NEWSLETTER #187
17th May, 2024

ENGLISH VERSION AVAILABLE HERE

ISEG
ARRAIAL
'24
ANIVERSÁRIO ISEG
OPINIÃO

On the 23rd, all roads will lead to the Quelhas car park

As we approach the celebration of ISEG's 113th anniversary, we reflect on the vital role our school has played in educating generations of leaders and professionals.

It is with great pride that we prepare to celebrate this milestone, which is testament to the resilience and excellence of our School.

Let's celebrate together this journey that has been marked by great achievements!

We have organised this *arraial* street party with great enthusiasm, which is an event that symbolises unity and the celebration of the ISEG spirit. Developing and investing in this type of event plays a key role in our identity and cohesion as a community, strengthening ties between students, alumni, faculty, and non-faculty staff.

> *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*

Diogo Almeida

Design, Creativity and Web Design

Department of Marketing and External Relations

We will have a space where stories meet, experiences are shared, and relationships are renewed. It is through this meeting of the present and the past that the future is built, establishing a bridge between the School and its valuable alumni network which contributes to ISEG's reputation and relevance on both the national and international scene.

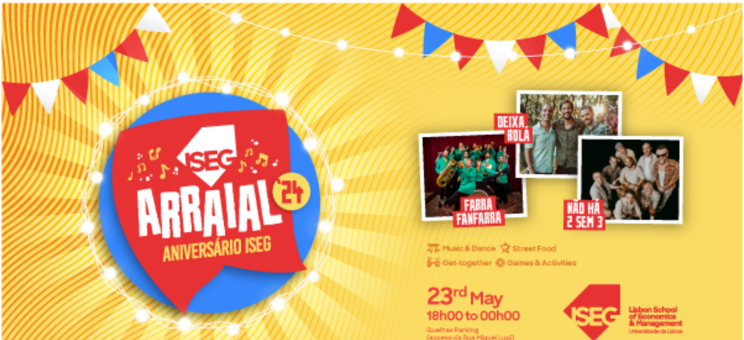
This event is a collective celebration of what we are and what we aspire to be.

Accordingly, we invite everyone to join us for this *arraial*, a moment that represents much more than just a party. For this is our chance to reconnect, to strengthen the ties that bind us together and to remember the strength and richness of our shared history. Come with your festive spirit and your contagious energy and let's celebrate ISEG's 113th birthday together!

From our side we promise lots of fun. We're counting on you!

Arraial ISEG'24

It's time to celebrate: the country's first School of Economics and Management turns 113!



On the **23rd May**, we'll be celebrating ISEG's 113th birthday with everyone who is part of and has contributed to the success of what is the country's first School of Economics and Management.

From 18.00 onwards, we'll have the perfect time to socialise in the Quelhas Car Park. The ISEG'24 Arraial will have lots of entertainment, food stalls, and bands from different types of music that you'll want to dance along to.

The event is free for the entire ISEG community (Students, Alumni, Faculty, Researchers, and Non-Faculty Staff). Prior registration is obligatory.

Let's celebrate this especial day together! Further information **HERE**.

In today's issue, we highlight the ISEG Arraial'24 and the celebration of ISEG's 113th birthday, the conclusions of the OAIP seminar on Artificial Intelligence, the CORE Economics Workshop, and the Antena 2 Concerts with Aires Pinheiro and Cainã Cavalcante. We also highlight the ISEG Research Seminar with John Turner, the mini-forest planting session, the Macau in Contrasts exhibition, the opening of the application period for tutors and graders for the next academic year, the winners of the 15th edition of the ISEG Management Challenge, the applications for the ESG'24 Prize, and also the Luís Patrão Scholarship, as well as the news in the Student News and Alumni sections.

The following are cited in this number: **Carolina Afonso, Joana Santos Silva, João Duque, Paulo Trigo Pereira** and **Winnie Picoto.**

The country's 1st School of Economics and Management is to be congratulated!

>> **Carolina Afonso** warns of the risks of disinformation resulting from the abuses of Greenwashing.

see more ›

>> **Joana Santos Silva** warns that “gender discrimination persists at all levels of society” and that “we are a long way from achieving” equality.

see more ›

>> In the Dean's Corner of Jornal de Negócios', **Winnie Picoto** and **João Duque** pose the question: ‘what will make a machine more intelligent than a human being?’

see more ›

>> **Joana Santos Silva** explains how the ISEG MBA is committed to preparing the new generation of leaders in Portugal in Visão.

see more ›

>> In his opinion column in Expresso, **João Duque** discusses the unusual controversy between finance ministers.

see more ›

>> **Paulo Trigo Pereira** tells Expresso that the public accounts are starting to slip.

see more ›

>> **Paulo Trigo Pereira** writes in Observador that “Are we treading a path of an ungovernable country?

see more ›

>> **João Duque** explains whether the government is in a position or not to respond to the demands of school teachers, doctors and police officers (and more).

see more ›

What's Up @ ISEG

Full house for the OAIP seminar on Artificial Intelligence & Feedback at ISEG

With the objective of disseminating good practices and educational experiences that respond to the new pedagogical challenges, the OAIP - Observatory for Pedagogical Action and Innovation **(Observatory for Pedagogical Action and Innovation)** organised a seminar on the **16th May** entitled ‘**Inviting Artificial Intelligence into the Lecture Room**’.

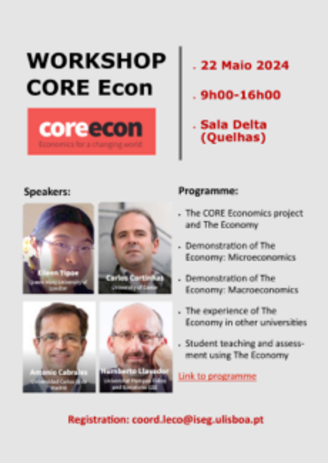
Approximately 30 members of ISEG' faculty had the opportunity to reflect in conjunction the impacts of Artificial Intelligence on the role of the university professor.

The presentation was delivered by Prof. **João Duque** and it highlighted the various conclusions reached, including that students are not trained to lead learning and that it is necessary to teach and awaken their 'curiosity' regarding this aspect.

Workshop CORE Economics

A training workshop will be held on the 22nd May for members of faculty of the Department of Economics on the **CORE (Curriculum Open-access Resources in Economics) Econ** teaching approach, which will be implemented at ISEG as part of the restructuring of the syllabus of the Bachelor's degree in Economics.

The workshop will be attended by the following members of the CORE Economics team: Prof. **Carlos Cortinhas** (Univ. of Exeter), Prof. **Eileen Tipoe** (Queen Mary's, Univ. of London), Prof. **Antonio Cabrales** (Universidad Carlos III, Madrid), and Prof. **Humberto Llavador** (Pompeu Fabra, Barcelona).



WORKSHOP CORE Econ

coreecon
Economics for a changing world

. 22 Maio 2024
. 9h00-16h00
. Sala Delta (Quelhas)

Speakers:

Eileen Tipoe
Carlos Cortinhas
Antonio Cabrales
Humberto Llavador

Programme:

- The CORE Economics project and The Economy
- Demonstration of The Economy: Microeconomics
- Demonstration of The Economy: Macroeconomics
- The experience of The Economy in other universities
- Student teaching and assessment using The Economy

Link to programme

Registration: coord.leco@iseg.ulisboa.pt

This teaching approach will be implemented as from the **2025/26 Academic Year** in the first-year of the Microeconomics and Macroeconomics course units of the Bachelor's degrees in **Economics**, **Management** and **Finance**.

The programme of the workshop is available on this link.

Antena 2 Concert | Aires Pinheiro and Cainã Cavalcante

On the left, guitarist Aires Pinheiro. On the right, Brazilian composer Cainã Cavalcante.

ISEG's CGD Auditorium will host two more Antena 2 concerts this May.

On the **21st May**, we welcome guitarist **Aires Pinheiro**, who will play songs by J. Duarte Costa (1921-2004). The concert programme can be consulted **HERE**.

The following week, on the **27th May**, it will be the turn of the *Nordestino* composer and producer **Cainã Cavalcante**, whose guitar will take centre of stage. Full programme available **HERE**.

Admission to both concerts is free, albeit subject to capacity.

Novidades de Research

ISEG Research Seminar | John Turner

ISEG Research Seminars'24
Sala Novo Banco, Edifício Quelhas (4° andar)

Seminário de investigação todas as
quartas-feiras, entre as 13h00 e as 14h00

Tópicos relacionados com:

Economia | Gestão | Finanças
Ciências Sociais | Matemática

ISEG Lisbon School of Economics & Management
Universidade de Lisboa

On the **22th May**, **John Turner** (Queen's University, Belfast, Ireland) will be at ISEG to present the study on '**Prices and informed trading: Evidence from an early stock market**'.

The seminar will take place from 13.00 to 14.00 in the Novo Banco Lecture Theatre (Quelhas, 4th Floor).

Free admission.

Highlights | SOCIUS – Centre for Research in Economic and Organisational Sociology

SOCIUS
Centro de Investigação em Sociologia
Económica e das Organizações

ISEG Mini-Forest | Spring Planting

On Wednesday, the **22nd May**, from 15.00 to the 18.00, we will congregate in the Mini-Forest to **plant trees**!

Lavender, gum cistus, broom palms, and strawberry plants need to be planted urgently.

To end, there will be a picnic to recuperate and socialize, with lemonade and other surprises. This is an excellent opportunity to contribute to the creation of **ISEG's Mini-Forest**.

To take part, simply register **HERE**.

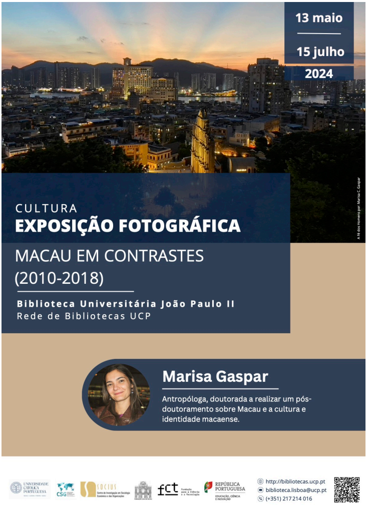
Can we count on you?

The João Paulo II University Library hosts the ‘Macau in Contrasts (2010-2018)’ exhibition

The **João Paulo II University Library** (BUJPII) is hosting the ‘**Macau in Contrasts (2010-2018)’ photographic exhibition**, by ISEG professor, researcher, and anthropologist **Marisa C. Gaspar**. The exhibition will be on display on the 3rd floor of BUJPII from the **13th May to the 15th July.**

This exhibition, which consists of 32 photographs, is a display of the vast collection of ethnographic photography that Marisa C. Gaspar has collected over the course of her various fieldwork programmes in Macau from 2010 up until 2018. Marisa Gaspar has been collecting throughout her fieldwork in Macau from 2010 to 2018 as part of her PhD research, and, currently, her post-doctoral project.

The objective of ‘Macau in Contrasts (2010-2018)’ is to reveal a Macau in transformation via visual ethnography.



13 maio
15 julho
2024

A Fé dos Homens por: Marisa C. Gaspar

CULTURA
EXPOSIÇÃO FOTOGRÁFICA
MACAU EM CONTRASTES
(2010-2018)

Biblioteca Universitária João Paulo II
Rede de Bibliotecas UCP

Marisa Gaspar
Antropóloga, doutorada a realizar um pós-doutoramento sobre Macau e a cultura e identidade macaense.

http://bibliotecas.ucp.pt
biblioteca.lisboa@ucp.pt
(+351) 217 214 016

Novidades dos alunos

Tutors and Graders | Applications now open until the 31st May, 2024

As part of the fulfilment of ISEG's Mission and Strategy, ISEG's Dean's Office has published the **Rules and Regulations for Contracting Tutors and Graders for Undergraduate Degrees for the 2024/2025 Academic Year**. Consult the Regulations: PT version / EN version.

Applications are now open until the **31st May, 2024**, by filling in **this form**.

Further information and applications **HERE**.

ISEG Management Challenge: The Challenge of Winning in Management

15
15ª EDIÇÃO - 2024
ISEG
MANAGEMENT CHALLENGE
Lisbon School of Economics & Management

The 15th edition of the **ISEG Management Challenge (ISEG MC)** took place at ISEG in an online format from March to April, with the participation of 75 teams, involving 331 students.

The ISEG MC was organised by ISEG in partnership with SDG. Special thanks are due to Filipa Freitas (SDG), Filomena Ferreira (Advisor to the Dean of ISEG), and the coordination team of the undergraduate degree in Management: Prof **Winnie Picoto**, Prof **Helena Mateus Jerónimo**, Prof **Rita Fuentes Henriques** e Prof **José Novais.**

The **ISEG Management Challenge** is a management and strategy competition, where the participating teams take on the role of a company's board of directors and compete to achieve the best market value for their shares. In this way, simulation is promoted as an experimental field of laboratory practice and as a form of learning, as it enables coordination and integration during the decision-making process of the different functional areas of management in a market context.

The eight best-placed teams competed in the final stage of the competition in person. The **Finalíssima** took place on the 11th May and the **Closing Cocktail and Prizegiving Ceremony** was held on ISEG's Rooftop Terrace on the 13th May, presided by SDG's CEO, João Matoso Henriques and the Dean of ISEG, Prof. **João Duque**.

Congratulations to the eight finalist teams of the 15th Edition of ISEG MC.

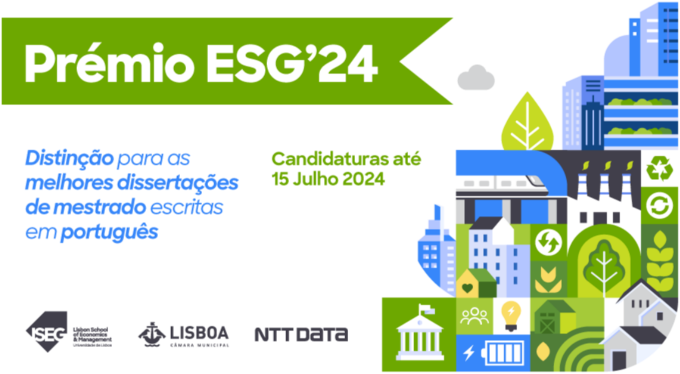
The 1st-placed Portuguese-Brazilian team, '**EQLBRIUM'**, is made up of 1st year Economics students: Érico Debesaitis Metzner, José Ricardo Ramos Duro Godinho, and João Pedro Mazzini Tonin.

The 2nd best-placed team, '**Exceeding Expectations'**, is made up of 3rd year Economics students. And the 3rd best team, '**Error 404: Lunch break not found**', is made up of 3rd year Sports Management students.

Prizes: include the offer of ISEG Executive Education postgraduations, internships sponsored by CGD, and SDG sponsors direct access to the Global Management Challenge.

Our students deserve the best!

ESG'24 Prize - €1,500 for the best Master's dissertation on sustainable management



Prémio ESG'24

Distinção para as melhores dissertações de mestrado escritas em português

Candidaturas até 15 Julho 2024

ISEG Lisbon School of Economics & Management
LISBOA CÂMARA MUNICIPAL
NTT DATA

In a world increasingly aware of the interconnectedness of corporate actions, it has become imperative to take care of the environment and social welfare, and to adopt sustainable business practices.

Resulting from a joint initiative between NTT DATA, Lisbon Municipality, and ISEG, the objective of the ESG Award is to distinguish the best Master's dissertation written in Portuguese on the topic of ESG: '**How to support companies in implementing sustainable ESG management that maximises their resilience and promotes a more sustainable city**'.

The **prize is €1,500** for the winning Master's dissertation.

Send your application to **globalsdg@iseg.ulisboa.pt** **by the 15th July, 2024**.

Regulations **HERE**.

Luís Patrão Scholarship | Application period now open until the 31st May

TURISMO DE PORTUGAL

AGARRA A OPORTUNIDADE
DE ESTUDARES NO ISEG
- INSTITUTO SUPERIOR
DE ECONOMIA E GESTÃO
CANDIDATA-TE JÁ À BOLSA LUIS PATRÃO

Tourism of Portugal created the **Luís Patrão Scholarship** to incentivise academic, technical and executive education at a higher level, which is aimed at young people aged up to 35 who are starting out on their professional careers and who have already completed a degree.

For the **2024/2025 Academic Year**, a total of **10 scholarships** will be granted (five specialised vocational education scholarships and five Masters or MBA scholarships), as well as subsidising tuition fees and the cost of living.

Apply HERE by the 31st May, 2024.

Consult the regulations on this **LINK**.

Further information available on the site of **Turismo de Portugal** or by sending an email to bolsaluispatrao@turismodeportugal.pt

Alumni in the Spotlight

Paulo Alexandre Sousa is the next Chair of Santa Casa da Misericórdia de Lisboa (CML)

With a degree in Business Management from ISEG, **Paulo Alexandre Sousa** is the choice of Rosário Palma Ramalho, the Minister of Labour, Solidarity and Social Security, to succeed Ana Jorge as the Chair of CML.

Read the news **HERE**.

The CEO of Quidgest with no fear of Artificial Intelligence (AI)

With a degree in Economics from ISEG, the CEO of Quidgest, **João Paulo Carvalho**, tells ‘Entrepreneur’ how he uses generative AI to boost innovation and competitiveness in the business market.

Read the interview **HERE**.

OPEN MINDS. GRAB THE FUTURE!

www.iseg.ulisboa.pt

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