

**114 candles**

*'It is a School where critical thinking is the basis of learning, where there is freedom to think, to carry out research, to teach and to learn.'*

How many universities can boast of their 114th anniversary in 2025? According to ChatGPT, which refers the answer to Informa D&B, there are 402 active universities that are over 100 years old. However, ChatGPT doesn't even try to quantify those that are over 114 years old!

We know of several universities that have been around for centuries — one of them is very close to us: the first university to be founded in Portugal, back in 1290. Originally founded in Lisbon, it later moved to Coimbra after centuries of back and forth between the two cities. Acknowledging that Coimbra is the founding university of Portugal, the appropriately named **Universidade de Lisboa** was founded in **1911**, albeit not including all the schools that constitute it today. The Schools of Medicine, Sciences and Humanities date from that year. As well as being the date of the founding of Universidade de Lisboa, 1911 was also the year of the founding of the School of Sciences of or University (19 April) and the twins: **IST** – Instituto Superior Técnico and **ISEG** – Lisbon School of Economics and Management (23 May).

Having monopolised the education of economists and even political decision-makers for decades, as we know, the greatest assets of a school such as ISEG is the impact that its academics and alumni have had on Portuguese society, and even on the international stage. An **academic, economic and political impact**. These impacts have been both positive (many) and negative (a few), however the School is one that has shown that it knows how to evolve over time. It was on the verge of dissolution in 1977, but ended up rebuilding its faculty in a balanced, diverse and inclusive way. It should be remembered that the Minister of Education **Sottomayor Cardia**, supported by **Mário Soares**, wanted to close ISEG down in 1977, and that at the time he supported the foundation of the School of Economics of Universidade Nova de Lisboa and encouraged the transfer of several founding professors from ISEG to this new school, which Portugal is also proud of to this day.

ISEG is a school that has reassessed itself today both nationally and internationally. It has achieved triple accreditation from the most significant international accreditation agencies in the area of management and economics, and, for a variety of reasons, is placed at the top of the **Financial Times** rankings. It has recently seen its research recognised by being awarded the highest grade ('Excellent') by international evaluation panels under the **FCT** - Foundation for Science and Technology funding programmes.

In other words, ISEG feels a strong sense of duty to continue providing top-level education designed for the international community in all its segments; however, it doesn't let Portuguese society slip into oblivion. That's why we maintain our commitment to teaching in Portuguese and to the Portuguese who pay taxes and work and live in Portugal, as well as encouraging the civic participation of our students and faculty.

Put simply, both the Portuguese and those foreigners who seek us out know where they can always find an excellent grilled sardine or a divine pastel de nata, although we also serve hamburgers. Come and taste all this at our **Arraial street party on 23 May** and help us blow out the **114 candles**!

**The ISEG Arraial street party is already tomorrow!** 🎉



Tomorrow, **23 May**, we'll be celebrating ISEG's **114th anniversary** with a big party open to the entire ISEG community.

From **18.00** onwards the **Queilhas Car Park** will be transformed into a space for a great evening, with music and entertainment. A perfect opportunity to see friends and colleagues again and to toast the history of the country's first School of Economics and Management.

What you can find at the Arraial street party:

- 🎭 Live performances by **Toy** and **Não há 2 sem 3**
- 🍴 **Food stalls** offering something for every taste
- 🎶 A great time, with celebration and entertainment!

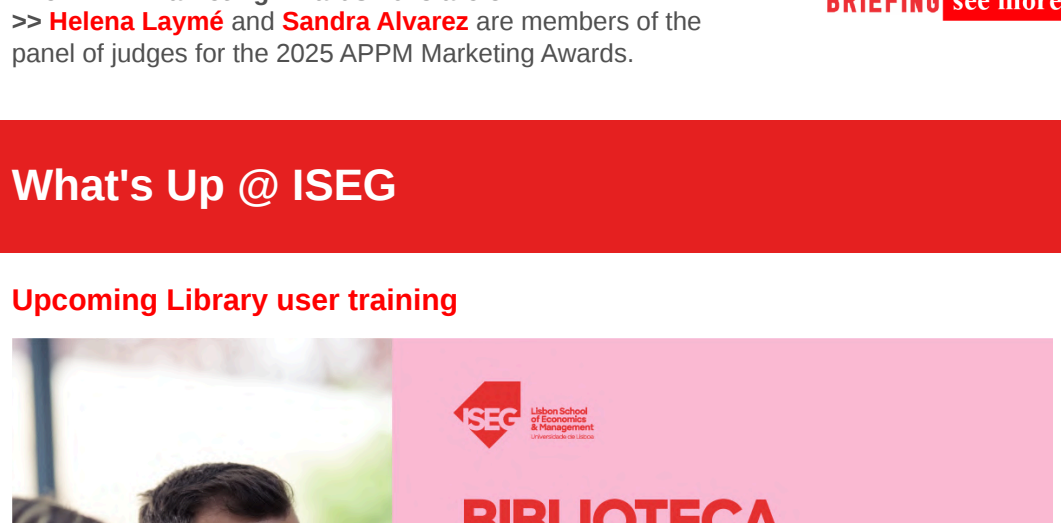
**Free admission for the entire ISEG community.**

🔥 **Further information and registration here**

**In this issue, we highlight:**

- **114 candles**
- **The ISEG Arraial street party is already tomorrow!**
- **'MULTIBIZ: Multiplexing Business Power and the European Union in an Uncertain World'** workshop
- **Information session on the PhD in Sociology (OpenSoc) 2025**
- **Launch of the 'In Action!' Portuguese as a Foreign Language collection**
- **Application period for the Luís Patrão Scholarship open until 31 May**
- **Sustainable Finance Executive Programme**
- **'Artificial intelligence literacy' has become 'fundamental'**
- **Contest for the award of two research grants**

The following are cited in this number: **António Garcia Pereira, Bernardo Chagas, Carlos Daniel Santos, Carlos Lourenço, Helena Laymé, João Tovar Jalles and Sandra Alvarez.**



**ISEG in the news**

**João Tovar Jalles** reflects on the results of the general election and the future of the public administration. **see more**

**Between Abstenção and Representation: How Electoral Repetition transformed Parliament in Portugal** **Executive see more**

**Carlos Lourenço** argues that one of the reasons for the abstention in the recent general election is the result of a lack of representation in Parliament, and that with Chega on the ballot paper, it was possible to 'uncover' the populist and nationalist preferences latent in the population.

**The election results**, took part in an episode of the 'Consulta Pública' podcast, which discussed the results of the general election and what to expect in the areas of health and the economy. **1 see more**

**Social networks and customer attention** **see more**

**Bernardo Chagas** reflects on the challenges to marketing and advertising strategies in the face of changes in customer attention due to changing stimuli.

**The lessons to be learnt from an expected defeat** **see more**

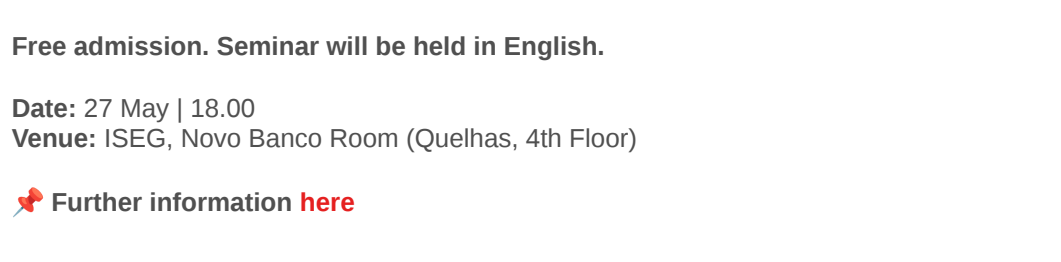
**António Garcia Pereira** analyses the results of the general election and comments on the defeat of the parliamentary left.

**The APPM Marketing Awards 2025 are on** **BRIEFING see more**

**Helena Laymé** and **Sandra Alvarez** are members of the panel of judges for the 2025 APPM Marketing Awards.

**What's Up @ ISEG**

**Upcoming Library user training**



ISEG is promoting a cycle of specialised training sessions for library users, covering essential topics for researchers and academics. These sessions are designed to enhance the use of research tools and optimise the management of academic and scientific profiles.

**'Corporate Compliance: Principles, Practices and Responsibilities'** | 23 May, from 10.00 to 11.00 | In Portuguese | Online

**'Explore, Analyse and Stay Ahead: Mapping the Research Landscape Around Your Topic'** | 29 May, from 14.00 to 15.00 | In English | Online

**'User Training Session on ISEG Workspace/Datastream'** | 29 May, from 15.00 to 16.00 | In English | Online

🔥 **Further information here**

**Workshop | MULTIBIZ: Multiplexing Business Power and the European Union in an Uncertain World**



CEsA Centre for African and Development Studies/ISEG Research is organising the workshop **'MULTIBIZ: Multiplexing Business Power and the European Union in an Uncertain World'**.

Coordinated by **Luís Pais Borges**, a researcher at CESA, the workshop will address the main analytical objectives of the project, and will include as speakers: **Anna Herranz-Surrallés**, from Maastricht University, **Lena Rethel**, from University of Warwick, **Milan Babic**, from Universiteit van Amsterdam, and **Scott Lavery**, from University of Glasgow.

The workshop will be conducted in English.

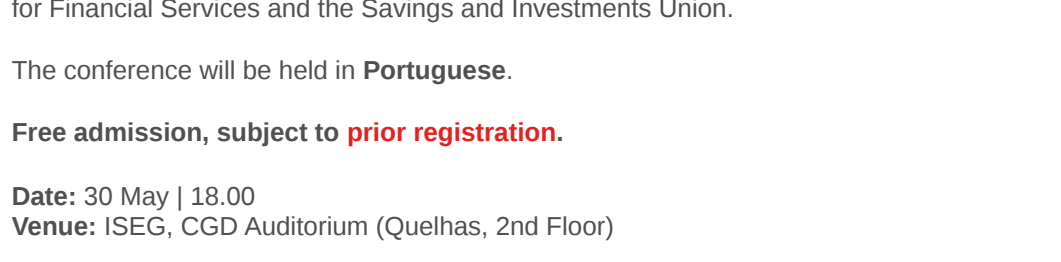
**Free admission, subject to room capacity.**

**Date:** 26 May | 14.00 – 17.00

**Venue:** ISEG, Novo Banco Room (Queilhas, 4th Floor)

🔥 **Further information here**

**Development Studies Seminars 2025 | Economic Development as a Concept: An Age of Diminished Expectations?**



The **Development Studies Seminars** are an initiative that since 1991, promote research in the study areas of the Master's Degree in Development and International Cooperation (MDCI) of ISEG, and the PhD in Development Studies (PDED) of Universidade de Lisboa.

The **'Economic Development as a Concept: An Age of Diminished Expectations?'** seminar will be presented by Professor **Alice Nicole Sindzinger**, a researcher at CEPN, Centre d'Economie de l'Université Paris Nord, France, and at LAM, 'Africas in the World', National Centre for Scientific Research/CNRS-SciencesPo-Bordeaux, France.

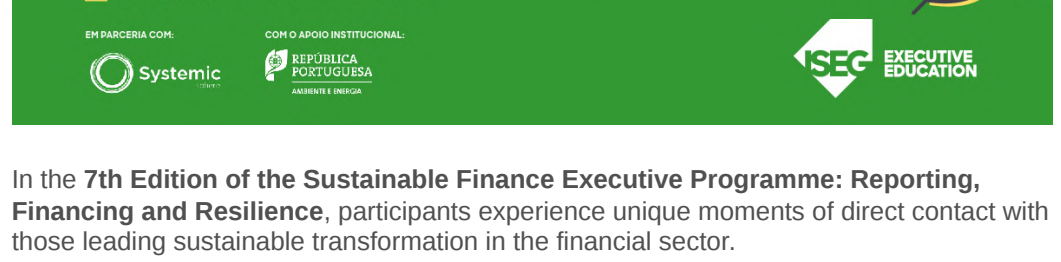
**Free admission. Seminar will be held in English.**

**Date:** 27 May | 18.00

**Venue:** ISEG, Novo Banco Room (Queilhas, 4th Floor)

🔥 **Further information here**

**Conference | Natália Correia: Poetry as Prophecy, with Fernando Da Costa**



ISEG is hosting the **'Natália Correia: Poetry as Prophecy'** conference, organised by the Cultural Centre of ISEG Alumni Económicas.

The conference will feature writer and journalist **Fernando Da Costa** and will be moderated by **Mário Máximo** and **Hélder de Oliveira**.

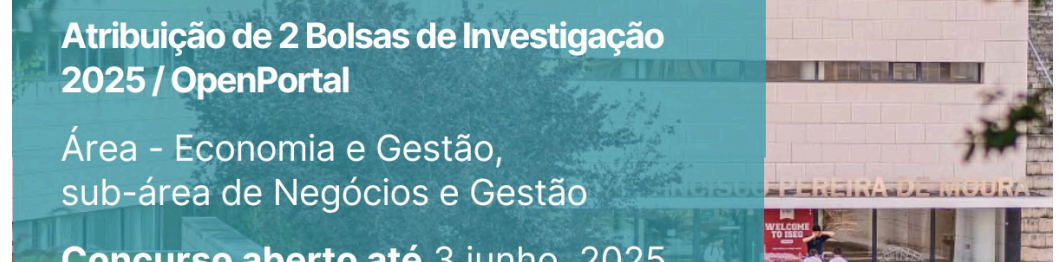
**Free admission, subject to room capacity.**

**Date:** 27 May | 18.00

**Venue:** ISEG, Auditorium 2 (Queilhas, 2nd Floor)

🔥 **Further information here**

**Information Session | PhD in Sociology (OpenSoc) 2025**



The **PhD degree in Sociology (OpenSoc)** is an inter-university PhD in **Sociology** that draws on the **theoretical, methodological and empirical heritage** accumulated in the history of sociology, and its broad interdisciplinary connections to generate new research and intervention orientations in the face of contemporary social challenges.

The information session will provide all the necessary information about the PhD and clarify doubts about the degree and funding opportunities.

**Free session online, subject to prior registration.**

**Date:** 28 May | 18.00

🔥 **Further information here**

**Launch of the 'In Action!' - Teaching Materials for Consolidation and Training in Portuguese as a Foreign Language (PLE)' collection**



ISEG is hosting the launch of the 'Em Acção!' collection, by Professors **Carla Oliveira** and **Luísa Coelho**.

The event will be attended by the Chair of Camões, I.P., **Florabela Paraíba**, the Chair of CESA/ISEG Research, **Eduardo Moraes Sarmiento** and **Ana Matilda Leite**, a Poet, Professor at FLUL and CESA Researcher.

**Date:** 28 May | From 18.30 to 20.00

**Venue:** ISEG, Auditorium 2 (Queilhas, 2nd Floor)

🔥 **Register here**

**Conference | The Savings and Investments Union: Financing the Future**



ISEG Alumni Económicas will host the conference on **'The Savings and Investments Union: Financing the Future'**.

As part of the 35th anniversary celebrations of ISEG Alumni Económicas, the conference's keynote speaker will be **Maria Luís Albuquerque**, European Commissioner for Financial Services and the Savings and Investments Union.

The conference will be held in **Portuguese**.

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

**Date:** 30 May | 18.00

**Venue:** ISEG, CGD Auditorium (Queilhas, 2nd Floor)

🔥 **Further information here**

**Luís Patrão Scholarship | Application period open until 31 May**



Transform your future with the right education – and real support. The **Luís Patrão Scholarship** invests in your talent: up to €50,000 to study in Portugal or abroad.

This is a **Turismo de Portugal** programme that supports young talent up to the age of 35 in their advanced education in the areas of **economics, management, administration, finance, marketing and tourism**.

The programme has a total budget of €500,000 (five hundred thousand euros) for the funding of 5 specialised professional education scholarships and 5 post-graduation, Master's or MBA scholarships.

The applications period is open until **31 May**. Don't miss out on this opportunity!

🔥 **Further information and applications here**

**ISEG Executive Education**

**Sustainable Finance Executive Programme | Dialogue with those leading change**



In the 7th Edition of the **Sustainable Finance Executive Programme: Reporting, Financing and Resilience**, participants experience unique moments of direct contact with those leading sustainable transformation in the financial sector.

The **Lunch Talks with Guest Speakers** are informal meetings with leading professionals who share practical experiences, strategic visions and real perspectives on the challenges of sustainability, regulation and financial innovation.

Past guests have included:

- **Assunção Cristas**, Partner and Co-Head of the Environment Practice at lawyers VdA - Vieira de Almeida
- **Clara Raposo**, Vice-Governor of the Bank of Portugal
- **Maria da Graça Carvalho**, Minister for the Environment and Energy
- **José Pulido Valente**, Chair of IAPMEI - Agency for Competitiveness and Innovation

These meetings have enriched the programme, bringing participants closer to the reality of the market and strengthening a network of qualified contacts committed to sustainable transition.

🔥 **Further information about the programme here**

**'Artificial intelligence literacy' has become 'fundamental'**



In an interview with Agência Lusa, **Jorge Caiado**, Coordinator of the Postgraduate in Artificial Intelligence & Machine Learning, emphasises the importance of introducing artificial intelligence teaching from the beginning of school education and warns of the risks of misinformation, bias and regulatory fragmentation.

Author of the new book entitled **'Artificial Intelligence: A Beginner's Guide'**, he emphasises the need to educate citizens and professionals to understand and apply AI critically and responsibly.

🔥 **Read the full interview here**

**ISEG Research News**

**Contest for the award of two research grants**



**Atribuição de 2 Bolsas de Investigação 2025 / OpenPortal**

Área - Economia e Gestão, sub-área de Negócios e Gestão.

**Concurso aberto até 3 junho, 2025**

ADVANCE/ISEG Research has opened a contest for the award of two research grants in the area of Economics and Management.

• **Notice: OpenPortal Contest — Data grant here**

This grant is intended for Master's students in the area of **Economics, Management, Information Systems and Data Analysis**, or related areas considered relevant for the project.

• **Notice: OpenPortal Contest — HR grant here**

This grant is intended for Master's students in the areas of **Economics and Management**, or other areas of the social sciences deemed relevant.

The grants will be funded by the **Foundation for Science and Technology (FCT)** under project No. 2024.07652-IA2DC2/2024, in accordance with the Acceptance Agreement signed between the FCT and ADVANCE, ISEG's Centre for Advanced Research in Management.

The objective of both the contests is to integrate young researchers into scientific activities of excellence, promoting the development of skills in the context of applied research in the area of management.

**The deadline for applications is 3 June 2025.**

🔥 **Further information about the contest here**

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



SOCIUS/ISEG Research announces the launch of a Call for Papers for the 9th International Workshop on the Socio-Economics of Ageing, which will take place on **17 and 18 October**, at ISEG.

The deadline for submitting abstracts is **2 June 2025**, under the following topic headings:

- Consumption and savings: profiles throughout the life cycle;
- The elderly and migration;
- Housing and population ageing;
- Economic policies in ageing societies;
- Well-being 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.

To find out more, send an e-mail to [lwsega@iseg.ulisboa.pt](mailto:lwsega@iseg.ulisboa.pt).

🔥 **Further information here**

**Universidade de Lisboa**

**'Cantar e Contar' debate with Carlos Tavares | Part of the 'Pensar a dois tempos' cycle**



On 22 May, **Gonçalo M. Tavares** will open the **'Cantar e Contar'** ('Sing and Tell') debate with Carlos Tavares. This is the second debate in the 2025 **'Pensar a dois tempos'** ('Two-track thinking') debate cycle, which takes place at the Pavilhão da Universidade de Lisboa.

This debate cycle is organised by **Gonçalo M. Tavares** with the objective to bring two words into dialogue or collision. The debates are interdisciplinary and are designed for the general public about contemporary topics.

The guest speaker for this debate, **Carlos Tavares**, is an economist who has held various positions of great responsibility in both banking and regulation, in Portugal and in Europe. He is currently the Coordinator of SECIS Observatory for Economic and Financial Policies, and there is a side of him that is little known: his love of music.

After telling stories about life, culture and numbers, Carlos Tavares will sing to us.

**Free admission.**

**Date:** 22 May | 19.30 – 20.30

**Venue:** Pavilhão de Portugal, Parque das Nações - Lisboa

**Further information here**

**OPEN MINDS. GRAB THE FUTURE!**