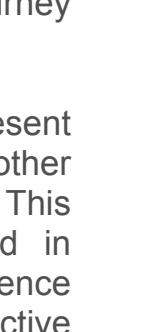
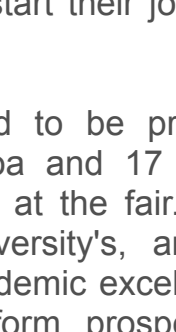


OPINIÃO




ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 112 years of a School of Firsts

Everyone's going to be at Futurália from the 20th to 23rd March!

From the 20th to 23rd March, ISEG will once again be taking part in Futurália, Portugal's largest education fair, whose objective is to enlighten students who wish to enter higher education. This major annual event, which involves thousands of young people as well as hundreds of parents and teachers, enables us to promote our degrees through direct contact with potential students who are about to start their journey in higher education.

This year, as usual, ISEG is proud to be present together with Universidade de Lisboa and 17 other schools, occupying the largest stand at the fair. This massive presence reflects the University's, and in particular ISEG's, commitment to academic excellence and is a unique opportunity to inform prospective students about ISEG's degree offer and also about the collaborative environment that characterises the School, where diversity and freedom of thought prevail.

As ISEG students, we are very excited to be taking part in this year's Futurália and would like to invite all our faculty to join us at this amazing event at FIL! We are committed to highlighting what makes ISEG a unique school with a vibrant environment.



Students from the Marketing Support Group

Your presence at Futurália will not only help promote the fantastic six Bachelor's degrees that the School offers, but will also give prospective students a personal insight into what makes ISEG so special.

The collaboration of each and everyone's is crucial to engage and attract the best talent and continue to strengthen ISEG's reputation as an outstanding educational institution.


Together, we will show future students what makes ISEG a truly special place, demonstrate the transformative power of education, and reaffirm ISEG's position as a school of firsts.

We're proud to be part of this story and we can't wait to see you at Futurália!

We're counting on you!

ISEG at the country's biggest education fair

Once again our school will be at Futurália, the country's largest education, training, and employability fair, to be held at FIL (Lisbon International Fair).



From the **20th to 23rd March**, ISEG will be present at Futurália, together with the other schools of Universidade de Lisboa, to promote its educational offer and answer any questions posed by secondary school students (Stand 4A01).

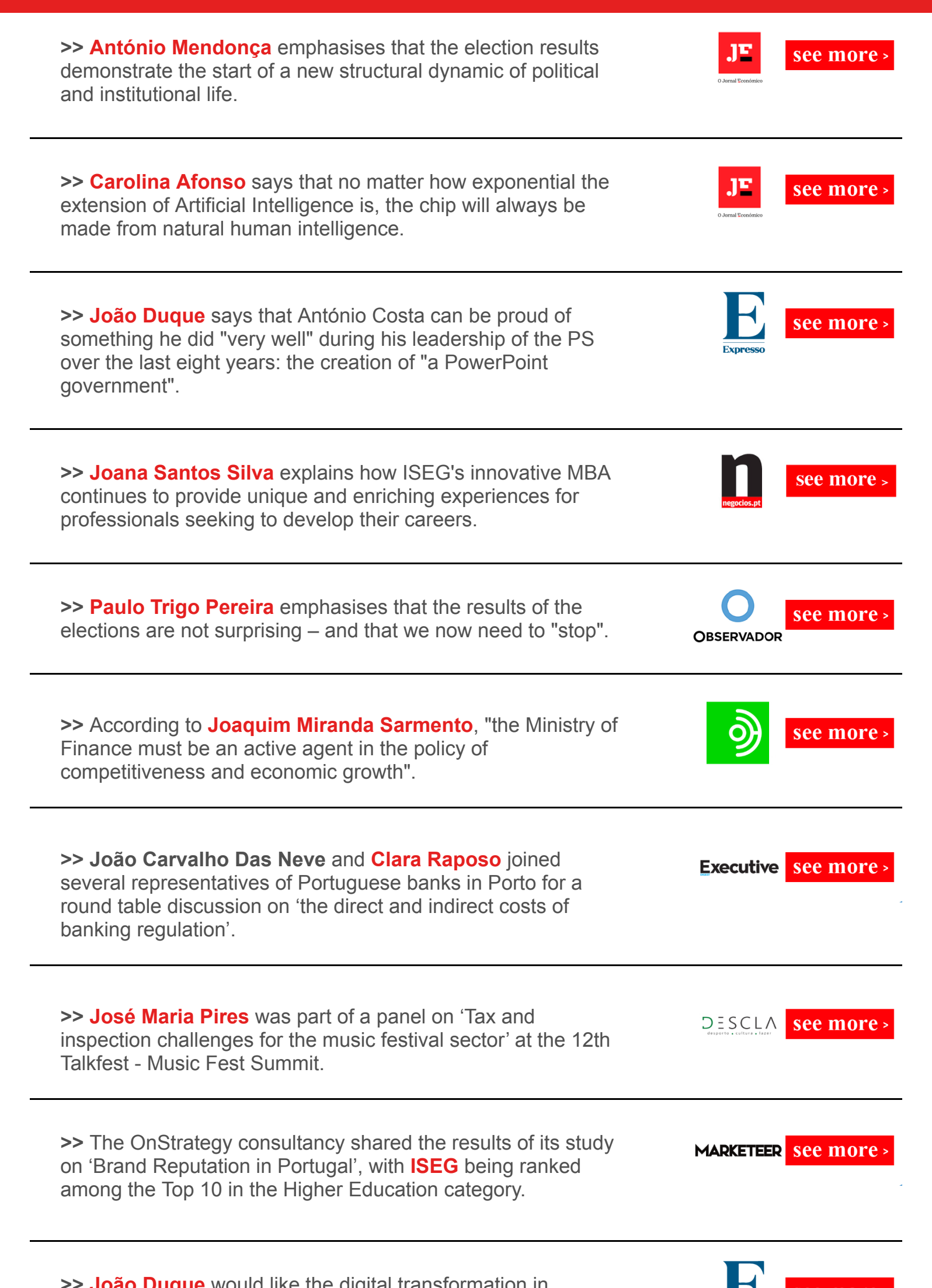
Timetable:

20th to 22nd March - from 10.00 to 18.00.
23rd March - 11.00 to 19.00.

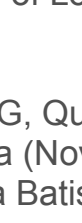
Find out more [HERE](#).


In today's issue, we highlight ISEG's presence at Futurália, the largest education fair in the country, the edition of another Ideas Factory for secondary school students, the Lisbon Migration Economics workshop, the Leadership Toastmasters Club session designed to give your public communication a boost, and also the news in the Research and Alumni sections.


The following are cited in this number: António Mendonça, Carolina Afonso, Clara Raposo, Joana Santos Silva, João Carvalho das Neves, João Duque, Joaquim Miranda Sarmento, José Maria Pires, and Paulo Trigo Pereira.





The new dynamics of the political and social climate


>> **António Mendonça** emphasises that the election results demonstrate the start of a new structural dynamic of political and institutional life.  [see more >](#)

>> **Carolina Afonso** says that no matter how exponential the extension of Artificial Intelligence is, the chip will always be made from natural human intelligence.  [see more >](#)


>> **João Duque** says that António Costa can be proud of something he did "very well" during his leadership of the PS over the last eight years: the creation of "a PowerPoint government".  [see more >](#)

>> **Joana Santos Silva** explains how ISEG's innovative MBA continues to provide unique and enriching experiences for professionals seeking to develop their careers.  [see more >](#)

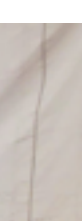
>> **Paulo Trigo Pereira** emphasises that the results of the elections are not surprising – and that we now need to "stop".  [see more >](#)

>> According to **Joaquim Miranda Sarmento**, "the Ministry of Finance must be an active agent in the policy of competitiveness and economic growth".  [see more >](#)

>> João Carvalho Das Neve and **Clara Raposo** joined several representatives of Portuguese banks in Porto for a round table discussion on "the direct and indirect costs of banking regulation". **Executive** [see more >](#)


>> **José Maria Pires** was part of a panel on "Tax and inspection challenges for the music festival sector" at the 12th Talkfest - Music Fest Summit.  [see more >](#)

>> The OnStrategy consultancy shared the results of its study on "Brand Reputation in Portugal", with ISEG being ranked among the Top 10 in the Higher Education category. **MARKETEER** [see more >](#)

>> **João Duque** would like the digital transformation in Portugal to be "faster, more accelerated, and even more incentivised".  [see more >](#)

What's Up @ ISEG

Ideas Factory 2024 by ISEG



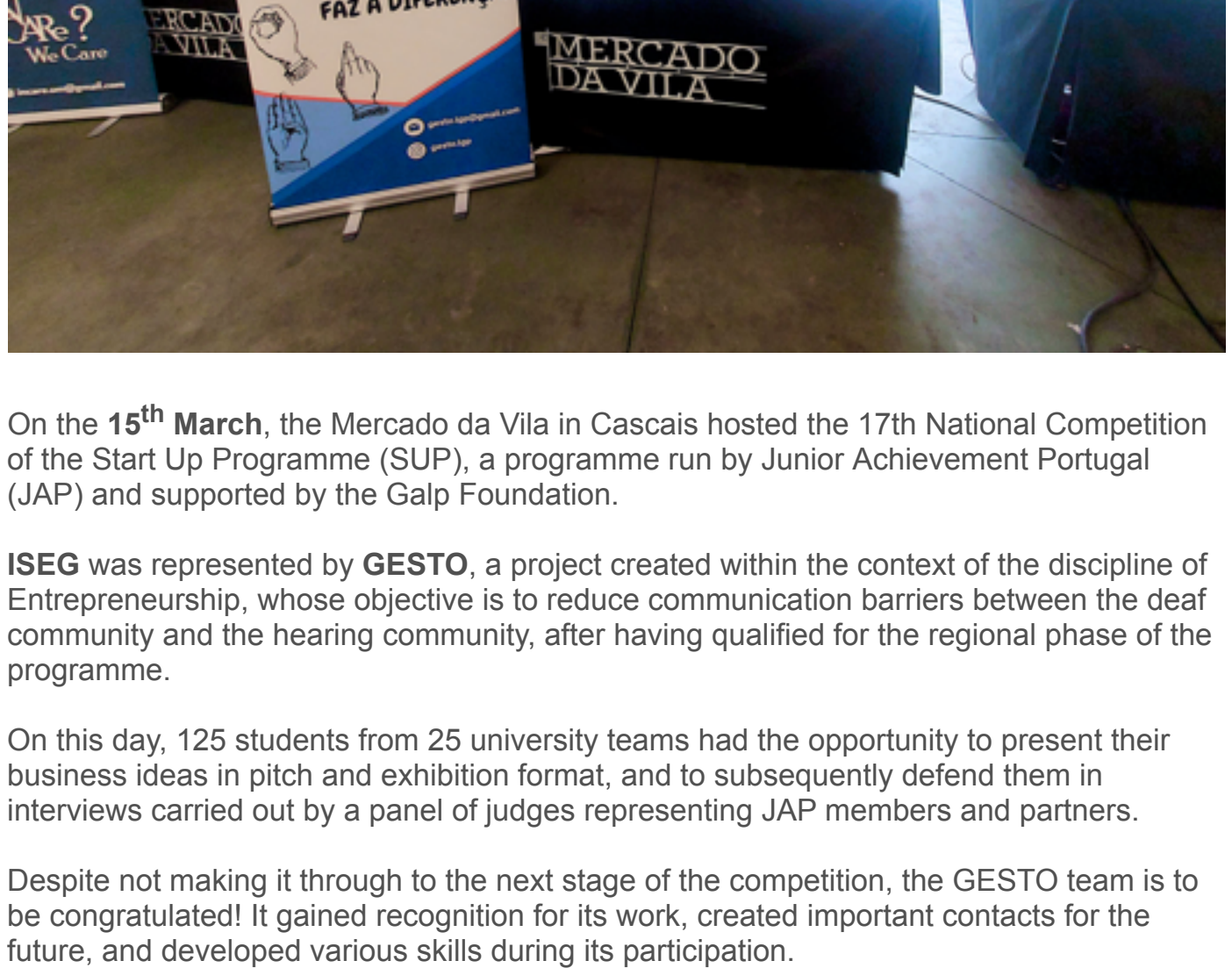
During the Easter holidays, on the **27th and 28th March**, ISEG will open its doors to secondary school students with another edition of the Ideas Factory.

During these two days, our School will stimulate the creative process and entrepreneurial spirit of these students by showing them the day-to-day life of the business world.

Participants will have the opportunity to get to know our campus and possibly even their future classmates and professors.

Further information and enrolment [HERE](#).

Lisbon Migration Economics Workshop



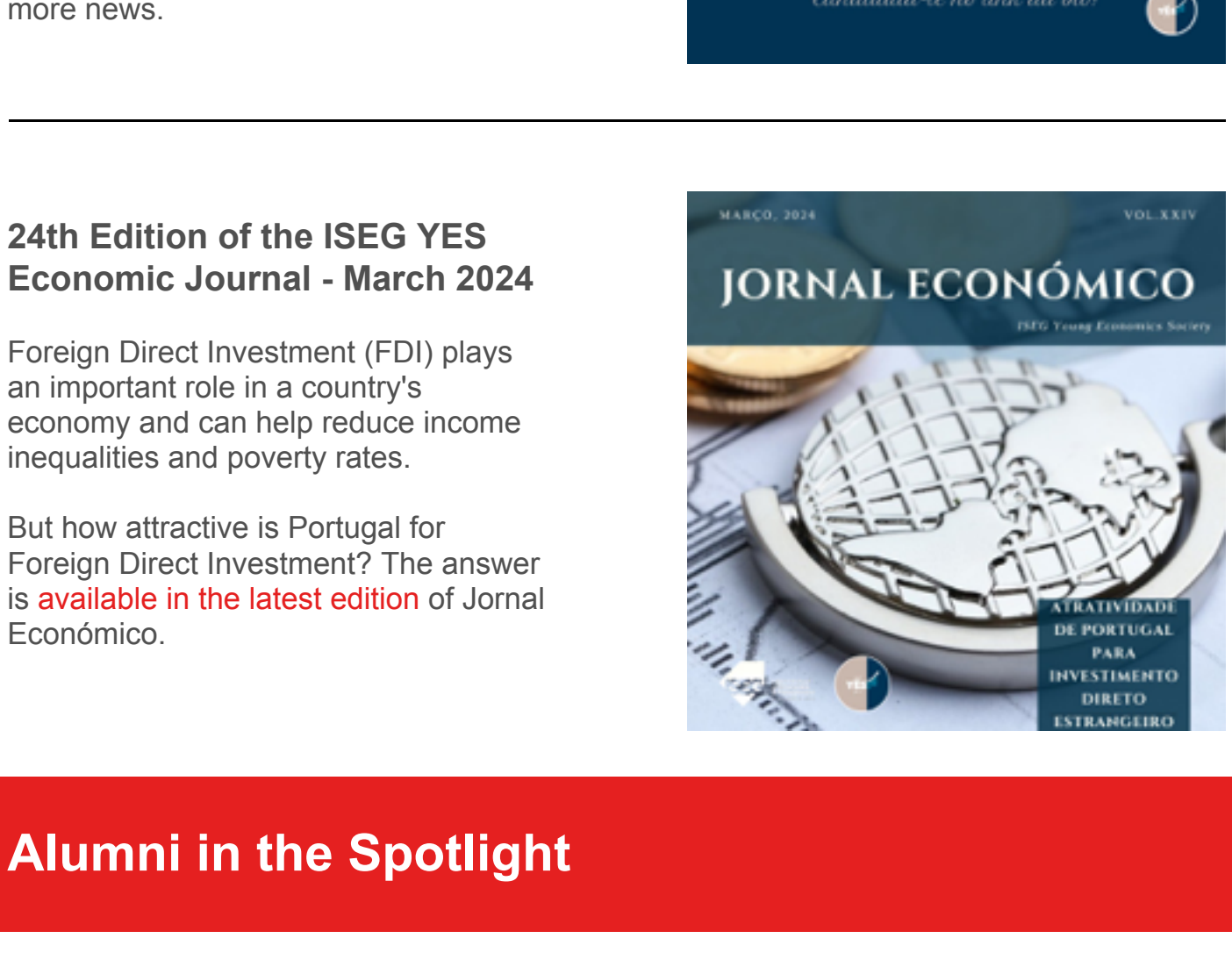
From the **5th to the 6th April, 2024**, ISEG - Lisbon School of Economics & Management will be hosting the **Lisbon Migration Economics Workshop**. The aim of this conference is to bring together junior and senior researchers with specialisation in the area of migration economics.

The keynote speakers will be **Marco Manacorda** (Queen Mary University of London) and **Sandra Sequeira** (London School of Economics).

The Scientific Committee is composed of **João Pereira dos Santos** (ISEG, Queen Mary University of London, IZA), **Ana Venâncio** (ISEG, Cesifo), Susana Peralta (Nova SBE), Julia Bredtmann (RWI, IZA, University of Duisburg-Essen, CREAM), Cátia Batista (Nova SBE), and David Zuchowski (RWI, University of Duisburg-Essen).

The complete programme for the two days is accessible [HERE](#).

Leadership Toastmasters Club | Train your communication and leadership skills!



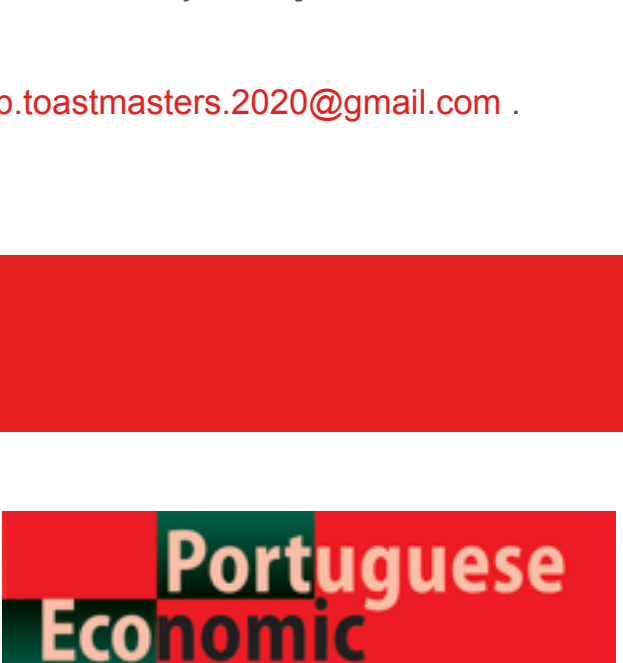
Training in communication and the art of public speaking can make a difference to your personal life, your career, or your business.

Don't miss the next training session of the Leadership Toastmasters Club, on the **22nd March**. Participate in the Club's weekly training sessions, every **Friday, from 19.00 to 20.00**, at ISEG.

For further information, send an email to leadership.toastmasters.2020@gmail.com.

Free admission.

Research News



>> **Papers published in the PEJ are available online first:**

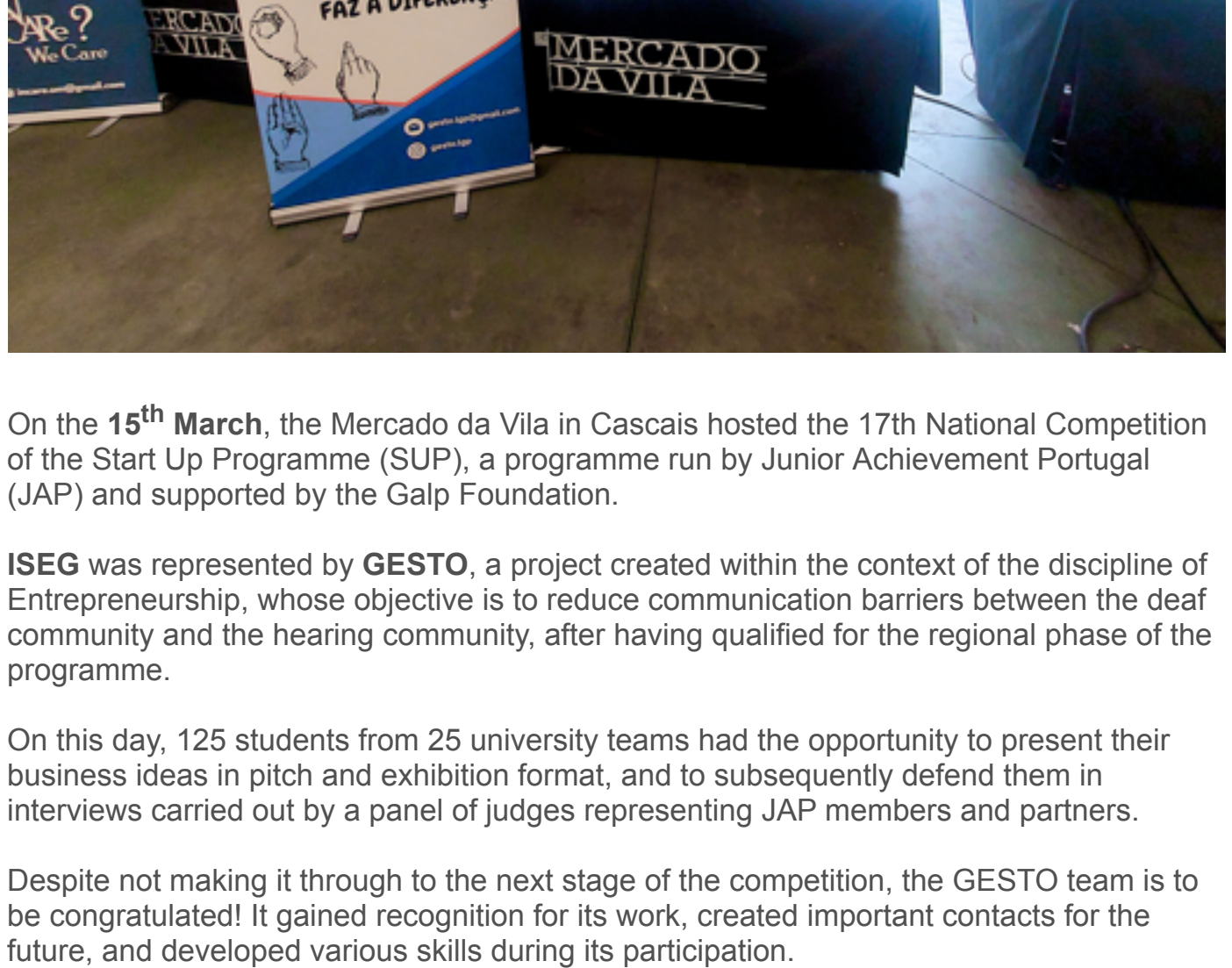
- **"Optimal policies in a small open economy with an environmental externality and shallow foreign exchange markets"**, by Alessandro Moro.

>> **The new post on the Portuguese Economy Research Report blog, the PEJ blog dedicated to sharing research on the Portuguese Economy:**

- **Spending a windfall**

Student News

ISEG at the 17th National Competition of the JAP Start Up Programme



On the **15th March**, the Mercado da Vila in Cascais hosted the 17th National Competition of the Start Up Programme (SUP), a programme run by Junior Achievement Portugal (JAP) and supported by the Gulp Foundation.

ISEG was represented by **GESTO**, a project created within the context of the discipline of Entrepreneurship, whose objective is to reduce communication barriers between the deaf community and the hearing community, after having qualified for the regional phase of the programme.

On this day, 125 students from 25 university teams had the opportunity to present their business ideas in pitch and exhibition format, and to subsequently defend them in interviews carried out by a panel of judges representing JAP members and partners.

Despite not making it through to the next stage of the competition, the GESTO team is to be congratulated! It gained recognition for its work, created important contacts for the future, and developed various skills during its participation.

"By taking part in this programme we've seen our project grow like we'd never imagined and we've developed several skills along the way, namely our communication skills and teamwork, but most importantly, our confidence in GESTO and in ourselves!" the GESTO team tells our Newsletter.

The group of young entrepreneurs concludes by saying "Although we didn't get through to the next stage of the competition, there were people who were interested in our project and to whom we sent our business plan. Depending on the level of response, we plan to continue developing the app and we'll be posting updates on our Instagram @gesto.lgp for anyone interested in following our progress".

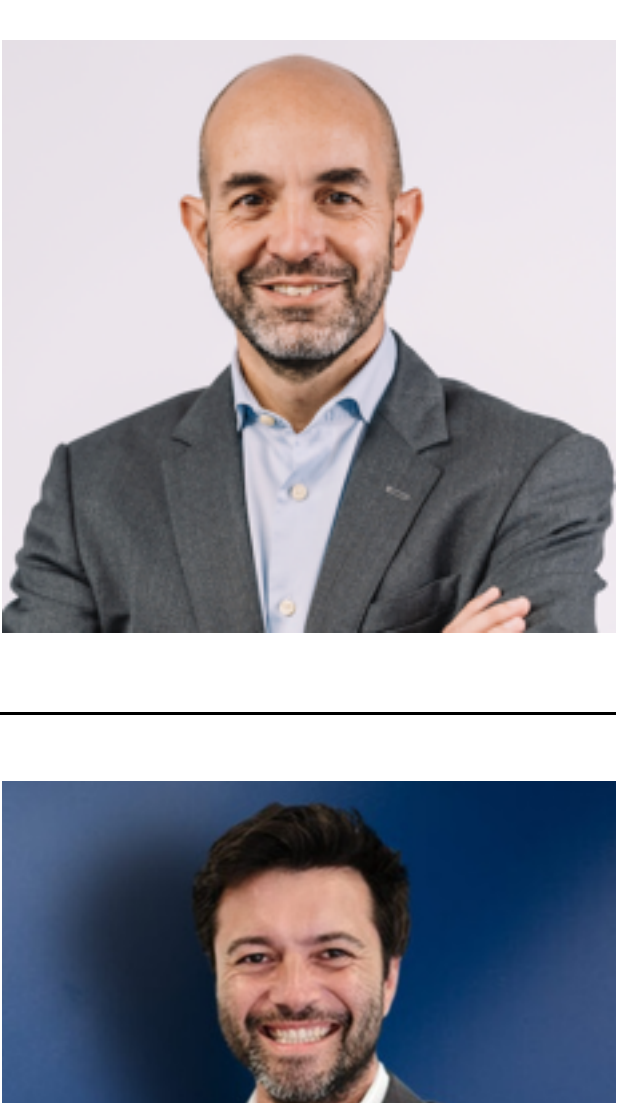
ISEG Young Economics Society

Looking for a new challenge?

You can now sign up for the second recruitment process for **ISEG YES – Young Economics Society**.

If you're proactive and like economic topics, then join this association of students from our School via [this link](#).

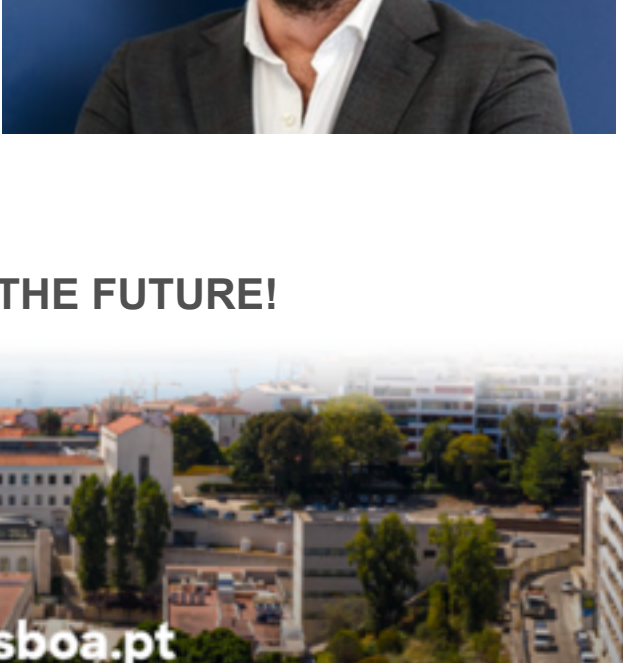
Keep an eye on the ISEG Yes page for more news.



24th Edition of the ISEG YES Economic Journal - March 2024

Foreign Direct Investment (FDI) plays an important role in a country's economy and can help reduce income inequalities and poverty rates.

But how attractive is Portugal for Foreign Direct Investment? The answer is [available in the latest edition](#) of Jornal Económico.




Alumni in the Spotlight

Technological potential and human potential

Gustavo Mendes, a graduate in Management from ISEG and CEO of GSTEP, a technology consultancy firm, shares his vision with Human on how to manage technological potential and human potential in such challenging times as those that we are currently experiencing.

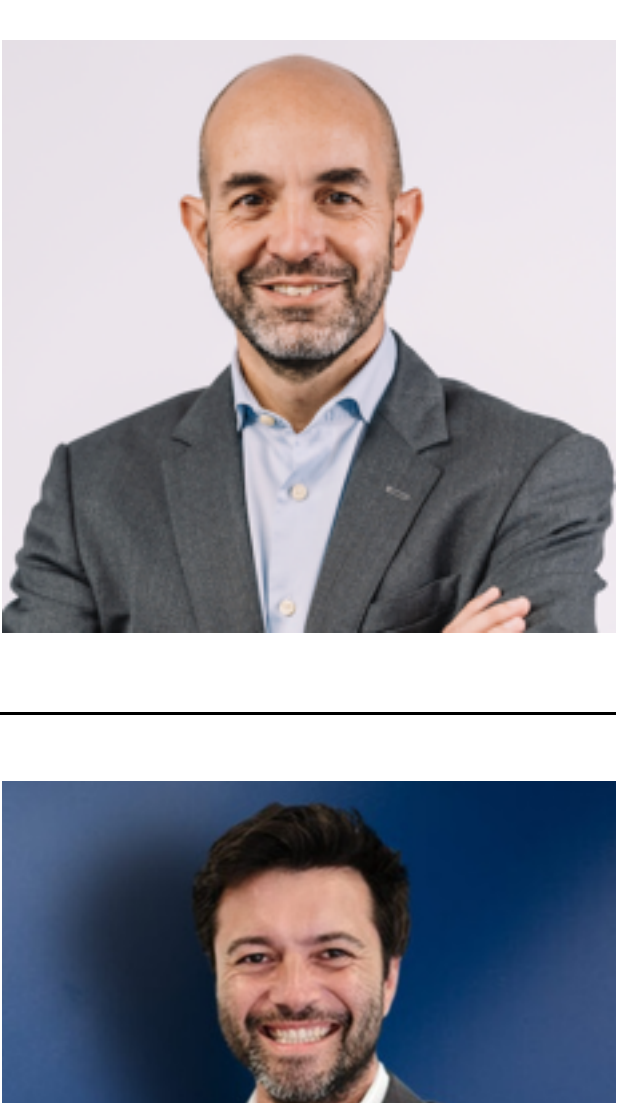
Read the interview [HERE](#).



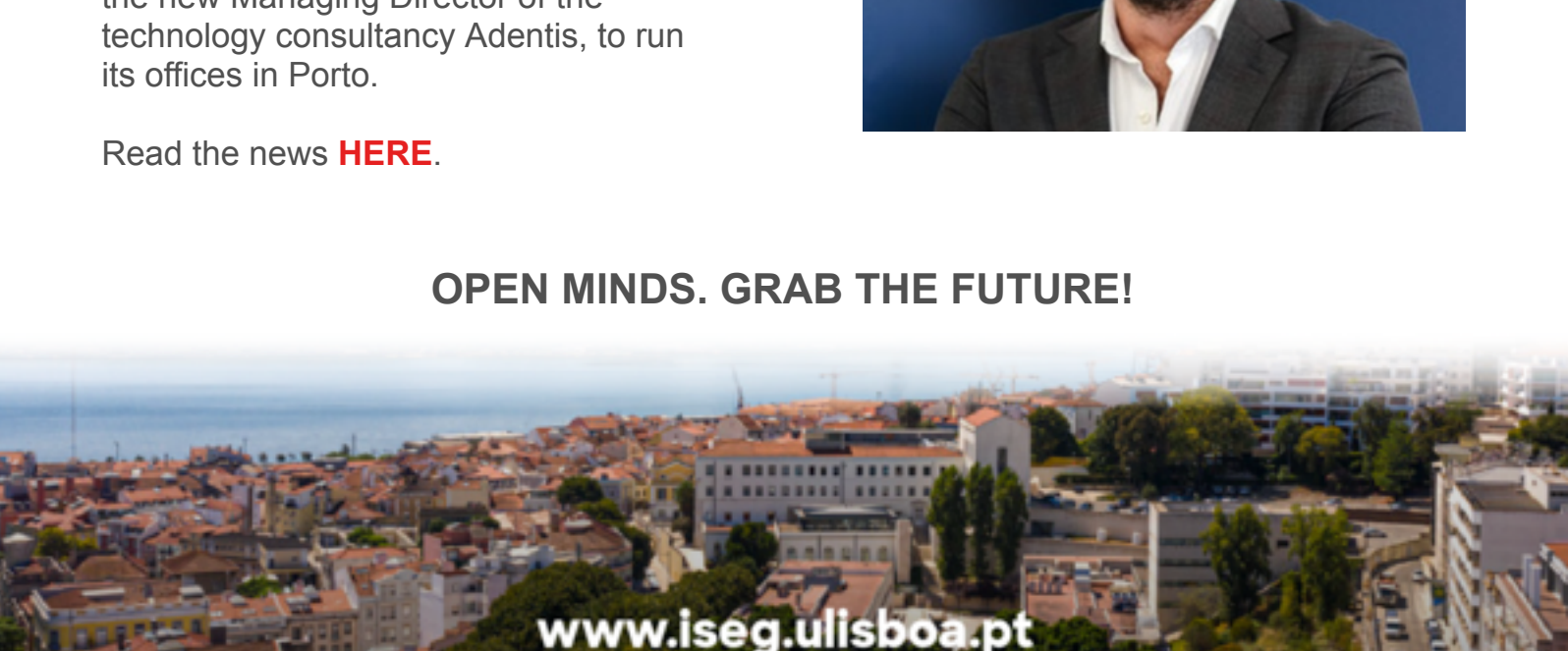
Adentis has a new Managing Director in Porto

With a postgraduation in Human Resources Management from ISEG, Marco Barreiros has taken on a new career challenge by being appointed as the new Managing Director of the technology consultancy Adentis, to run its offices in Porto.

Read the news [HERE](#).

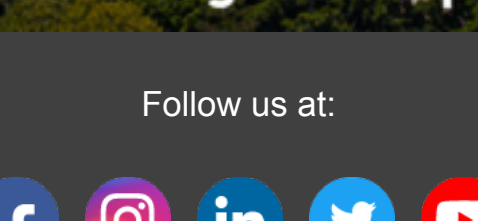


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