

ISEG - 112 years of a School of First

**NEWSLETTER #161** 7th November, 2023

> highlights the crucial role played by the city in promoting the local innovation ecosystem and in facilitating ground-breaking innovations in compliance with the objectives of the New European Agenda for Innovation. Nowadays entrepreneurship is one of the main drivers of growth in nations, promoting innovation, job creation, wealth generation, and economic growth, and is thus starting to become a fulcral component of economic policies. Given its unquestionable importance, it is imperative to continue promoting entrepreneurial education. However there is still a lot of work to be done, despite having created the necessary conditions for universities to develop initiatives for developing entrepreneurial skills and mindsets in their educational

> community. **Bruno Futre** Professor of Entrepreneurship at ISEG Universidade de Lisboa launched the Entrepreneurship Education Programme during the 2022/2023 Academic

> Year for the three study cycles. As we are all aware, this programme provides students with the opportunity

> to enrol in entrepreneurship course units at ULisboa's schools and faculties, with the corresponding right to credits. Apart from ISEG students, our School also hosted students from several other areas schools/faculties – including students from Faculties of Arts, Pharmacy, and Fine Arts. A broader opportunity for this new generation to connect with the world of entrepreneurship has according emerged,

> ignoring the fact that it has assisted in making the world a better, fairer, and more sustainable and equal place. However, at present we are only referring to ULisboa and ISEG, and there is a need to expand the teaching of entrepreneurship to other universities and to areas apart from economics, management or finance. Universities need to support and encourage their entrepreneurial students and companies also need to be invited to universities and it turn universities need to be incorporated into company life. Entrepreneurship is still often considered to be a secondary subject in Portugal and is frequently neglected in educational establishments that are traditionally focussed on management and is generally absent from degree

> syllabi in other areas of knowledge. During some of my trips abroad, I've observed that in other countries entrepreneurship is taught in areas as diverse and distinct as dentistry, nutrition, or education - which makes perfect sense, bearing in mind all that has been

> which has stimulated creativity, helped to solve problems, and has created new leaders, without

The following are cited in this number: António Ascensão Costa, António Garcia Pereira, Carlos Farinha Rodrigues, Francisco Louçã, João Pereira Dos Santos, Joaquim Sarmento, Paulo Macedo, Paulo Trigo Pereira, Sara Falcão Cavaca, and Tiago Cruz Gonçalves.

mentioned above.

In today's issue, we highlight the new Masters in Marketing seminar cycle to be held at ISEG, the second ISEG mini-forest practical workshop, the Antena 2 Concert with pianist Taíssa Poliakova, and the opportunity to converse exclusively with Bain & Company to

immerse oneself in the world of strategic consultancy, as well as the news about

Research, Students, and Alumni.





Hamas.

"possible".

assessment process.

workers compensated?"

Executive Digest Conference.

payments.

men, on average, are paid 16% more.

## 2024 State Budget. >> In his opinion column in ECO, Joaquim Sarmento says that "the Government told the truth to the Portuguese in June 2020 when it nationalised Efacec".

>> Carlos Farinha Rodrigues in an interview in Visão: "Poverty is not a problem for the poor, it's a problem for us all".

>> António Garcia Pereira asks "why are crimes against

>> António Ascensão Costa admits that a new downturn in the Portuguese economy in the last three months of the year is

>> Tiago Cruz Gonçalves explains in Expresso how ISEG is

>> Sustainability Week at **ISEG** was featured in Expresso SER

>> The opinion of **Francisco Louçã** – "The mockery of TAP

>> Paulo Trigo Pereira was one of the experts interviewed by

Structural Investment Fund, which is a novelty introduced in the

Jornal de Negócios for an article on the legality of the

dealing with generative artificial intelligence in the student

(content available at the bottom of the page).

and the Government's rage against the NHS".

see more >

see more:

see more

see more >

>> João Pereira Dos Santos criticises the failure to measure the impact of the housing policies adopted in the past. >> Paulo Macedo will be the keynote speaker at the XXV

>> Sara Falcão Cavaca's statements on TVI's Jornal Nacional during the news report that women are better qualified, but that Executive see more >

see more:

>> Tiago Cruz Gonçalves participated in the "Contas Poupança" programme of SIC Notícias and discussed the amortisation of mortgage loans.

>> João Duque's comments on the moratorium on mortgage

>> João Duque joined José Gomes Ferreira on the Negócios

ISEG is hosting another seminar cycle of the Masters in Marketing comprising talks by recognised experts and enriching debates on current and relevant topics for marketing professionals, which will taking place on Wednesdays from 17.00 to

**Marketing Personalizado:** 

Filipe Rodrigues Head of Digital & Innovation, Arena Portugal

Estratégias, Tendências e Desafios

see more:

see more:

see more >

da Semana podcast to talk about TAP. What's Up @ ISEG

**Seminar Cycle I Masters in Marketing** 

Ciclo de Seminár

Mestrado em Marketina

⇔ 08 e 22 Novembro 2023 ⊕ 17h00 - 18h30 9 Auditório 4 | Edifício Quelhas, 6

Estratégia de

Free admission, subject to registration **HERE**.

biólogo António Alexandre (FCUL/2Adapt).

forests. Find out more **HERE**.

Antena 2 Concert I Taíssa

The prestigious Portuguese pianist Taíssa Poliakova will play the music of the Argentine composers Alejandro Erlich Oliva and Diego Kovadloff during the 'Encontro em Lisboa'

('Meeting in Lisbon') solo piano recital,

Poliakova

The poster can be consulted **HERE**.

Teresa Cortes lead of Marketing, KPMG

Sustentabilidade e ODS

18.30 in Auditorium 4.

Challenges'.

those companies that want to stand out in the market. Don't miss the talk on 'Sustainability Strategy and SDGs' by Teresa Cortes, Head of Marketing at KPMG, on the 8th November. On the **22nd November**, Filipe Rodrigues, Arena Portugal's Head of Digital and

This cycle will cover topics that have been gaining ground in the marketing strategy of

Innovation will address the topic of 'Personalised Marketing: Strategies, Trends and

These seminars represent an excellent opportunity to get up to speed on the latest trends in marketing and to discuss the best marketing practices with renowned professionals.

ISEG mini-forest I Registration now open for the 2nd practical workshop

Would you like to take part in the next mini-forest practical workshop?

The second ISEG mini-forest workshop will take place on the **9th November**, from 14.00

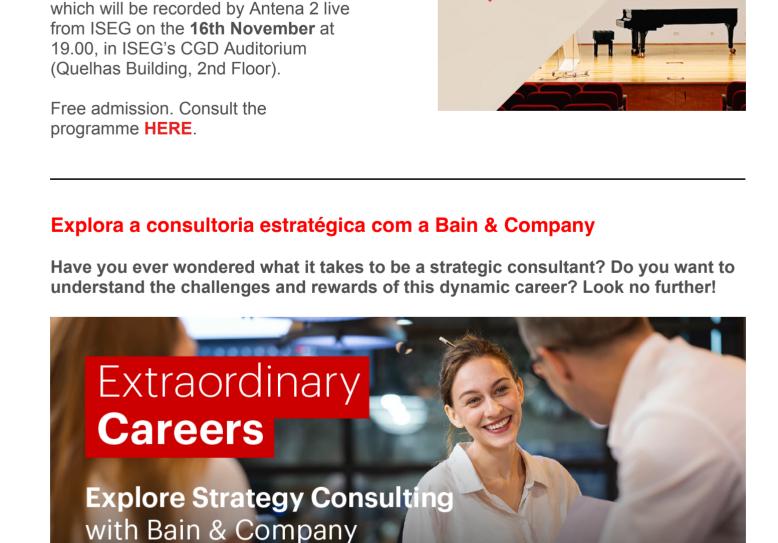
Following on from the work begun on the 25th October, we will be working on the design

III ANTENA 2

to 17.00, facilitated by researcher Oriana Rainho Brás (SOCIUS/CSG/ISEG) e do

of the mini-forest, based on the principles of the Miyawaki method applied to urban

Free admission, subject to pre-registration neste on this LINK.



Nov **20**th, 2023 | 15:00 Auditório 2, Quelhas, ISEG

**Deadline: Nov 19th**, 2023

Registration HERE by the deadline of the 19th November.

opportunities that await you.

consultant at Bain & Company.

**Research News** 

**African Studies and** 

**Development** 

session).

**Time:** 18.00 to 20.00

**Highlights | CEsA - Centre for** 

November, when there will be no

online via Zoom on this LINK).

The aim of this seminar cycle is to

promote debate among peers on

current research on the topic of Development, with the objective of

the research presented.

**Venue:** Lecture Theatre 23 (except on the 16th November, which will be held

generating contributions and criticism of

Further information available **HERE**.

in English.

BAIN & COMPANY, one of the largest strategy consulting firms in the world, in

collaboration with ISEG Careers Services, invites you to an exclusive talk where you can immerse yourself in the world of strategy consulting and discover the extraordinary career

You'll be able to interact with consultants from the Iberian offices, including ISEG alumni,

Join us on the **20th November**, at 15.00 in Auditorium 2, Quelhas! This event will be held

and gain valuable insights into the work of this company and the day-to-day life of a

CEsA Thinks 2023 - Cycle of **Seminars** Date: 9th November to the 7th December 2023 (always on Thursdays, with the exception of the 23rd

**Student News** 

economic affairs, we will be discussing World Youth Day, which took place from the 1st to 6th August. Available **HERE**.

**ISEG Young Economics Society** 

**Economics' #10 - Jornal ECO** 

In the 10th episode of the podcast where ISEG students discuss current

| Podcast - 'A dose of

Alumni in the Spotlight Luís Lobato Almeida is Pingo

Find out more: https://cesa.rc.iseg.ulisboa.pt/ COM SENSO DE ESTUDOS LOMES

COMO DE LISBOA

DIAL RESULTANTE

PARA EL ENCIRCA

PARA E YESIT GECO 

CENTRO DE ESTUDOS SOBRE ÁFRICA E DESENVOLVIMENTO

Nov 9 - Dec 7, 2023

Amphitheatre 23 (F1), ISEG

Maria, a Filha de Deus: Os caminhos para a paz em Cabo

Autocratic and Democratic State Centred Model and the

Jacob Audu (Ahmadu Bello University) Link Zoom: https://us06web.zoom.us//86512403600?pwd=CGMg30y64Lz48TPkr/ZKyv/lsuuR11.1 Password: cesathinks

Fragilities and Shocks Effects on Communities in Eastern Africa

Alice Sindzingre (CEPN University Paris-North; LAM - SciencesPo-Bordeaux-CNRS)

**Understanding the Determinants of Growth in Developing** 

Countries, via the Example of China-Sub-Saharan Africa

Yussuf Adam (Universidade Eduardo Mondlane)

Vincent Agulonye (CEsA/CSG/ISEG/ULisboa)

**Economic Relationships** 

Challenges for the Development of Africa

Delgado

**November 16 - ONLINE** 

6pm – 8pm

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

**Doce's new Brand Director** With a postgraduation in Management from ISEG, Luís Lobato Almeida worked for companies such as Ogilvy, EDP, and Lidl before taking on this new professional challenge. Read the news **HERE**.



OPEN MINDS. GRAB THE FUTURE! www.iseg.ulisboa.pt Follow us at:

in 😈

ISEG - Lisbon School of Economics & Management