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ISEG Master's Degrees: Excellence, Transformation and Preparation for the Future

Benjamin Duiverman
Master's degree in Innovation and Research for Sustainability student

The Master's degree at ISEG is both enriching and intellectually stimulating. It encourages students to develop their critical thinking on fundamental global issues and future challenges, while allowing them to think freely. What truly sets this degree apart is the **diversity of topics it covers, from artificial intelligence to resilience, foresight, the role of public institutions, public policy, design thinking and much more**, offering the freedom to explore the same topic from different perspectives.

I particularly appreciate the importance placed on **creativity**, a skill that is often undervalued in the economy but crucial for responding to the complex challenges we face. In addition to providing valuable skills, this Master's degree has motivated me to invest my time in meaningful causes and actively contribute to addressing the challenges of the future.

Finally, a brief word about the professors involved in the degree, whose **passion and dedication are inspiring** and contribute significantly to its richness.

ISEG Masters Sunset 2026

Meet the Master's Coordinators, ask your questions, picture your future at ISEG.

Register & Get 1 Free Drink!

10 March @ 18h00 | Salão Nobre

Now is your chance to join a School with over 110 years of excellence in teaching, combining tradition and innovation in training global leaders in the fields of Economics, Management and Mathematics.

Find out more about ISEG's Master's degrees at Masters Sunset, a **networking** event where you can meet the Master's Coordinators and ask any questions you may have, as well as meet current and former students from each Master's degree. It's the perfect occasion, with music from a DJ and drinks on offer.

- 📅 Date: 5 March, 18.00-20.00
- 📍 Venue: Salão Nobre, ISEG
- 🔗 Further information [here](#)

What's Up @ ISEG

Open days for secondary school pupils

ISEG has organised several open days where secondary school students can explore the campus, talk to students, ask questions about courses and experience the university environment of one of the most renowned schools of Universidade de Lisboa.

Open Day dates: 21 March, 18 April, 16 May and 23 May.

- 🔗 Further information and registration [here](#)

Career Week'26

Career Week is back with unmissable sessions dedicated to Consulting, Digital Payments and Technology. From 3-5 March 2026, students will have the opportunity to connect directly with professionals from leading companies and find out how they may successfully start their careers.

The programme includes the participation of Visa, through its **Visa Consulting & Analytics (VCA)** division, and **Teamyzer**, a leading platform in the technology market in Portugal.

During this week dedicated to employability, participants will be able to:

- Learn about internship programme;
- Understand what companies value in candidates;
- Gain real insights into career paths;
- Learn practical strategies for entering the job market.

- 🔗 Registration until 1 March [here](#)

Celebration of the Jubilee of Professor Vítor Gonçalves

The Jubilee of Professor Vítor Gonçalves will be celebrated at 18.00 on 10 March 2026, in the CGD Auditorium at ISEG, marking his academic and institutional career and recognising his remarkable contribution to ISEG, to Universidade de Lisboa and to the academic community, as well as his legacy in research, teaching and educating successive generations of managers and researchers.

After the session, a dinner will be held in the Salão Nobre of ISEG at 20.00.

Participation in the lecture and/or dinner is subject to pre-registration as places are limited. Please register via this [link](#), by 2 March.

- 🔗 Further information [here](#)

Workshop | Study Methods

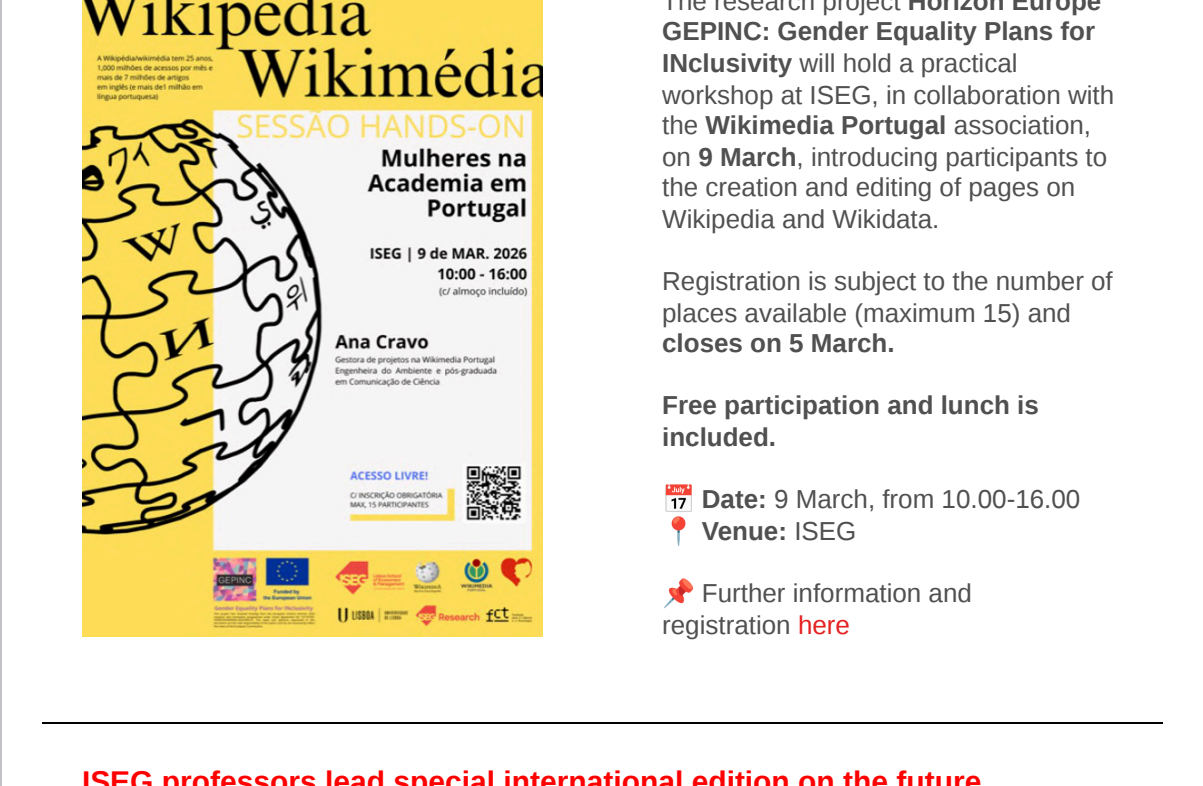
Psychologist **Samuel Silva** will lead a workshop on building effective study strategies tailored to each student.

During the workshop, you will be able to:

- Identify the main difficulties in studying;
- Reflect on practical learning strategies;
- Organise and build personalised study plans;
- Adapt your methods to the specific requirements of your course.

- 📅 Date: 2 March, from 10.00-12.00
- 📍 Venue: ISEG, Room 209 (Francesinhas 1)
- 🔗 Further information and registration [here](#)

SOS Mentors and Tutors: Diversity, Support and Safety



A team from the Student Services Department attended the second part of the meeting "SOS Mentors and Tutors: Diversity, Support and Safety", held on 25 February 2026 at the Higher Institute of Agronomy.

The event brought together staff from various divisions within this Department — the International Division, the Academic Services Division and the Careers & Wellbeing Division — reflecting the cross-cutting commitment of our services to welcoming, integrating and supporting students.

The meeting, facilitated using the participatory **World Café** methodology, provided a privileged space for reflection and sharing on the role of Mentors and Tutors in the face of the current challenges of academic life.

During the afternoon, topics of high relevance were discussed, namely:

- **Harassment and Violence**, with contributions from the Women Against Violence Association;
- **Addiction and Dependency**, with the participation of the School of Psychology of Universidade de Lisboa;
- **Racism and Discrimination**, with representatives from the Ser Mais Valia Association, the School of Sciences of the Universidade de Lisboa and the Centre for Social Studies of Universidade de Coimbra.

Seminar | Mathematics is Fun: Games, Challenges and Gamification in Higher Education



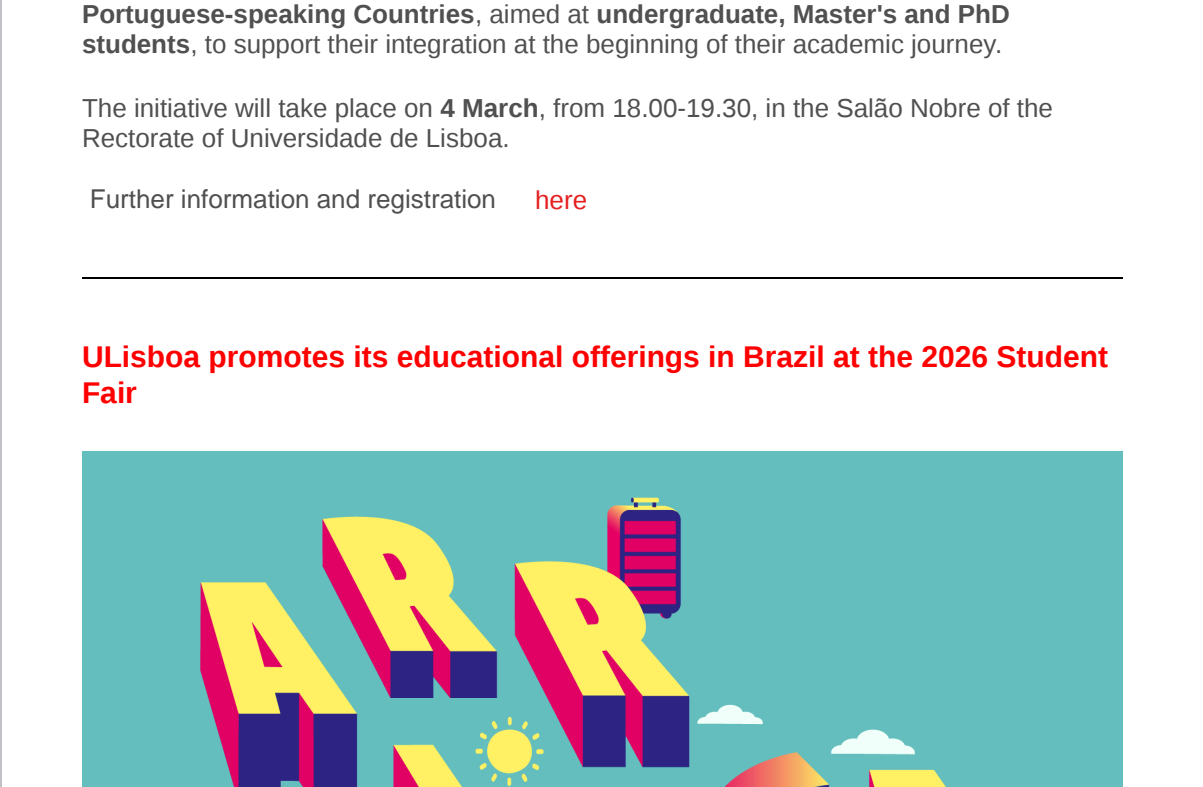
On 19 February, the "Mathematics is Fun: Games, Challenges and Gamification in Higher Education" seminar was held in Auditorium 2 of Quelhas. The seminar was the initiative of OAIIP - ISEG's Observatory for Pedagogical Action and Innovation and led by Professor Catarina Frois Pacheco, a professor at ISCTE - Instituto Universitário de Lisboa and at Instituto Politécnico de Setúbal.

The seminar brought together professors interested in exploring innovative pedagogical approaches focused on gamification and active learning. Throughout the seminar, strategies applied in practical mathematics classes to undergraduate students in the fields of science and engineering were shared, highlighting concrete examples such as educational **escape rooms**, designed to consolidate content in a playful, collaborative and problem-solving oriented way.

The seminar was held in Portuguese and took place in a participatory environment conducive to sharing experiences, ending with an informal get-together among the participants. We are particularly proud to highlight that **Catarina** is currently a student on our School's **Master's degree in Human Resources Management**, combining her teaching activities with her academic career.

The OAIIP thanks all participants for their attendance and strengthening their commitment to continuing to promote initiatives that value pedagogical innovation and the sharing of best practices.

ISEG nos Media



>> **Carlos Lourenço** refers to the classic tension between growing first and redistributing later in order to frame the current political situation in Portugal (**Executive Digest**)

>> **João Duque** emphasises that "Breakfast with Talent shows how the connection between academia and businesses can have a real impact" (**Human Resources**)

>> **Ricardo Ferraz** states that the new PTRR should support not only public infrastructure, but also businesses affected by flooding, especially in the Leiria region, which accounts for 3% of GDP (**CNN Portugal**)

>> **António Afonso e João Tovar Jalles** comment that "external imbalances are, in some countries, a greater source of concern than deficits and public debt, given their size and evolution." (**ECO**)

>> **Ricardo Ferraz** commenting on the labour law negotiations, believes that "the Government needs to reach a consensus that will allow it to move forward with a bill that can be put before parliament. If it fails to do so, I believe there will be no reform of labour legislation at all" (**RTP**)

>> **João Duque** participated in the "TSF Forum" as a commentator on the importance and challenges of Portuguese tourism (**TSF**)

>> **Carolina Afonso** says that "The promise of the data economy does not fail because of technological limitations. It fails because many organisations have not made the most difficult transformation: the transformation of decision-making." (**Jornal Económico**)

>> **João Tovar Jalles** states that "Countries that fear the autonomy of their most competitive institutions inevitably end up condemning the entire system to the comfortable mediocrity of uniformity." (**ECO**)

>> **João Duque** gives his vision for 2026: "In a challenging year, marked by unpredictability and rapid changes in the global scenario, requiring dynamism from everyone (...), confidence will be a decisive tool for enabling Portugal's progress and evolution." (**Executive Digest**)

>> **Manuel Brandão Alves** says that "Wanting to replace regionalisation with decentralisation is simply advanced short-sightedness, which needs to be corrected." (**Público**)

>> **João Duque** declares that "In academia, top-down solutions are always poorly received by the type of collective they are aimed at. And that is what happened with AI2: it was presented, not discussed, not negotiated." (**Expresso**)

>> **João Duque** believes that the support announced by the Government to respond to the damage caused by bad weather will inevitably have an impact on public accounts, despite the Prime Minister's assurance that it will not jeopardise budgetary sustainability (**Renascença**)

>> **Carlos Sangreman** comments on the political situation in Guinea-Bissau (**Público**)

>> **João Duque** asserts that the war in Ukraine has exposed Europe's dependencies, political divisions and a conflict with no solution in sight (**Renascença**)

ISEG Executive Education

Preparing for the future with confidence: the 9th edition of Auditing, Risk and Cybersecurity gets underway

The 9th edition of ISEG Executive Education's Postgraduation in Auditing, Risk and Cybersecurity has begun. The first day marked the start of yet another training course focused on the emerging challenges of digital security and risk management, bringing together professionals ready to deepen their skills in an area that is increasingly critical for organisations.

- 🔗 Further information about the next edition [here](#)

Research at ISEG

Online Presentation Session | PhD Grants Competition

At 15.00 on 5 March, there will be an online information session about the 2026 PhD Grants Competition.

- General Application Line
- Specific Application Line in Non-Academic Environment.

The deadline for both competitions is 31 March 2026.

- 📅 Date: 5 March, at 15.00
- 🔗 Further information [here](#)

Call for R&D Projects in all Scientific Fields 2025

At 15.00 on 10 March, there will be an online information session on the FCT's 2025 Research and Development (R&D) Project Competition in all scientific fields.

Applications period has been extended until 25 March 2026.

- 📅 Date: 10 March, at 15.00
- 🔗 Further information [here](#)

Practical Session | Women in Academia in Portugal

The research project Horizon Europe GEPINC: Gender Equality Plans for Inclusivity will hold a practical workshop at ISEG, in collaboration with the Wikimedia Portugal association, on 9 March, introducing participants to the creation and editing of pages on Wikipedia and Wikidata.

Registration is subject to the number of places available (maximum 15) and closes on 5 March.

Free participation and lunch is included.

- 📅 Date: 9 March, from 10.00-16.00
- 📍 Venue: ISEG
- 🔗 Further information and registration [here](#)

ISEG professors lead special international edition on the future of marketing

Professors **Carolina Afonso** and **Sandra Miranda de Oliveira**, from ISEG, are part of the team of guest editors for a special edition dedicated to the theme "Marketing Beyond Digital: Strategies, Technologies and Consumer Engagement".

The initiative is being promoted by the **International Journal of Marketing, Communication and New Media**, which invites researchers to submit original and unpublished papers aligned with the emerging challenges of marketing in an era increasingly shaped by advanced technologies and new consumer dynamics.

Topics of interest include the role of digital platforms, the growth of the influencer economy, data-driven marketing, immersive technologies such as augmented reality and the metaverse, and digital strategies in global and multicultural contexts.

Theoretical and empirical articles that contribute significantly to the advancement of knowledge in the areas of marketing, communication and new media are welcome. All submissions will be evaluated through a rigorous double-blind peer review process.

📅 Important dates:

- Submission of articles: until 30 May 2026;
- Notification of acceptance: 30 July 2026;
- Publication: 30 September 2026

🔗 Submissions [here](#)

- 🔗 Further information [here](#)

Student News

ISEG Junior Business Consulting awarded certification by Junior Entreprises Portugal

ISEG Junior Business Consulting is one of eleven organisations recognised by Junior Entreprises Portugal under the demanding Integrated Certification Plan and Annual Audit, a process that ensures the continuous, structured and strategic development of Junior Entreprises in Portugal. Congratulations ISEG JBC!

- 🔗 Further information [here](#)

Alumni in the Spotlight

Conference | Innovation, Creative Destruction and Digital Transformation

As part of the celebrations for the 35th anniversary of ISEG Alumni Económicas, the conference "Innovation, Creative Destruction and Digital Transformation" will be held, as part of the Conference Cycle "Where are the World, Europe and Portugal heading?".

The conference is organised in conjunction with the Strategic Board for Digital Transformation of ISEG Alumni Económicas.

Free participation.

- 📅 Date: 5 March, from 17.00-19.00
- 📍 Venue: CGD Auditorium (Quelhas), ISEG
- 🔗 Further information and registration [here](#)

Universidade de Lisboa

Workshops strengthen academic skills at the Schools of Universidade de Lisboa

Universidade de Lisboa is promoting a series of free workshops to support students in facing common challenges in academic life, from time management and study methods to procrastination, vocational guidance, and emotional regulation in periods of increased pressure.

The initiative is part of the Programme for the Promotion of Academic Success and Reduction of Dropout Rates, funded by the Recovery and Resilience Plan (PRR), and includes practical and participatory sessions led by psychologists with experience in the academic context.

The workshops take place between February and May at various ULS schools, last two hours, and require registration, although participation is free of charge.

- 🔗 Further information and registration [here](#)

Welcome Session for Students from Portuguese-speaking Countries

Universidade de Lisboa is promoting a Welcome Session for Students from Portuguese-speaking Countries, aimed at undergraduate, Master's and PhD students, to support their integration at the beginning of their academic journey.

The initiative will take place on 4 March, from 18.00-19.30, in the Salão Nobre of the Rectorate of Universidade de Lisboa.

- 🔗 Further information and registration [here](#)

ULisboa promotes its educational offerings in Brazil at the 2026 Student Fair

Universidade de Lisboa will participate in **Salão do Estudante 2026**, one of the largest education fairs in Latin America. The event will take place from 21 March to 1 April and will present the educational opportunities available and answer questions to about applications, courses and academic life in Portugal.

- 🔗 Further information [here](#)

OPEN MINDS. GRAB THE FUTURE!