



# OPINIÃO

In this week's edition of the newsletter, these are the main highlights:

- **Editorial | Agate de Sousa: Between Economics and Athletics:** From ISEG to the World
- **Agate de Sousa is world champion in the long jump at the World Indoor Championships**
- **ISEGopoly | Registration open**
- **From Data to Conversion: The Power of Artificial Intelligence in Marketing**
- **The GEPINIC Project organised the session "Women in Academia: Hands-on Wikipedia and Wikimedia" at ISEG**
- **Boost your research with the ISEG Library**
- **Students from the Master's in Law & Management at ISEG among the top five in the national competition "My Financial Future"**
- **25 de Abril at ISEG | YAP ISEG**
- **35th anniversary of ISEG Economics Alumni | Conference and Dinner**
- **Tuesday Talks - Redemov | "Celebrating the Future of Smart Urban Mobility"**

## Agate de Sousa Student of Bachelor's degree

### Between Economics and Tracks: From ISEG to the World

I was born in São Tomé and came to Portugal in 2019. In 2020, I joined ISEG and, since then, my life has revolved around classes, training sessions and competitions. Today, I have the honour of representing Portugal.

My journey in sport has never been straightforward. There are days when everything goes well and others when nothing seems to work out. Between going to university in the morning, heading out for training around 11am and returning to classes at 3pm, that was my daily routine for a long time.

In athletics, particularly in the long jump, there are thousands of athletes with the same goals. That helps me keep my feet on the ground and appreciate every achievement even more. Because reaching the top isn't just about winning the medal, it's the whole journey to get there.

Last year, whilst studying at ISEG, I became the world champion. It was a very special moment. I remember, after winning the medal, receiving a call from the Dean of ISEG. I was really happy. It gave me even more motivation not to give up on balancing my studies with sport.

The truth is, it's not easy. Even with some flexibility, exam periods almost always coincide with competitions. Often, I can only sit exams during the special exam period. That's why, when we find lecturers who understand our situation, it makes all the difference. Professor Rita Fuentes Henriques, for example, gave me online lessons whilst I was on work placement and helped me to complete the Accounting module.

At ISEG I've met people who make this journey easier. Colleagues, lecturers, friends. People who understand what it's like to try and juggle everything at once. I believe that if there's one thing I can say, it's that none of this happens by chance. It's hard work, it's consistency, it's carrying on even when it's tough.

To anyone trying to juggle everything: it is possible. It isn't easy, but it's worth it. Always.

### Agate de Sousa is the world champion in the long jump at the World Indoor Championships



At the age of 25, the athlete **Agate de Sousa**, a student at **ISEG – Lisbon School of Economics & Management**, was crowned world indoor long jump champion, on 22 March in Toruń, Poland. The athlete achieved a distance of 6.92 metres on her fifth and penultimate attempt, beating the European indoor champion Larissa Iapichino.

Portugal had not stood on the top step of the podium since Naide Gomes.

➤ [More information here](#)

## What's Up @ ISEG

### ISEGopoly | Registration open



On **11 and 12 April**, the campus of ISEG – Lisbon School of Economics & Management will be transformed into a real-life board game, during an immersive weekend designed to introduce, in a practical and dynamic way, the school's different fields of study to **10th and 11th-year** students who are curious about Economics, Management, Finance or Mathematics.

📅 **Date:** 11 and 12 April, from 1.00 pm to 5.00 pm

📍 **Venue:** ISEG

➤ [Further information and registration here](#)

## ISEG nos Media



>> **Ricardo Ferraz** comments on Trump's decision regarding Iranian oil, which has a one-month impact. (**RTP**)

>> **João Severina** says that "Institutions that are heavily dependent on this region (Leiria) may be severely affected when they start to reactivate their lending and finance companies that are fraught with uncertainty, because they do not know if they will survive [having lost] customers, infrastructure and production capacity" (**ECCO**)

>> **Carlos Lourenço** argues that, by recognising that most people value not only their own income but also (de)value that of others, any economic transaction becomes a matter of social and distributive justice, with profound implications for economic theory. (**Executive Digest**)

>> **Ricardo Ferraz** comments on the trend of rising fuel prices (**RTP**)

>> **Miguel St. Aubyn**, on the decline in Portugal's standard of living in 2025 compared to Europe, states that "It is as if there were a false ceiling that Portugal cannot break through." (**Expresso**)

>> **Ricardo Ferraz** assesses the impact that rising fuel prices are having on consumers' pockets and issues a warning for the future. (**CNN**)

>> **Carolina Afonso** states that "It is not as if it integrates it into its processes, decisions and culture." (**Jornal Económico**)

>> **Ricardo Ferraz** comments on the war in the Middle East and the global economy (**RTP**)

>> **João Pereira dos Santos** explains that there is "an increase in demand from tourists and foreigners with very different financial means, but that "it all ties in with a public and private supply that has been fairly stable in recent years." (**Expresso**)

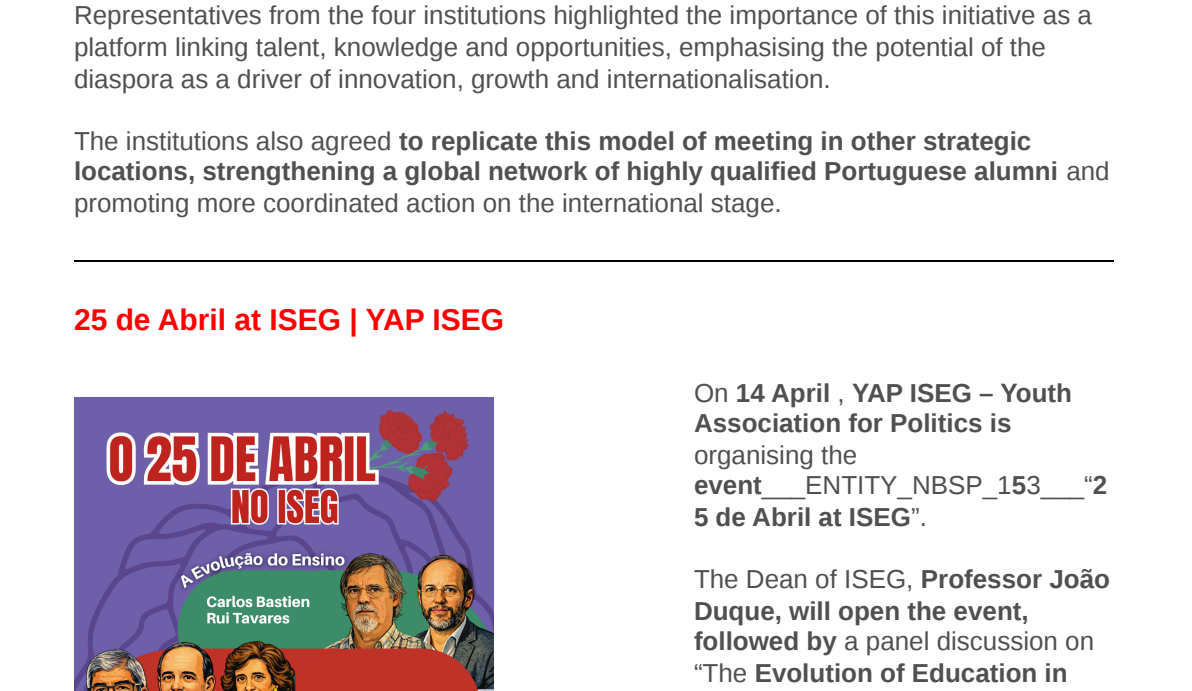
>> **Joana Santos Silva**, speaking about the ISEG MBA, adds: "We have an immersion component in Silicon Valley, in partnership with the University of San Francisco, where participants are exposed to the global epicentre of innovation and placed in real-world contexts of interaction with venture capital and technological ecosystems". (**O Jornal Económico**)

>> **João Duque** praises the performance of the public accounts and interprets it as a sign that the Portuguese economy has held up well, although he believes it could have grown even further. (**Jornal Económico**)

>> **Ricardo Ferraz** analysed the budget surplus (**RTP**)

## ISEG Executive Education

### From Data to Conversion: The Power of Artificial Intelligence in Marketing

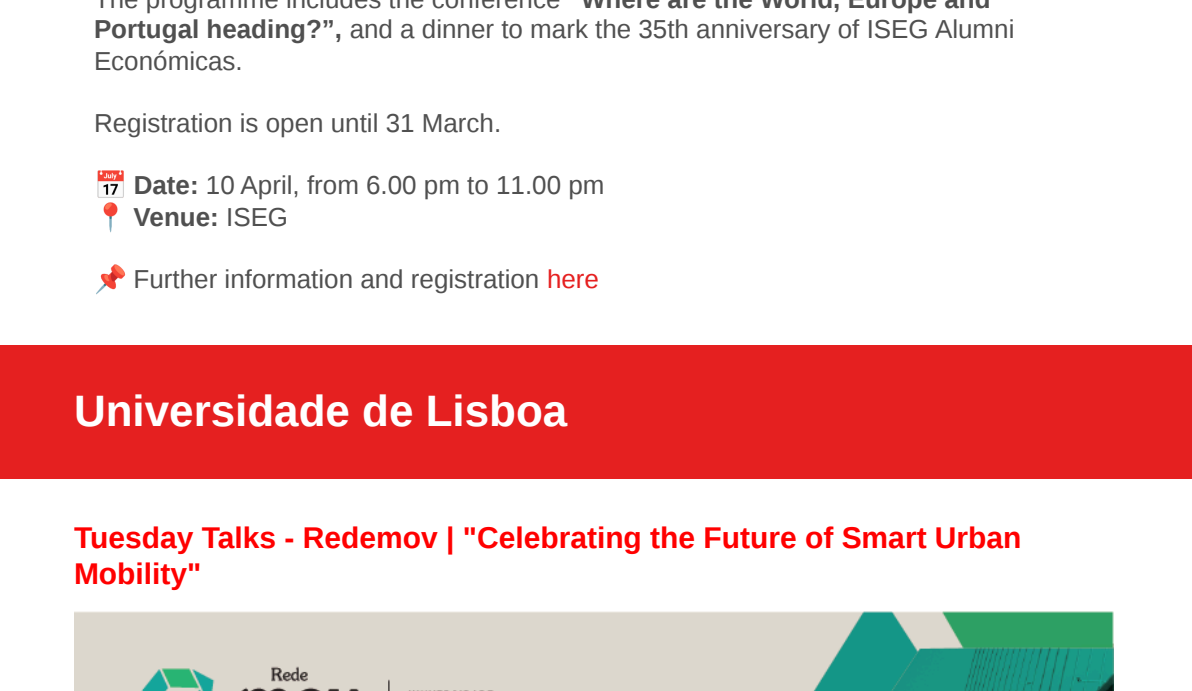


Artificial Intelligence is transforming the way brands analyse data, make decisions and create experiences that convert. But how do you turn information into action?

Find out more about this topic in the 30-minute webinar from **From Data to Conversion: The Power of Artificial Intelligence in Marketing**, in which Tiago Esteves (Principal Solution Engineer at Salesforce Portugal), as a guest speaker, shared his insights on the impact of Artificial Intelligence on marketing.

➤ [Watch the webinar here](#)

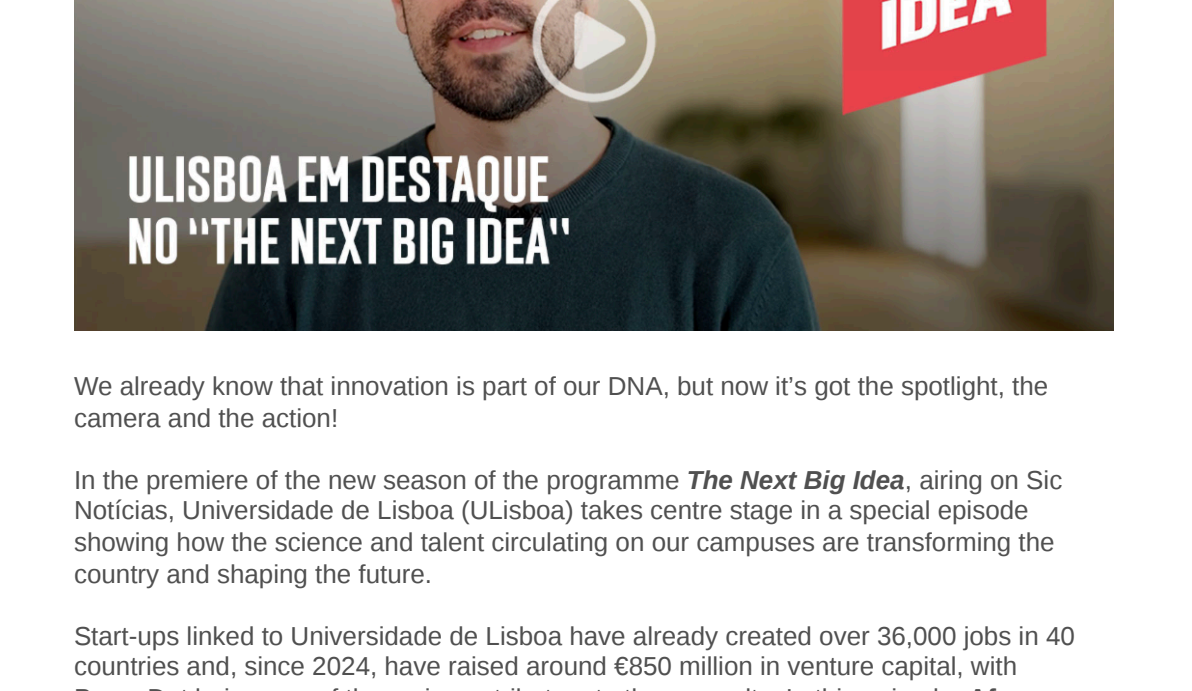
### Professor Fátima Geada explores the hidden costs of sustainability and corporate governance



In the latest article published in *Kerâmica* magazine, **Professor Fátima Geada** reflects on the hidden costs of sustainability and corporate governance, highlighting that the growing integration of ESG practices poses challenges that go beyond visible investments.

➤ [More information here](#)

### Talent development: the Bright Up programme kicks off for Cetelem



The bespoke **Bright Up – Talent Development Programme**, developed by ISEG Executive Education for **Cetelem**, has commenced.

The initiative focuses on developing key skills and nurturing internal talent, reinforcing the commitment to the sustainable growth of organisations. Throughout the programme, participants will have the opportunity to work on critical areas such as **leadership, innovation and collaboration**, on a journey designed to maximise individual and collective impact within the organisation.

### Banking of the future: the first edition of the programme for Bankinter begins



The first edition of the bespoke programme in **Business Development and Digital Banking** for **Bankinter** has commenced. This programme was designed to address the challenges of digital transformation in the financial sector, promoting a strategic and innovative approach to business development.

The training will explore emerging trends, new service models and the role of technology in redefining the customer experience, preparing participants to operate in a rapidly evolving sector.

## Research at ISEG

### The GEPINIC project organised the session "Women in Academia: Hands-on Wikipedia and Wikimedia" at ISEG



The **Horizon Europe** project **GEPINIC: Gender Equality Plans for Inclusivity** (ISEG Research) organised the "Women in Academia in Portugal" session at ISEG on 9 March, in partnership with **Wikimedia Portugal**.

The session provided training in editing Wikipedia, focusing on the creation and improvement of biographical articles about women. The results contributed to building verifiable, open-access knowledge about personal and academic trajectories that are overlooked, little known or under-represented in the digital sphere. The work begun will continue in follow-up online sessions on 13 April.

➤ [More information here](#)

### Boost your research with the ISEG Library



Are you working on a dissertation, thesis or research project and need support with literature review or the analysis of scientific output?

The ISEG Library offers specialised support services for students and researchers, with the aim of assisting with bibliographic research and transforming it into structured and rigorous scientific knowledge.

Among the services available, the following stand out:

- definition of scientific research strategies;
- support for conducting systematic literature reviews (PRISMA methodology);
- bibliometric analysis and identification of scientific trends;
- exploration of academic databases and research mappings.

This support is aimed, in particular, at students and researchers who are working on dissertations, theses or research projects, helping to enhance the quality, consistency and impact of academic work.

➤ For further information or to book a personalised support session, please contact the ISEG Library by [email](#).

### The Development Studies Book Club on African Literature celebrates 50 years of African independence



The **CESA – Centre for African and Development Studies** (ISEG Research) launched its first reading club in March 2025, under the heading **Development Studies** and coordinated by researcher **Susana Brissos**, a lecturer at ISEG, to mark and celebrate the 50th anniversary of African independence.

The next reading is *Niketche: A Story of Polygamy*, by **Paulina Chiziane**.

Free participation

📅 **Date:** 16 April, from 5.30 pm to 7.00 pm

📍 **Venue:** ISEG, Francesinhas 1 Building, Room 209

➤ [More information here](#)

## Student News

### Students on the Master's in Law & Management programme at ISEG ranked among the top five in the national competition "My Financial Future"



A team of students from the **Master's in Law & Management** programme (FDUL/ISEG) came 5th in the national final of the "My Financial Future" competition, an initiative organised by the **Bank of Portugal** in partnership with **CFA Society Portugal**. The final took place on 20 March at the Bank of Portugal's branch in Porto.

The team consisted of students **Afonso Faria**, **Luiza Cazassa** and **Edoardo Ercolano**, who represented the joint programme between ISEG and the Universidade de Lisboa Law School. Among 207 participating teams, involving more than 700 students from 48 higher education institutions, the group stood out by reaching the final and ranking among the top five teams nationally.

The "My Financial Future" competition, launched in 2024, aims to promote financial literacy among university students and encourage the adoption of responsible financial behaviour as they approach entry into the labour market. During the competition, teams are challenged to analyse a case study on personal finance, justifying their decisions in areas such as household budget management, saving and credit.

The participation of the team from the Master's in Law & Management also stood out for its strong international dimension, bringing together students of three nationalities – **Portuguese, Brazilian and Italian** – and reflecting the diversity and multicultural environment that characterise the programme.

This result reinforces the recognition of the quality of training and preparation of ISEG students in areas that intersect economics, management and law, highlighting their ability to apply knowledge to real-world challenges.

### Paris brings together Portuguese talent: four faculties unite global alumni to build bridges for investment and collaboration



More than 100 professionals trained at the Católica Lisbon School of Business & Economics, Instituto Superior Técnico, ISEG – Lisbon School of Economics & Management and Nova School of Business and Economics gathered in Paris on 25 March to strengthen international networks and drive new economic opportunities.

Organised by the Portuguese Diaspora Council and AICEP, with the support of the Portuguese Embassy in Paris and Caixa Geral de Depósitos, the event's main objective was to strengthen links between qualified Portuguese professionals working in France and to enhance their contribution to Portugal's economic development.

Representatives from the four institutions highlighted the importance of this initiative as a platform linking talent, knowledge and opportunities, emphasising the potential of the diaspora as a driver of innovation, growth and internationalisation.

The institutions also agreed to replicate this model of meeting in other strategic locations, strengthening a global network of highly qualified Portuguese alumni and promoting more coordinated action on the international stage.

### 25 de Abril at ISEG | YAP ISEG



On **14 April**, YAP ISEG – Youth Association for Politics is organising the event "ENTITY\_NBSPP\_153\_25 de Abril at ISEG".

The Dean of ISEG, **Professor João Duque**, will open the event, followed by a panel discussion on "The Evolution of Education in the final years leading up to and following 25 de Abril" with **Professor Carlos Bastien** and Member of Parliament Rui Tavares.

The session also includes a discussion with former students of the faculty, **Eduardo Ferro Rodrigues**, **Emanuel Augusto dos Santos** and **Manuela Ferreira Leite**, on "ISEG before and after the Revolution".

Throughout the month, the exhibition "Primaveras Estudantis", organised by the Committee commemorating the 50th anniversary of the 25 de Abril Revolution, will also be on display in the Atrium on Level -1 of the Francesinhas Buildings.

Free admission.

📅 **Date:** 14 April, from 3.30 pm to 5.00 pm

📍 **Venue:** ISEG, CGD Auditorium, Quelhas Building, 2nd Floor

➤ [More information here](#)

## Alumni in the Spotlight

### 35th Anniversary of ISEG Economics Alumni | Conference and Dinner



On 10 April, ISEG Economics Alumni will celebrate its 35th anniversary.

The programme includes the conference "Where are the World, Europe and Portugal heading?", and a dinner to mark the 35th anniversary of ISEG Alumni Económicas.

Registration is open until 31 March.

📅 **Date:** 10 April, from 6.00 pm to 11.00 pm

📍 **Venue:** ISEG

➤ [Further information and registration here](#)

## Universidade de Lisboa

### Tuesday Talks - Redemov | "Celebrating the Future of Smart Urban Mobility"



In this special session of the **Tuesday Talks**, Redemov officially presents the winning entries of the **Ulisboa Award – Redemov 2025**, which recognises excellence in research in the fields of urban mobility, transport technologies and sustainable development, sponsored by ADFER-SIT.

Among the award winners is **Margarida Vaz** (ISEG), recognised in the Master's category for her work "The effect of motorways and urban development on car-based mobility in Portugal". The session will take place on **31 March 2026**, at 5.00 pm, in the **TTC@ULISBOA Auditorium**.

📅 **Date:** 31 March at 5.00 pm

📍 **Venue:** TTC@ULISBOA Auditorium

➤ [Further information and registration here](#)

### From innovation straight to the big screen: ULisboa featured in The Next Big Idea



We already know that innovation is part of our DNA, but now it's got the spotlight, the camera and the action!

In the premiere of the new season of the programme *The Next Big Idea*, airing on SIC Notícias, Universidade de Lisboa (ULisboa) takes center stage in a special episode showing how the science and talent circulating on our campuses are transforming the country and shaping the future.

Start-ups linked to Universidade de Lisboa have already created over 36,000 jobs in 40 countries and, since 2024, have raised around €550 million in venture capital, with PowerDot being one of the main contributors to these results. In this episode, **Afonso Ramos**, an alumnus of ISEG and co-founder of PowerDot, shares his account of this success story.

➤ [More information here](#)

OPEN MINDS. GRAB THE FUTURE!

