Lisbon School of Economics

that can't be explained only by rankings or statistics, although these are also a source of pride. It can be explained by the way students are welcomed, by the spirit in the corridors, by the glint in the eyes of those who study here."

"ISEG has this soul

### As a mother of an ISEGian

When my daughter started studying at ISEG, I felt a mixture of pride and anticipation. As mothers, we always want our children to find the right place – where they can grow, learn, make mistakes and get back on their feet, make friends for life and find inspiration for the future. Today, two years on, I can say with complete certainty: **ISEG was the right place for Carolina.** 

What struck me most, as a mother, was realising that this is not just a school with excellent teaching – it's a community. From the outset, being invited to a **Welcome Day** specially designed for parents was a privilege and something truly differentiating. I learnt all about every aspect: the project and the history of the School, recounted first-hand by the Dean of ISEG himself.

At ISEG, I found an environment where students are truly supported. Where the faculty is demanding, yes, but also approachable and attentive. Where colleagues work together, share knowledge, help each other and celebrate every achievement as if these belonged to everyone. My daughter has matured even more since she came here. Not just in knowledge, but also in confidence, maturity and team spirit. Her networking, her projects, her entrepreneurial mindset and her vision of the future all demonstrate this evolution.

As a mother, what reassures me most is knowing that my daughter is in an environment that challenges her a lot, but also supports her. Above all, I feel that ISEG prepares students for the real world. It doesn't just educate economists or excellent managers – it teaches people the soft skills that all companies are looking for. It's not enough to get good grades, you need to know how to work in a team and have emotional intelligence, because the labour market is increasingly competitive.

#### Gabriela Lisboa Mother of Carolina Lopes, Student 2<sup>nd</sup> Year Bachelor's in Economics

I see her come home excited, with a glint in her eye, often tired, but happy to have the opportunity to take part in various projects that go far beyond her lectures. And, naturally, the experience that goes beyond studying, the parties, the events, the community spirit – which are also part of the academic experience. Because, at ISEG, you learn a lot, but you also live a lot, with a balance between work and celebration. I feel that academic life is also made up of happy experiences – and that, for me, is a complete education!

I had the opportunity to share this testimonial at the **Open Day** on 5 April. It was a very special and, above all, important occasion. Initiatives like this bring future students and their families closer to the reality of higher education. They create bridges, clarify doubts and show the human side of such a momentous decision as choosing a university. I strongly believe that listening to real experiences – ranging from students, faculty and parents – makes all the difference.

ISEG has this soul that can't be explained just by rankings or statistics, although these are also a source of pride. It can be explained by the way students are welcomed, by the spirit in the corridors, by the glint in the eyes of those who study here.

As a mother, I can't ask for more. I can only express my gratitude for creating this place where young people become prepared, curious, collaborative and happy adults, and for also making me feel a part of this family and feel happy, through Carolina.

In this issue we highlight:

Goncalves.

Testimonial 'Being the mother of an ISEGian'
 ISEG Sustainability Strategy Review Workshop
 Development Studies Reading Club with 'Terra Sonâmbula' by Mia Couto

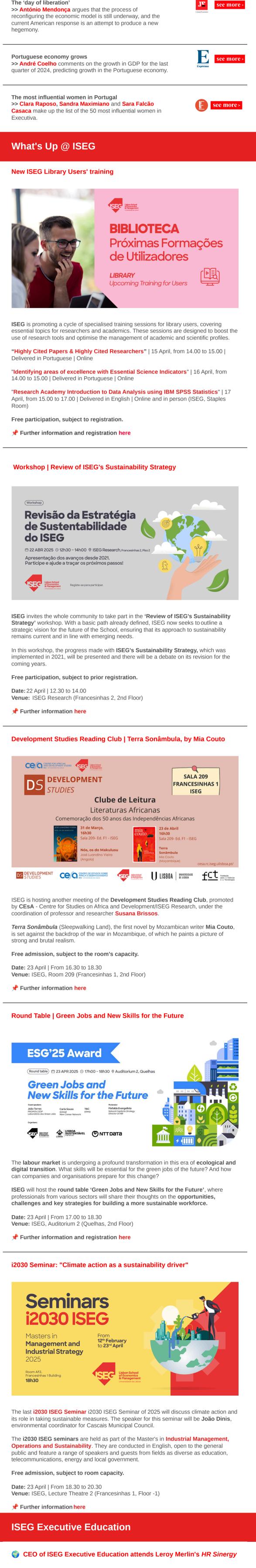
- Round Table on 'Green Jobs and New Skills for the Future'
  i2030 ISEG Seminar: 'Climate action as a sustainability driver'
- ISEG Executive Education CEO attends Leroy Merlin's HR Synergy - Artificial Intelligence Executive Programme
- Application period opens for Postgraduation in Business Management in blended format
   Festschrift in honour of Prof. Maria Rita Duarte Raposo
- Application period is now open for the ULisboa Summer Programme The following are cited in this number: **Américo Ramos dos Santos, André Coelho,**

António Garcia Pereira, António Mendonça, Augusto Mateus, Clara Raposo, João Duque, João Ferreira do Amaral, José Alves, Miguel St. Aubyn, Pedro Rino Vieira, Ricardo Ferraz, Sandra Maximiano, Sara Falcão Casaca and Tiago Cruz



| Everyone loses in the trade war<br>>> José Alves believes that the power play will weigh on<br>Europeans' wallets and that the tariffs are an attempt to mask<br>and resolve the US budget deficit.  | 24<br>SAPO           |
|--|----------------------|
| <b>Donald Trump's economic tariffs</b><br>>> <b>João Duque</b> argues that the US President has paused the<br>tariffs because he has realised that they could go badly for<br>him.   | see more >           |
| <i>Winter is coming</i><br>>> Pedro Rino Vieira says that increasing the number of<br>military personnel is a bigger challenge than attracting people<br>to Health and Education.  | Expresso see more >  |
| <b>Trump imposed tariffs with 'three objectives'</b><br>>> <b>Ricardo Ferraz</b> analyses the impact of the US President's tariffs on the financial markets, pointing out that Trump is 'negotiating on the basis of force and imposition'.      | PORTUGAL See more >  |
| Household savings at an all-time high<br>>> Miguel St. Aubyn points out that household savings<br>depend on multiple factors and that the increase in income<br>tends, in the short term, to have a more than proportional<br>impact on savings. | Expresso see more >  |
| Corporate financial management in the shadow of the<br>stock market<br>>> Tiago Cruz Gonçalves reflects on the ongoing<br>strengthening and development of capital markets.  | Executive see more > |
| <b>State Accounts</b><br>>> <b>Miguel St. Aubyn</b> analyses the Public Finances Board's forecasts for the country's budget balance in 2025 and 2026.  | PORTUGAL see more >  |
| Violence, alienation and the empire of screens<br>>> António Garcia Pereira reflects on social relations that are<br>numbed and distorted by scientific and technical progress.  | see more>            |
| Risks of the new tariffs<br>>> Augusto Mateus, João Ferreira do Amaral and Américo<br>Ramos dos Santos discuss the new tariff policy and the<br>impact it will have on the world economy.  | Expresso see more >  |

The (day of liberation)





The CEO of ISEG Executive Education, **Joana Santos Silva**, attended **Leroy Merlin's HR Synergy**, where she gave a talk on '**The Science of Happiness: Internal Clients and Employees'.** 

Speaking to approximately 90 Human Resources professionals, the talk focused on the importance of applying the science of happiness in the organisational environment, with an emphasis on the wellbeing of those at the heart of companies: the people. Her talk also highlighted a central conviction for leadership and management: when you look after those you look after, the impact multiplies, reinforcing the importance of investing in the care and continuous development of employees to create a more positive and productive working environment.

# Artificial Intelligence Executive Programme | Creating value for innovation and business development

## Programa Executivo Artificial Intelligence for Value Creation Inovar e Desenvolver Negócios

Artificial Intelligence is no longer a trend but an unbeatable reality for businesses. In the Artificial Intelligence for Value Creation Executive Programme, participants will have the opportunity to go beyond theory and learn in practice how to integrate AI into their strategies, transform processes and drive innovation.
This 3rd Edition promises to train professionals in the essential concepts and latest applications of AI, as well as developing skills to communicate effectively with technical teams and implement the technology strategically.
Throughout the programme, participants will also have the opportunity to network with other professionals who are already transforming their businesses with AI.
Dates: 8, 9, 15 and 16 May 2025

📌 Further information and registration here

#### Application period open for the Postgraduation in Businness Management - Blended Format



The **Postgraduation in Business Management - Blended Format** starts on **9 May** and offers a unique opportunity for professionals who want to **improve their management skills** practically and effectively. With highly specialised faculty and innovative methodologies, this course aims to provide **an integrated vision of current business challenges**, preparing participants to lead with genuine results. The teaching, which combines **in-person and online sessions**, allows

flexibility in order that students can apply the knowledge acquired directly to their work

representation and registration here

## ISEG Research News

routines.



launch of a Call for Papers for a Festschrift in honour of **Professor Maria Rita Duarte Raposo** (1963-2024). The announcement is intended to celebrate and perpetuate the academic and intellectual

legacy of the Professor, whose life was dedicated to research and teaching in sociology, making significant contributions in the areas of **Urban**, **Territorial and Spatial Studies**, **Critical Theory and Cultural Studies** and **Consumer Studies**. Researchers and academics are therefore invited to submit proposals for contributions that reflect or dialogue with these topics, in order to honour her legacy and enrich the academic debate in the areas that defined her career.

#### Important dates:

**Provide a content of the set of** 

- Deadline for submission of abstracts: 24 April 2025;
- Notification of acceptance of abstracts: 15 May 2025;
- Submission of the full manuscript: 30 June 2025;
  Expectation of publication date: 30 September 2025.

To submit abstracts or for further information, please email **socius@iseg.ulisboa.pt**.

Call for Papers | 9th International Workshop on the Socio-Economics of Ageing



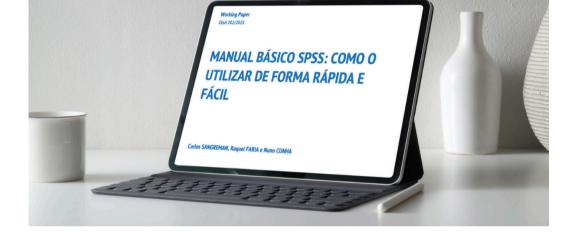
SOCIUS/ISEG Research has announced a *Call for Papers* relating to the **9th** International Workshop on the Socio-Economics of Ageing, which will take place from **17 to 18 October, at ISEG**. The deadline for the submission of abstracts by interested parties is **2 June 2025**.

- Proposals will be considered covering any of the following areas:
  - Consumption and savings profiles throughout the life cycle;Elderly people and migration;
  - Housing and an ageing population;
  - Economic policies in ageing societies;
  - Wellbeing or happiness in old age;
  - Elderly-friendly communities;
  - The economic status of the elderly;Poverty, unequal income distribution and social exclusion;
  - Living and care arrangements;
  - Intergenerational, public and private transfers.
  - intergenerational, public and private transfere.

For additional explanation, please send an email to iwsea@iseg.ulisboa.pt.

📌 Further information and registration here

CEsA Working Paper presents a manual for using SPSS statistical software



#### Originally created for a training course in Guinea-Bissau in 1999, **CEsA Working Paper No. 202/2025, entitled Basic SPSS Manual: how to use it quickly and easily**, has now been updated by Professors **Carlos Sangreman**, **Raquel Faria** and **Nuno Cunha**. With recent revisions and a focus on local training, the publication remains an essential reference for students, researchers and professionals in the field.

The aim of this manual is to explain a quick and effective way of using **IBM SPSS Statistics** to enter, manage and analyse data. In other words, how to approach data in the social sciences using **descriptive statistics**, demystifying their use. **Further information here** 

Travelling exhibition: 'Desconstructing Colonialism, Decolonising the Imaginary'



The exhibition *Deconstructing Colonialism, Decolonising the Imaginary. Portuguese Colonialism in Africa: Myths and Realities*, on display at the National Anthropology Museum in Lisbon up **until 2 November 2025**, has been adapted into an accessible and educational format, consisting of 30 themed panels, accompanied by a brochure. The **travelling exhibition** presents images and texts that put the colonial phenomenon into historical context and contribute to the **decolonisation of the imaginary**, promoting a renewal of knowledge about the Portuguese colonial question.

The collection is available in two versions, one in Portuguese and the other in English, and can be provided temporarily and free-of-charge to partner organisations upon request by email to **cesa@cesa.iseg.ulisboa.pt**. Guided tours are also organised on a few Sundays each month at **11.30**, subject to prior registration by email: **se.mnetnologia@museusemonumentos.pt**.

# Alumni in the Spotlight

**Preserved Service** Further information on guided tours here

LLYC appoints Cristina Girão Director of Marketing Solutions in Portugal

The global **Corporate Affairs and Marketing Solutions consultancy LLYC** announces the appointment of **Cristina Girão as Director of Marketing Solutions in Portugal.** With 13 years' experience in the company, Cristina will introduce a new

organisational structure to boost LLYC's growth. With a **Master's in Development and International Cooperation from ISEG**, Cristina Girão demonstrates the School's educational excellence and

the talent of **ISEG's Alumni**. **ISEG** congratulates Cristina on this achievement!

constraints'

### Universidade de Lisboa



'Armchair Chats: Gender dis(equality) in the world of work and its



Universidade de Lisboa organised Mental Health and Wellbeing Week, an event open to the entire ULisboa academic community, from 7 to 11 April 2025. Every day, there were talks, workshops, armchair chats and other activities on issues related to Mental Health and Psychological Wellbeing. Sara Falcão Casaca (SOCIUS/ISEG Research) was one of the guests at the session 'Armchair Chats: Gender dis(equality) in the world of work and its constraints',

together with **Telma Mendonça** (Head of the Mental Health portfolio at AAFDL and Vice-Chair of Orientation FDUL). **Further information here** 

Summer at ULisboa 2025 | Application period now open



Verão na ULisboa (Summer in ULisboa) is back, from 30 June to 11 July 2025. The eagerly awaited summer event organised by Universidade de Lisboa is back. The Verão na Ulisboa initiative provides a unique opportunity for 8th to 12th year high school students, and even those who have already completed the 12th year, to get to know and experience the pace and spirit of academic life at the University.

- The **1st week**, which will take place **from 30 June to 4 July** and is designed for students who will be attending 11th year, 12th year and the first year of higher education;
- The **2nd week**, which will take place **from 7 to 11 July** and is designed for 8th, 9th and 10th year students.

The application period is now open.

Further information here

Music Season at Universidade de Lisboa



The **Music at Universidade de Lisboa** project has its own cultural programme, promoting cultural experience and bringing it closer to the ULisboa community and society in general.

ULisboa has a programme of concerts that runs **from April to September 2025 of the 24/25 Season**. The first concert of the Season is 'Europa Sinfónica: Berliner Symphoniker', at the Aula Magna Great Hall, on 24 April at 21.00. **Free admission, but limited to capacity.** 

**Further information here** 

www.iseg.ulisboa.pt