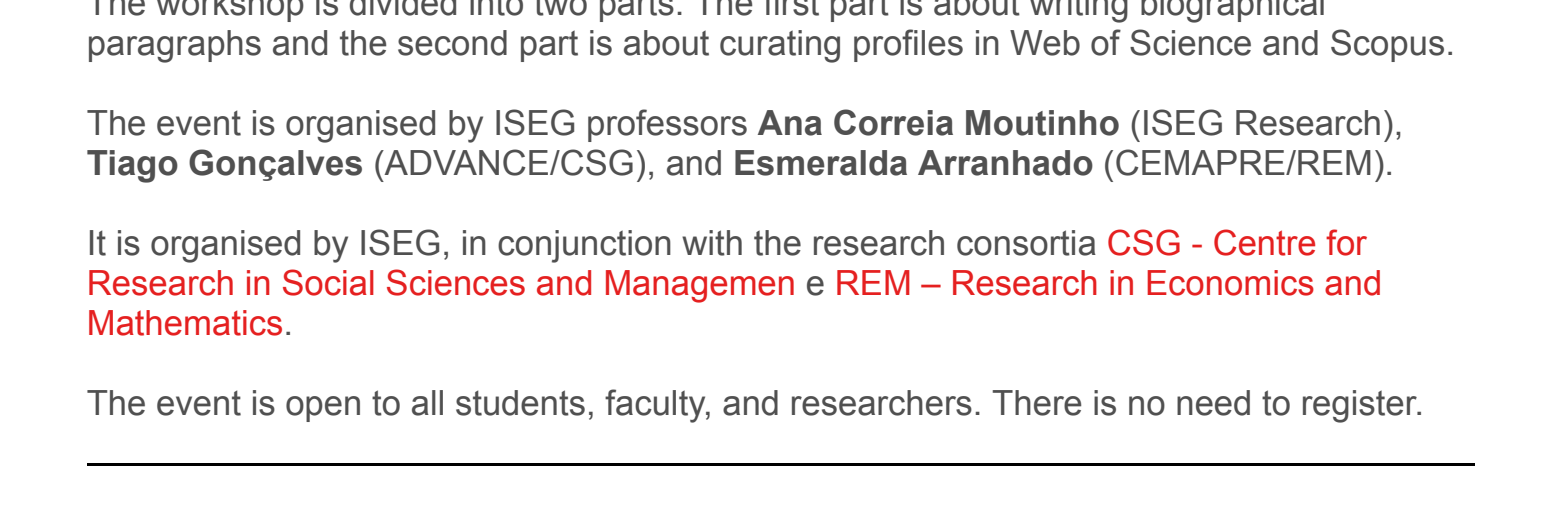
It is organised by ISEG, in conjunction with the research consortia **CSG - Centre for Research in Social Sciences and Management** and **REM - Research in Economics and Mathematics**.

The event is open to all students, faculty, and researchers. There is no need to register.



## Highlights | CEsa - Centre for African Studies and Development

Countdown to the EADI CEsa Lisbon Conference, 2023: Towards New Rhythms of Development



Towards New Rhythms of Development

10 - 13 July

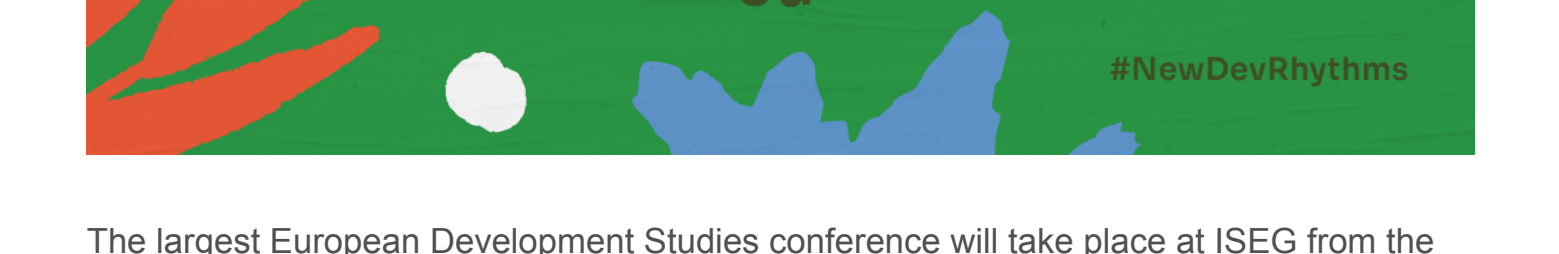
#NewDevRhythms

The largest European Development Studies conference will take place at ISEG from the 10th to the 13th July – the EADI CEsa Lisbon Conference, 2023: Towards New Rhythms of Development.

This is the first time that the main event of the European Association of Development Research and Training Institutes (EADI) is to take place in Lisbon, in partnership with the Centre for Africa Studies and Development (CEsa).

Registration [HERE](#).

## CEsa Agenda No. 70 – a Special Edition on the EADI CEsa Lisbon Conference, 2023



Towards New Rhythms of Development

10 - 13 July

#NewDevRhythms

Europe's largest Development Studies conference is the topic of the latest edition of the ECESA Agenda, which is available on this [link](#).

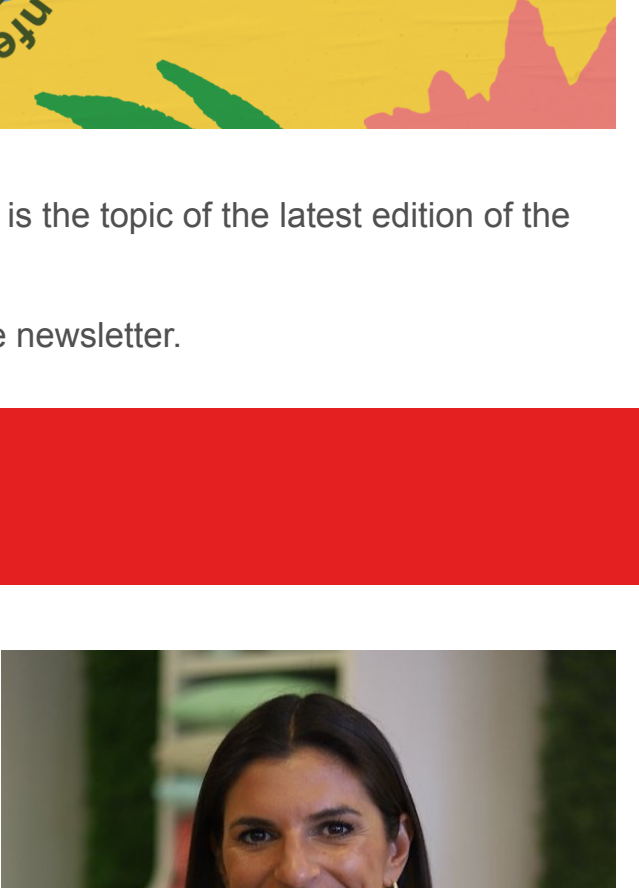
Subscribe [HERE](#) to receive the next editions of the newsletter.

## Alumni Spotlight

Mariana Pires Silva is the new Marketing Director of Gato Preto

With a specialisation in Ecommerce Management from ISEG, **Mariana Pires Silva** is the new Marketing Director of Gato Preto, having formerly been the Head of Public Relations, Events & Communication.

Read the news [HERE](#).

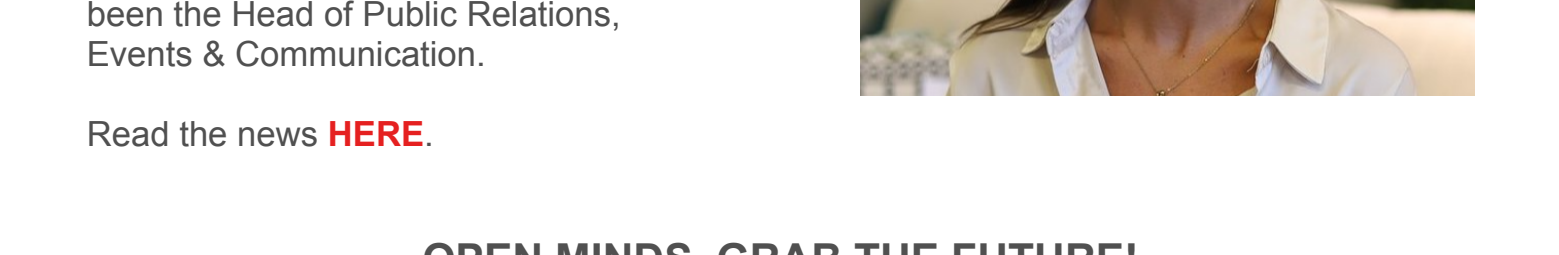


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