OPINIÃO

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ISEG professors distinguished at an international marketing conference

Francisco Santos and **Bernardo Pinheiro**, ISEG graduate and assistant, respectively, in Marketing, received the best paper award at the Iberoamericana Marketing Conference, held in Lisbon, on June 6th.

The paper is entitled **Understanding Chinese Consumers' Contemporary Luxurious Consumption Behavior: Exploring the Role of Cultural Identity**, and was co-authored by Professor Ana Cristina Ferreira, from ISEG.

The Marketing Department, the Iberoamericana Marketing Conference and the Iberoamericana Marketing Association congratulate the authors on this achievement.

Chinese Top Chefs Chinese Top Chefs is a Chinese reality show that brings together top chefs from China and Portugal to compete in culinary challenges, showcasing their skills and creativity in a competitive setting. Jack Chen, Professor at ISEG, participated in the show as a judge alongside Portuguese chef Ljubomir Stanisic and actress Joana Ribeiro, adding a touch of glamour and expertise to the show's dynamic.

Carolina Machado Carolina Machado, Professor at ISEG, was invited to participate in a panel discussion on the topic of "Leadership in Times of Crisis" at the Lisbon Council, a prestigious forum for leaders and experts to discuss pressing issues and share insights on leadership strategies during crisis periods.

Carolina Pereira Rodrigues Carolina Pereira Rodrigues, Professor at ISEG, was invited to participate in a panel discussion on the topic of "Leadership in Times of Crisis" at the Lisbon Council, a prestigious forum for leaders and experts to discuss pressing issues and share insights on leadership strategies during crisis periods.

Go to the Spring Edition of the Quarterly Newsletter to read more about these achievements!

Portugal's new government has taken office

- Luís Montenegro, President of the Council of Ministers
- Paulo Rangel, Minister of Foreign Affairs
- Ana Catarina Mendes, Minister of Parliamentary Affairs
- Ana Paula Martins, Minister of Health
- Dulce Maria Cristóvão, Minister of Education, Science and Innovation
- Gonçalo Matias, Minister of Culture
- Hernâni Dias, Minister of Economy and Small and Medium Enterprises
- João Rui Ferreira, Minister of Sea
- João Pedro Matos Fernandes, Minister of Environment and Climate Action
- José Manuel Fernandes, Minister of Infrastructures and Housing
- Maria Lúcia Amaral, Minister of Internal Affairs
- Maria do Céu Antunes, Minister of National Defence
- Margarida Blasco, Minister of Foreign Affairs
- Maria Manuel Leitão Marques, Minister of Presidency
- Pedro Duarte, Minister of State and Economy
- Pedro Reis, Minister of State and Finance

Go to the Spring Edition of the Quarterly Newsletter to read more about the new government!

What's Up @ ISEG

The OPINIÃO Economic Sentiment Barometer – March 2024

Barómetro de Conjuntura Económica

In this Barometer Economic Sentiment in Portugal's economic activity continues to improve, reaching its highest value since the beginning of the series. Economic sentiment improves in all sectors except in services, where it remains unchanged. Consumer confidence also improves, reaching its highest value since the beginning of the series.

Read more about the Economic Sentiment Barometer in March 2024 in Newsletter's **NEWS**.

ISEG Open Days for High School students

ISEG Open Days for High School students – successfully held on 22nd and 23rd April, 2024 – aimed to provide high school students with a comprehensive overview of ISEG's academic offerings, campus life, and the vibrant community that defines the institution.

- ISEG Open Day for Law students – 22nd April
- ISEG Open Day for Economics – 23rd April
- ISEG Open Day for Management – 23rd April

Read more about ISEG Open Days in Newsletter's **NEWS**.

Industry Review Seminars in the Late Afternoon of Wed and Thurs

Professors Pedro Rafaelo

Professor **Pedro Rafaelo** (Management) and Professor **Nuno Ribeiro** (Economics) are hosting a series of seminars on the latest developments in their respective fields.

Wednesdays, from 18h to 19h, Professor Pedro Rafaelo will host the seminars on Management, and Thursdays, from 18h to 19h, Professor Nuno Ribeiro will host the seminars on Economics.

Wed 22nd April, Pedro Rafaelo: Industry Review: Sports Industry

Wed 29th April, Pedro Rafaelo: Industry Review: Sports Industry

Wed 6th May, Pedro Rafaelo: Industry Review: Sports Industry

Thu 23rd April, Nuno Ribeiro: The GDP growth dilemma

Thu 30th April, Nuno Ribeiro: Inflation and the GDP growth dilemma

ISEG GENIUS Seminar: Cryptocurrencies: A Human Act in a Machine World

Professor Luís Teixeira

The ISEG GENIUS seminar will take place at 6pm of Wed 24th April, in Classroom 0.1.

Professor **Luís Teixeira** (Management) will lecture on **Cryptocurrencies: A Human Act in a Machine World**.

Read more about the presentation session of the Portuguese Chapter for Research Audit in Newsletter's **NEWS**.

Information of the Week: Organisation and Crisis, by Colin Magee

Organisation of the Week: Organisation and Crisis, by Colin Magee

Colin Magee, Lecturer at ISEG, will lecture on the topic of **Organisation and Crisis**, on Wed 24th April, from 18h to 19h, in Classroom 0.1.

Read more about the presentation session of the Portuguese Chapter for Research Audit in Newsletter's **NEWS**.

Mindfulness and Life-Long Practical Workshop

Mindfulness and Life-Long Practical Workshop

Mindfulness, under the Professor Mindfulness and Life-Long Practical Workshop series will take place on Wed 24th April, from 18h to 19h, in Classroom 0.1.

Read more about the presentation session of the Portuguese Chapter for Research Audit in Newsletter's **NEWS**.

Newsletter's Research

ISEG Research Seminars '24

ISEG Research Seminars '24

The offerings of Research Seminars continue with Wednesday's Research Seminars, organized by the Research Committee, and Thursday's Research Seminars, organized by the Doctoral Committee.

The Wednesday's Research Seminars are held at Classroom 0.1, from 18h to 19h, and the Thursday's Research Seminars are held at Classroom 0.2, from 18h to 19h.

The upcoming Wednesday's Research Seminars are:

- Wed 24th April, **Andrea Vasiliki** (Management), **Ana Cristina Ferreira** (Management), **Ana Rita Sá Marques** (Management), **Ana Rita Ferreira** (Management), **Ana Rita Ferreira** (Management), **Ana Rita Ferreira