The power of a past with a future "We show how ISEG For more than a century, ISEG has been much more has been able to than centre of learning: it has been a truly national institution – where a significant part of the Portuguese internationalise. economy, and the public policies that have shaped it, open up to diversity, have been conceived and shaped. It was in this spirit strengthen research that I accepted the invitation to be the scientific curator and modernise its of the ISEG Memory Space permanent exhibition, a educational methods project that is particularly close to my heart and which without ever losing is now open to the academic community and society at the critical thinking, pluralism and Located in the heart of our campus, this new museum humanism that space is not just a journey into the past; above all, it is characterises it." a celebration of the identity of a school founded in 1911, which, as the Instituto Superior de Comércio, was able to accompany - and often anticipate - the major economic, political and social movements in the country and indeed the world. Organised into thematic and chronological sections, the exhibition covers the founding moments of our School, the evolution of its campus (from the old Convento das Inglesinhas to the current architectural complex), the transformation of its degree offer and the role of its faculty and students in public life. You will find names that have marked and continue to mark the School's history, such as Francisco António Correia, Bento de Jesus Caraça, António M. Pinto Barbosa, Francisco Pereira de Moura and Eduardo Catroga, among many others from ISEG who helped to shape the Portugal of today. **Carlos Bastien** Retired ISEG professor and scientific curator of the Memory Space' permanent exhibition Nevertheless, the Memory Space is not just a tribute to our past, it is also a reflection on the present and an invitation to ponder the future. We show how ISEG has been able to internationalise, open up to diversity, strengthen research and modernise its educational methods - without ever losing the critical thinking, pluralism and humanism that characterises it. As a professor of Economic History and the History of Economic Ideas, I have always believed that we only truly understand the present when we know where we came from. This exhibition is designed to be a living place, where the past illuminates the present and inspires the future. A space for students, alumni, researchers, faculty and curious citizens who want to learn about the history of a school that is, to a large history of Portugal's modernisation. I invite you to visit the Memory Space. Not just to see objects, old photographs or videos, but to recognise yourselves in a collective history made up of science, dedication and transformation. Because ISEG is - and will continue to be - a school with a past, but above all with a future. **Inauguration of the Memory Space ESPACO** MEMORIA **MEMORY** SPACE Lisbon School Of Economics & Management LISBOA UNIVERSIDADE ISEG will inaugurate the Memory Space, which is located in the Eduardo Catroga Atrium. The objective of this new space is to appreciate and perpetuate our School's centuryold history, highlighting the moments, the people and the milestones that have shaped ISEG's journey to the present day. To mark this special occasion, a cocktail will be served after the inauguration for all the **ISEG community**, in a spirit of reunion and celebration. Subject to prior registration by the deadline of 13 June. Date: 18 June | 18.00 to 20.00 Venue: ISEG, Pátio das Oliveiras (Quelhas, 3rd Floor) Further information and registration here ISEG nominated for the Marketeer Awards 2025 O **ISEG** está **nomeado**. na **categoria Estabelecimentos** Prémios de Ensino! **JARKETEE** Vota até 18 de Junho! Once again, this year, ISEG has been nominated as a finalist in the Marketeer Awards 2025, in the category of 'Educational Establishments'. The Marketeer Awards distinguish the best in Communication, Marketing and Advertising in Portugal every year. The voting period is now open and the deadline for submitting your vote is 18 June. You don't necessarily have to vote for all the categories. You can submit your vote by only ticking the brands you know. **★** Vote for ISEG here! ISEG receives an EQUIS award at the EFMD Annual Conference in Munich ISEG Lisbon School of Economics and Management participated in the EFMD Annual Conference, where the EOUIS awards ceremony took place. The conference took place in Munich, Germany, and was hosted by the Technical University of Munich School of Management, with the Graduate Management Admission Council as a partner. Alfons Sauquet, the Director of EQUIS and of Quality Services at EFMD, emphasised that ISEG exemplifies "excellence in education, incorporating a commitment to social impact." This accreditation recognises the quality of ISEG's education in the areas of economics and management, as well as its scientific research and executive education, placing the School as one of the 130 triple-crown schools around the world, i.e. holding the three main international accreditations (EQUIS, AACSB, AMBA). This group icludes schools such as London Business School, Imperial College, Saïd, Warwick, HEC Paris, INSEAD and St Gallen.

NEWSLETTER #235

Inauguração 18 JUN | 18H

ESPACO

MEMŌRIA

MEMORY

SPACE

12 June 2025

Find out more regarding EQUIS here In this issue, we highlight: - The power of a past with a future - The inauguration of the Memory Space - ISEG nominated for the Marketeer Awards 2025 - ISEG receives an EOUIS award at the EFMD Annual Conference in Munich - Wokism and Economics: When militancy replaces science - The 20th Iberian Conference on Information Systems and Technologies takes place at - ISEG hosts the Summer Concert organised by AMAC - The Lisbon Meetings in Game Theory and Applications Conference - Practical Mindfulness and Qi Gong Workshop The following are cited in this number: António Garcia Pereira, João Duque, João Tovar Jalles, Márcia Maurer Herter, Paulo Trigo Pereira, Pedro Rino Vieira and Tiago Cardão-Pito.

ISEG in the news The greatest enemy of the poor comes from within their

>> Tiago Cardão-Pito reflects on why so many poor people vote for parties that are materially opposed to their own

>> Paulo Trigo Pereira argues: "We don't need a reform of the

State that creates organisational instability in our public administration; we need reforms of the micro-management of the State: simplifying, digitalising and de-bureaucratising it."

Now that the elections are over, let's discuss what

>> Pedro Rino Vieira emphasises that the country needs a reformist government and reflects on the strategy that Portugal

>> Márcia Maurer Herter comments on the opportunities, insights and challenges of integrating AI into marketing, whether in predicting consumer behaviour or improving

own ranks

interests.

matters

needs to adopt.

Reforming the State? How?

Artificial Intelligence in marketing

Professor João Tovar Jalles

Read full article here

Technologies will take place at ISEG

Information Systems and Technologies.

The presentation of 281 scientific papers

3 PhD symposium sessions

38 main conference sessions

The conference programme will include:

• 48 parallel sessions, including:

6 workshops

Line Through Defect Management.

Date: 16-19 June

Gogas

June.

see more >

see more >

Executive see more >

see more>

OBSERVADOR

customer service. Novo Banco: Spanish, French, CGD or BCP, who gives more? >> João Tovar Jalles and João Duque reflect on the future of Novo Banco and the impact its sale will have on Portuguese banking. Against short memories: Gouveia e Melo and the wreck of democracy >> António Garcia Pereira states that: "Democracy cannot survive either complicity or silence. And it is from this, more than from any external enemy, that it is most at risk today." What's Up @ ISEG Opinion piece | Wokism and Economics: When militancy replaces (Artigo) Wokismo e Economia: Quando a militância substitui a ciência

CISTI' 2025 20th Iberian Conference on Information Systems and Technologies 16-19.06 ISEG-Lisbon School of Economics & Management Keynote Speakers nuela Aparício - NOVA IMS' Vice-Dean for Education iversidade Nova de Lisboa, PT "GenAl in Education and Research" Megha Bushan - University of Seville, ES "Al-Driven Quality Assurance: Enhancing Software Product Line Through Defect Management" Program in a Nutshell 281 Scientific Works Presented: // 48 Parallel Work Sessions: • 1 Plenary Session with 2 Keynote Speakers • 3 Doctoral Symposium Sessions • 6 Workshop Sessions • 38 Main Conference Sessions U LISBOA | RECEIDANCE | FCT | Francis | ILMO | 1 mmc

ADVANCE/ISEG Research is organising the CISTI 2025 - 20th Iberian Conference on

1 plenary session with the two keynote speakers

The keynote speakers at the conference will be Manuela Aparicio, Vice-Rector for Education at NOVA IMS, Universidade Nova de Lisboa, who will talk on the subject of Gen Al in Education and Research, and Megha Bushan, from Universidad de Seville (Spain), who will talk on the topic of Al-Driven Quality Assurance: Enhancing Software Product

In his opinion piece entitled 'Wokism and economics: When militancy replaces science', published in ECO, ISEG professor João Tovar Jalles warns of the growing infiltration of woke militancy into economics education at several European universities, replacing

CISTI'2025 | The 20th Iberian Conference on Information Systems and

science with ideology. How can we react before critical thinking collapses?

Venue: ISEG Further information here **Summer Concert** A **Summer Concert** will take place in the CGD Auditorium of ISEG on 17 June, hosted by the Musical Academy CONCERTO DE of the Friends of Children (AMAC). **UERÃO** This concert will feature performances com alunos distinguidos by distinguished students and the e coro infantil AMAC children's choir, in a show of talent, dedication and love for music. ISEG - AUDITÓRIO CGD Date: 7 June | 18.00 to 19.00 Venue: ISEG, Auditorium 2 (Quelhas,

ISEG Research Seminars '25 | Theophilos Papadimitriou & Periklis

There will be an extraordinary session of the ISEG Research Seminars '25 on 18

The seminar will feature Theophilos Papadimitriou and Periklis Gogas, both from the Democritus University of Thrace (Greece), who will present the paper 'An Introduction

Conference | The Lisbon Meetings in Game Theory and Applications

The Lisbon Meetings

in Game Theory and

Applications #14.

to Machine Learning for Economics and Explainable Al'.

Venue: ISEG, Novo Banco Lecture Theatre (Quelhas, 4th Floor)

Free admission, subject to room capacity.

Date: 18 June |15.00 to 16.00

Further information here

LM2025

....

Public Economics Workshop.

well as economic geography.

Date: 19-20 June Venue: ISEG

Further information here

The keynote speeches will be given by:

Donald Davis (Columbia University)

• Jessie Handbury (University of Pennsylvania)

2nd Floor)

Further information here

June 18-20, 2025 UECE/ISEG Research is organising the 14th Edition of the 'The Lisbon Meetings in Game Theory and Applications' conference, which brings together world-renowned academics to present and discuss research work in the area of game theory. Keynote speakers at the 2025 edition will include **Joel Sobel** (University of California San Diego), Marina Halac (Yale University) and Atila Abdulkadiroglu (Duke University). Participation is subject to prior registration. **Date: 18-20 June** Venue: ISEG Further information here **Lisbon Urban and Public Economics Workshop 2025**

ISEG Lisbon School of Economics and Management will host the Lisbon Urban and

The objective of the workshop is to bring together young and experienced researchers to present and discuss their work in the areas of urban, public and regional economics, as

The financial support of the FCT (Foundation for Science and Technology) - Project

DS Seminars 2025 | Slow Down or Perish: The Economics of Degrowth

Slow Down or Perish:

23 June 6 p.m.

ULISBOA UNIVERSIBADE CT PUNDADO DELES DE CENTRALES DE CONTROLES DE CON

ISEG - Amphitheatre 24 2nd Floor F1 Building

The Economics of

UNIVERSITY OF LAUSANNE, SWITZERLAND

CESA - Centre for African and Development Studies/ISEG Research is organising the

As part of the **Development Studies Seminars 2025**, the seminar will include as keynote speaker Timothée Parrique, an economist and researcher at the School of Business and

'Slow Down or Perish: The Economics of Degrowth' seminar on 23 June.

Economics of the University of Lausanne in Switzerland.

Venue: ISEG's Lecture Theatre 24 (Francesinhas 1, 2nd Floor)

The seminar will be held in English.

Date: 23 June | from 18.00 to 20.00

Further information here

Date: 23-25 June Venue: ISEG

Further information here

Free admission, subject to room capacity.

Degrowth

Dr Timothée Parrique FACULTY OF BUSINESS AND ECONOMICS,

2022.04821.PTDC and the **Bank of Portugal** is gratefully acknowledged.

PET 2025 | International Conference on Public Economic Theory **PET 2025** International Conference on Public Economic Theory 23-25 June, 2025 Lisbon, Portugal In partnership with ISEG, the Association for Public Economic Theory (APET) is organising the 'PET 2025 - International Conference on Public Economic Theory'. Dedicated to public economic theory, the conference will include as keynote speakers Svetlana Boyarchenko (Texas University), Daniel Kovenock (Chapman University), Dorothea Kübler (WZB Social Science Center Berlin and TU Berlin), Diego Moreno (Universidad Carlos III de Madrid), Kevin Reffett (Arizona State University) and Pierre

Pestieau (Université de Liège and CORE), who will be honoured for his contribution to

The Practical Mindfulness and Oi Gong (or Chi Kung) Workshop develops the ability to concentrate and, consequently, intuition, the perception of events and the ability to

In this workshop, Professor João Carvalho das Neves (ISEG) combines Mindfulness theory and practice with energy management exercises (chi-kung) to improve health and

The workshop is led by a **Teacher in Mindfulness Based Stress Reduction** certified by the University of California San Diego Center for Mindfulness Professional Training Institute, and an accredited Chi-Kung Instructor by the School of Traditional Chinese

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

The period for the submission of abstracts is still open for the 9th Edition of this

Consumption and savings profiles throughout the life cycle;

International Workshop, organised by SOCIUS/ISEG Research, which will take place at

The deadline for interested parties to submit their abstracts is 25 June 2025. Abstracts will

wellbeing and to provide tools for daily life, with specific moments of interaction for

public economics and the Journal of Public Economic Theory (JPET).

Mindfulness and Qi Gong Practical Workshop

make decisions in life's most difficult situations.

clarifying questions and doubts.

Free admission, with limited places.

ISEG Research News

ISEG from 17 to 18 October 2025!

• The elderly and migration;

· Housing and population ageing;

· Economic policies in ageing societies;

· Well-being or happiness in old age;

The economic status of the elderly;

· Elderly-friendly communities;

INSCRIÇÕES ABERTAS

be considered under the following topic headings:

Further information here

Venue: Parque da Quinta das Conchas e dos Lilases, Lisbon

Medicine (Lisbon).

Date: 28 June

Ageing

 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 iwsea@iseg.ulisboa.pt. Further information here **Alumni in the Spotlight Mentoring Programme | Professional Mentoring** ISEG Alumni Económicas, ISEG's alumni association, has just launched a new level of its **Mentoring Programme: Professional Mentoring.** This new level of the Programme has been designed to address a critical stage

This new level of the Programme has been designed to address a critical stage in any alumnus's career, providing them with individual and strategic support from mentors

The mentors are leading professionals who are also ISEG alumni and who are prepared

The Mentoring Programme offers individualised mentoring sessions, adapted to the specific needs and objectives of each mentee, in a confidential and personalised format.

Anyone who is an ISEG or ISEG Executive Education alumnus and who has 5 to 15 years of professional experience and is a member of ISEG Alumni Económicas may

Take advantage of this unique opportunity to be part of a group of leaders who want to share, learn and grow in an environment of excellence, rigour, relaxation and friendship.

with more than 20 years' experience and consolidated careers.

to share their knowledge, open doors and help unlock challenges.

apply (this condition can be regularised at the time of registration).

Conference | Portugal's Political and Economic Challenges

The application period deadline for mentees is 15 June.

Further information and registration here

in any alumnus's career, providing them with individual and strategic support from mentors with more than 20 years' experience and consolidated careers.

O ANIVERSÁRIO DE CURSO 2000 28 de junho de 2025 18h30 | ISEG

of 2000, with the following programme:

20.30 | Dinner in the Salão Nobre (Great Hall)

Universidade de Lisboa

Group photo | ISEG 25th reunion commemorative plaque

18.30 | Welcome drink

22.30 | DJ Music

Godinho and Vitor Bento as speakers.

Date: 26 June | from 18.00 to 20.00

Free entry, subject to prior registration.

The deadline for registration is 19 June. Date: 28 June | from 18.30 to 23.30 Venue: ISEG 📌 Further information and registration here Student News Opinion article by a PhD student in Management | Executive Digest Bruno Moleiro, an ISEG PhD student in Management, has published an article entitled 'External Volatility and US Tariffs: Challenges for Family Businesses' in Executive Digest. In his article, he reflects upon the impact of international activity on Portuguese family businesses, specifically the change in trade tariffs

In conjunction with the ISEG 1996-2000 Generation Committee, ISEG Alumni

Económicas is organising a reunion to commemorate the 25th anniversary of the Class

19.30 | Welcome by the Dean of ISEG and the Chair of the Alumni Económicas Board |

Universidade de Lisboa/Caixa Geral de Depósitos Scientific Awards Ceremony 2025 PRÉMIOS CIENTÍFICOS ULISBOA/CGD 25 JUNHO · 17h30 PAVILHÃO DE PORTUGAL CERIMÓNIA DE ENTREGA

June. and international publication of high quality and impact. Building Attractive Academic Careers, Strengthening Universities.'

Programme: 16.30 | Welcome reception • 17.30 | Opening ceremony **Scientific Awards** Guided tour of the exhibition My matalote and friend Luís de Camões Further information here

The ceremony will be preceded by the Universidade de Lisboa Scientific Conference, dedicated to the theme 'Universidade de Lisboa in the European Research Area: Presentation of the Universidade de Lisboa/Caixa Geral de Depósitos 2025 **OPEN MINDS. GRAB THE FUTURE!**

The Universidade de Lisboa/Caixa Geral de Depósitos 2025 Scientific Awards Ceremony will take place at the Pavilhão de Portugal Congress Centre at 17.30 on 25 The objective of the Universidade de Lisboa/Caixa Geral de Depósitos 2025 Scientific Awards, consisting of a €6,500 research incentive, is to reward scientific research activity

Alumni **Económicas** CONFERÊNCIA OS Desafios Políticos e Económicos de Portugal 🕳 26 Junho 2025 · 18h00 · Aud. CGD (ISEG, Edifício Quelh 'Portugal's Political and Economic Challenges' is the topic of a conference to be held on **26 June** as part of the celebrations for the 35th anniversary of **ISEG Alumni**

Económicas, the ISEG alumni association, and is integrated in the 'Where are the

The conference will include António Mendonça, Augusto Mateus, Manuel Mira

world, Europe and Portugal heading?' conference cycle.

Venue: ISEG's CGD Auditorium (Quelhas, 2nd Floor).

Further information and registration here

Celebrating 25 years of the Class of 2000

imposed by the United States. Read the article here

www.iseg.ulisboa.pt