



OPINIÃO

The beyond EU borders Erasmus programme

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

The Erasmus programme that started back in 1987 as an exchange programme that brought together students from various countries, contributing to breaking down the internal borders of the European Union, as well as to the much-desired political union.

This programme has evolved over the years to cover a wider, more diverse and inclusive target group, investing in key competences through lifelong learning in the fields of education, training, youth, and sport, going beyond the borders of the EU.

It was exactly within the framework of the Erasmus International Credit Mobility programme that we had the opportunity to study in mobility at the renowned Universiti Malaysia, Faculty of Business and Economics, which is located in the eclectic capital of the country, Kuala Lumpur, a cultural melting pot, in a truly peaceful coexistence between the various cultures and religions. The city has a mixture of Malay, Chinese, Indian and European cultural influences, the latter being mainly British, for obvious reasons.

Universiti Malaysia is a research-orientated public university that is well positioned in international rankings such as the QS World University Rankings 2022, where it is currently ranked No. 65. Similar to ISEG, its Faculty of Business and Economics is accredited by both AACSB and AMBA.

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From the 3rd to the 7th July 2023, we embarked on an adventure in Malaysia that had all the ingredients that characterise our ongoing path towards greater internationalisation, which is however not always straight, with advances and setbacks, uncertainties and risks, and the need to adapt to new contexts which often force us to leave our comfort zone and to examine an unknown reality from another perspective.

Several sessions were organised throughout the week, where we had the opportunity to present ISEG and to get to know Universiti Malaysia, where best practices were shared between the two universities, focusing on the matrix or criteria used to evaluate international collaboration, as well as the methodology for converting the grades of international mobility students.

Following these sessions, interest was expressed in collaborating with the entire Universidade de Lisboa in the area of Sustainability, a key area of research at Universiti Malaysia – among other topics that were explored during the sessions.

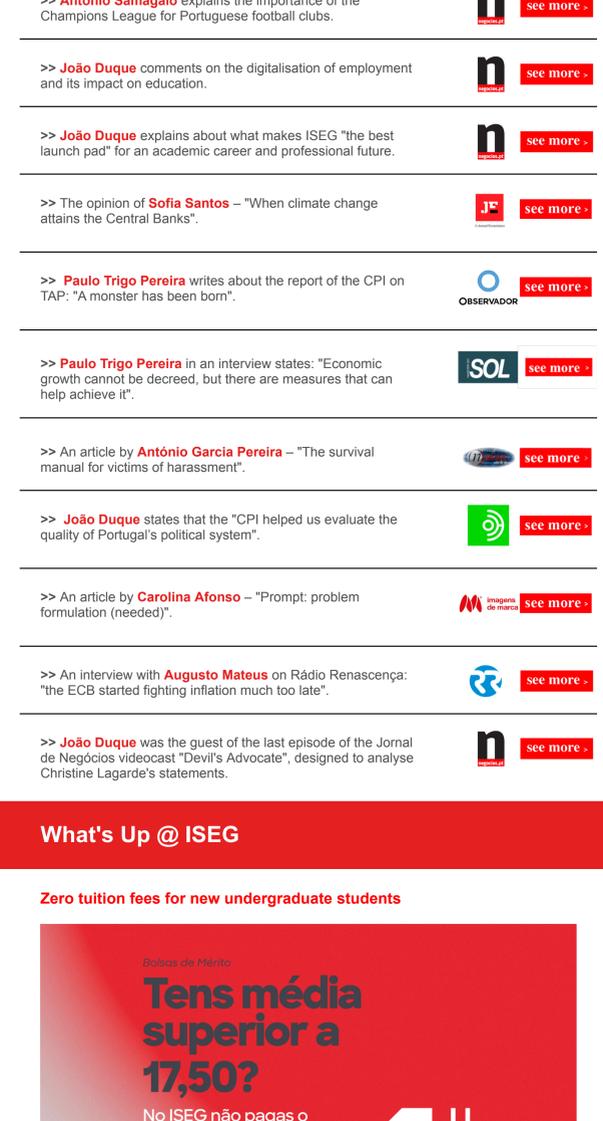
On the one hand, the landscape of Kuala Lumpur is characterised by several antagonistic realities, including the emblematic Petronas Twin Towers and the various poor neighbourhoods that dominate the capital. However, on the other hand, we had the opportunity to visit magnificent temples such as the famous Batu Caves, one of the symbols of Hinduism, and also the city of Malacca (or Melaka), which still bears the marks of the Portuguese influence.

Overall, it was an extraordinary experience which we hope will be the first of several steps towards a close collaboration with Universiti Malaysia Faculty of Business and Economics.



In this week's issue, we highlight the Merit Scholarship for new students who have been admitted to and are enrolled at ISEG, the award of the best paper prize to members of ISEG's faculty at the ACIEK International Conference, the "Summer at ULisboa" programme that passed through ISEG, the 3rd Annual Meeting of the European Journal of Management Studies (EJMS), the new episode of the "Uncomplicating Sustainable Finance" podcast, and also the research and Alumni sections.

The following are cited in this number: António Garcia Pereira, António Samagalo, Augusto Mateus, Carolina Afonso, João Duque, Joaquim Montezuma, Paulo Trigo Pereira, Sofia Santos and Tiago Cardão-Pito.



The preliminary report of the CPI on the management of TAP

>> **Tiago Cardão-Pito** writes about the decisions of the European Central Bank in the German journal Makroskop.

>> **Francisco Louçã** states that the last few weeks have witnessed the birth of "a new species in the complex world in which we live: the Lagardologists".

>> **Francisco Louçã's** article entitled "Please elaborate".

>> **João Duque** opinion on the report of the CPI on TAP: "Go away, you boogeyman".

>> **Joaquim Montezuma** believes that ESG policies "constitute one of the main challenges for the property sector in the coming years".

>> **António Samagalo** explains the importance of the Champions League for Portuguese football clubs.

>> **João Duque** comments on the digitalisation of employment and its impact on education.

>> **João Duque** explains about what makes ISEG "the best launch pad" for an academic career and professional future.

>> The opinion of **Sofia Santos** – "When climate change attains the Central Banks".

>> **Paulo Trigo Pereira** writes about the report of the CPI on TAP: "A monster has been born".

>> **Paulo Trigo Pereira** in an interview states: "Economic growth cannot be decreed, but there are measures that can help achieve it".

>> An article by **António Garcia Pereira** – "The survival manual for victims of harassment".

>> **João Duque** states that the "CPI helped us evaluate the quality of Portugal's political system".

>> An article by **Carolina Afonso** – "Prompt: problem formulation (needed)".

>> An interview with **Augusto Mateus** on Rádio Renascença: "the ECB started fighting inflation much too late".

>> **João Duque** was the guest of the last episode of the Jornal de Negócios videocast "Devil's Advocate", designed to analyse Christine Lagarde's statements.

What's Up @ ISEG

Zero tuition fees for new undergraduate students

Nobody values merit as much as ISEG does. In the 2023/2024 Academic Year, students who are admitted and enrolled at ISEG for the first study cycle can obtain a merit scholarship that exempts them from paying tuition fees for the 1st Year.

To be eligible for this scholarship, students must meet the following criteria:

>> Those students who are enrolled in Undergraduate degrees in **Economia, Gestão, Economics, Management and Finance** degrees are required to:

- Have an **average admission** grade of 17.50, or higher;
- Have chosen **ISEG Lisbon School of Economics and Management** as their **1st choice** for access to higher education;

>> For students who have enrolled in the degree of **Applied Mathematics for Economics and Management (MAEG)**:

- Have an **average admission** grade of 18.50, or higher;
- Have chosen **ISEG Lisbon School of Economics and Management** as their **1st choice** for access to higher education;

The objective of this initiative is to attract and retain young Portuguese talent for their education in the field of economic and business decision making. Those families who have less means to support the studies of children endowed with capacity and ambition will benefit from this programme.

Members of ISEG's faculty win the best paper award at the ACIEK International Conference

The paper on ESG Performance and Business Diversification: an Empirical Approach, written by ISEG professors **Victor Barros**, **Pedro Verga Matos**, **Joaquim Miranda Sarmento**, and **Pedro Rino Vieira** won a Best Paper Award at the 18th ACIEK - Academy of Innovation, Entrepreneurship, and Knowledge Conference, which took place from the 20th to 22nd June in Madrid, where which more than 250 papers were presented.

This research focused on the impact of the level of geographical and business diversification on the combined ESG score. The results obtained suggest that geographical diversification has no apparent relationship with ESG scores. However, on the other hand, a larger level of business diversification appears to contribute to an improvement in the ESG scores of those companies that constitute the Euro Stoxx 50 index.

The "Uncomplicating Sustainable Finance" Podcast | Episode #6, with Sofia Santos

Professor **Sofia Santos**, an expert in sustainable finance, was the guest of the 6th episode of the "Uncomplicating Sustainable Finance" podcast, a partnership between JE, ISEG's Centre for Sustainable Finance, and the British Embassy in Lisbon.

"Uncertainty and its role in sustainable finance" was the topic of this episode, where the professor analyses how the Covid-19 pandemic and its economic impact and social political changes, among other factors affected how financial institutions and investors approach sustainable finance.

Watch the Podcast/Video Cast on the **JE website**, or listen to the episode on **Spotify**.

Verão na ULisboa no ISEG



From the 3rd to the 7th July, ISEG hosted students from the 7th, 8th, and 9th grades, as well as the Summer at ULisboa conference.

This proved to be a very lively week that aimed to present the areas of Economics and Management through various activities, such as experiments, games, visits and workshops.

The participants were accompanied by monitors who were all ISEG students! Students who answered questions, presented the facilities, and helped these young people solve the challenges presented.

Summer at ULisboa is an initiative of Universidade de Lisboa that disseminates the rhythm and spirit of academic life.

Destaques | 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 transnational 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**.

Research News

3rd Annual Meeting of the European Journal of Management Studies (EJMS)

The 3rd Annual Meeting of the European Journal of Management Studies (EJMS) was held at ISEG on the 5th July.

The meeting was opened by Professor **Tiago Cardão-Pito**, Editor-in-Chief of the EJMS, according to whom the initiative "was a success".

Professors **Carlos Costa**, **Eduarda Soares**, **José Novais Santos**, **Helena Gonçalves** and **Sofia Lourenço**, the associate editors of the EJMS, were the chairs of the sessions. The event also counted with the participation of professors **Tiago Gonçalves**, **Fernanda Tigue**, **Ricardo Belchior**, **Sara Gonçalves**, **Pedro Rino Vieira**, **Bernardo Chagas**, **Mariya Gubareva**, **Nuno Crespo** and **Rafael Marques** as discussants.

Highlights | CEAs - Centre for African Studies and Development

The Closing Session of the Cinema and Decolonisation: Mozambique in focus cycle

The Closing Session of the "Cinema and Decolonisation: Mozambique in focus cycle" will take place on the 15th July, at 10.00, in Auditorium 2 at ISEG, with the screening of three short documentary films by the director **Lara Sousa**: "O Fim" (2018), "Kalunga" (2018), and "La Finca del Medo" (2017).

Admission to the documentaries is free. The screening will be followed by a debate with **Ana Balona de Oliveira**, a researcher at FCSH NOVA's Institute of Art History and the films' curator.

Registration is now open on this **LINK**.

Further information **HERE**.

Alumni Spotlight

C&W has two new associates: Filipe Vilarinho and Tiago Pereira

Cushman & Wakefield (C&W), the property services consultancy, has announced the promotion of five new associates, two of whom have links to ISEG: **Filipe Vilarinho**, who has a Masters in Finance, and **Tiago Pereira**, who has a Postgraduation in Real Estate Management and Valuation.

Read the news **HERE**.

Pedro Silvestre is to lead the Libere Hospitality group's operation in Portugal

With a Postgraduation in Real Estate Management and Valuation from ISEG, **Pedro Silvestre** is the new business development manager in Portugal of the Spanish group Libere Hospitality, which specialises in the development of technological solutions for the hotel industry.

Read the news **HERE**.

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