

Newsletter
21
2nd OF OCTOBER 2020



ISEG Lisbon School
Economics & Management

U LISBOA UNIVERSIDADE
DE LISBOA

"Universities are a place for the transmission and production of knowledge. They are not just dedicated to teaching, but also to research. This is carried out by the faculty and other researchers, in various research units. Some of this research is funded by international and national entities, frequently involving teams and partnerships with other universities, whilst the rest is carried out individually by members of faculty and PhD students with the highest level of professionalism.

Research is necessary when we do not understand a problem very well, or when there are changes in the surrounding context, or when new solutions are needed. This applies to all scientific domains, ranging from the phenomena of nature to the areas of economics and management. It is our lack of knowledge and curiosity that impels us to continue studying. The way economies and businesses function today is very different from the past. Teaching cannot ignore changes, but rather has to incorporate the new knowledge which is being produced.

Over the recent decades there has been no lack of challenges and changes, for instance: the communications revolution, global economic competition, financial crises, transformations in the way we work, the qualification of younger generations, new ethical requirements, global geopolitical changes, inequalities and social conflicts, awareness of the climate crisis - and, naturally, now the Covid-19 pandemic. The economy and businesses do not live in a historical and social vacuum, but are obliged to respond to these new challenges.

Our responsibility is immense, as only in-depth knowledge permits high quality teaching. We share the same principles of the University of Lisbon, an internationally-recognised university, and our aim is to be at the forefront of the production and dissemination of knowledge in Economics and Management, as well as in other related scientific areas. At ISEG, we believe that we are on the right track and that students can have trust in their School".

A University which sets the trend does this by way of free, innovative, and plural thinking regarding Economics through to Management, based on informed debate and a profound and genuine concern about the social contextualisation of major individual, business, and political decisions.

Since 1911 we have been providing opinion leaders who influence both the country and the whole world. Here we are, again!



Clara Raposo
ISEG Dean



João Peixoto
Coordinator, CSG - Centre for Research in Social Sciences and Management

ISEG has always had excellent research. When compared with other Schools in the same scientific areas, ISEG's research has been distinguished by its characteristic of being applied and that it takes into account the specific problems of society, the economy, and businesses alike, and also by its scientific versatility. Instead of hyper specialisation, the School prefers to stimulate transdisciplinary perspectives and a new outlook on reality. A complex world requires innovative research.

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Bachelors in MAEG: 18,75! Congratulations ISEG!

This is the highest admissions grade in the areas of Economics and Management in Portugal

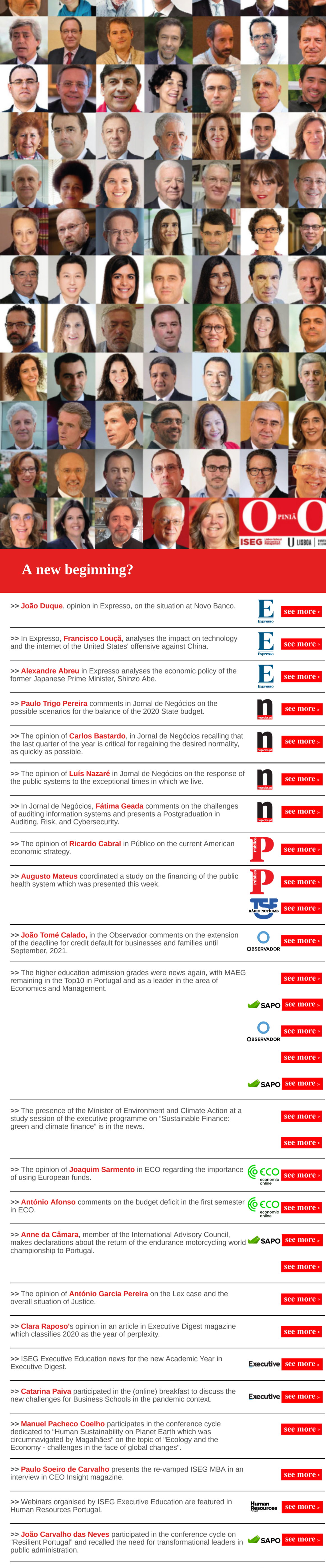
The Bachelors in Applied Mathematics for Economics and Management (MAEG) is once again at the head of the table with the highest admissions score in Economics and Management in Portugal.

MAEG is once again in the Top 10 in Portugal for Bachelors with the highest admissions score in all areas, such as Aerospace Engineering or Medicine.

As a matter of fact, all the Bachelors degrees at ISEG have experienced a significant increase in admission grades - with a minimum grade of 16. Welcome to you all!

In this edition, we highlight the rise in the value of the admission grades for ISEG Bachelors degrees, with special distinction for MAEG, which has the highest admission grade for Economics and Management in the whole country. We celebrate our ISEG MBA student Carolina Rocha winning the "Portuguese Women in Tech" Award and also the publishing of a new book by Joaquim Sarmiento by Springer.... not to mention the Alumni news, the webinars, and also the culture that we cited here.

The following are hosted in this number: Alexandre Abreu, Anne da Câmara, António Afonso, António Garcia Pereira, Augusto Mateus, Carlos Bastardo, Carlos Farinha Rodrigues, Catarina Paiva, Clara Raposo, Francisco Louçã, Fátima Geadá, João Carvalho das Neves, João Duque, João Tomé Calado, Joaquim Sarmiento, José Veríssimo, Luís Nazaré, Manuel Pacheco Coelho, Nuno Crato, Paulo Trigo Pereira and Ricardo Cabral.



A new beginning?

- >> **João Duque**, opinion in Expresso, on the situation at Novo Banco. [see more >](#)
- >> In Expresso, **Francisco Louçã**, analyses the impact on technology and the internet of the United States' offensive against China. [see more >](#)
- >> **Alexandre Abreu** in Expresso analyses the economic policy of the former Japanese Prime Minister, Shinzo Abe. [see more >](#)
- >> **Paulo Trigo Pereira** comments in Jornal de Negócios on the possible scenarios for the balance of the 2020 State budget. [see more >](#)
- >> The opinion of **Carlos Bastardo**, in Jornal de Negócios recalling that the last quarter of the year is critical for regaining the desired normality, as quickly as possible. [see more >](#)
- >> The opinion of **Luís Nazaré** in Jornal de Negócios on the response of the public systems to the exceptional times in which we live. [see more >](#)
- >> In Jornal de Negócios, **Fátima Geadá** comments on the challenges of auditing information systems and presents a Postgraduation in Auditing, Risk, and Cybersecurity. [see more >](#)
- >> The opinion of **Ricardo Cabral** in Público on the current American economic strategy. [see more >](#)
- >> **Augusto Mateus** coordinated a study on the financing of the public health system which was presented this week. [see more >](#)
- >> **João Tomé Calado**, in the Observador comments on the extension of the deadline for credit default for businesses and families until September, 2021. [see more >](#)
- >> The higher education admission grades were news again, with MAEG remaining in the Top10 in Portugal and as a leader in the area of Economics and Management. [see more >](#)
- >> The presence of the Minister of Environment and Climate Action at a study session of the executive programme on "Sustainable Finance: green and climate finance" is in the news. [see more >](#)
- >> The opinion of **Joaquim Sarmiento** in ECO regarding the importance of using European funds. [see more >](#)
- >> **António Afonso** comments on the budget deficit in the first semester in ECO. [see more >](#)
- >> **Anne da Câmara**, member of the International Advisory Council, makes predictions about the return of the endurance motorcycling world championship to Portugal. [see more >](#)
- >> The opinion of **António Garcia Pereira** on the Lex case and the overall situation of Justice. [see more >](#)
- >> **Clara Raposo's** opinion in an article in Executive Digest magazine which classifies 2020 as the year of perplexity. [see more >](#)
- >> ISEG Executive Education news for the new Academic Year in Executive Digest. [see more >](#)
- >> **Catarina Paiva** participated in the (online) breakfast to discuss the new challenges for Business Schools in the pandemic context. [see more >](#)
- >> **Manuel Pacheco Coelho** participates in the conference cycle dedicated to "Human Sustainability on Planet Earth which was circumnavigated by Magalhães" on the topic of "Ecology and the Economy - challenges in the face of global changes". [see more >](#)
- >> **Paulo Soeiro de Carvalho** presents the re-vamped ISEG MBA in an interview in CEO Insight magazine. [see more >](#)
- >> Webinars organised by ISEG Executive Education are featured in Human Resources Portugal. [see more >](#)
- >> **João Carvalho das Neves** participated in the conference cycle on "Resilient Portugal" and recalled the need for transformational leaders in public administration. [see more >](#)
- >> **Ricardo Cabral** is invited by Radio Renascença to discuss the topics covered in the book "Where is banking going in Portugal?". [see more >](#)
- >> **Carlos Farinha Rodrigues** commented on the State of the Union speech by the President of the European Commission. [see more >](#)
- >> **João Duque** comments on the Radio Renascença on the Government's decision not to make use of the European loans for the recovery and resilience plan. [see more >](#)
- >> **João Duque** comments in the TSF Forum on the recovery and resilience plan presented by the Government. [see more >](#)
- >> **Nuno Crato** participated in the debate on RTP on "Education and Democracy". [see more >](#)
- >> **José Veríssimo** presents the Postgraduation in Agribusiness in the Favas Contadas videocast. [see more >](#)

'Portuguese women in Tech Award' for an ISEG MBA student

Congratulations Carolina Rocha!

A student of the 36th Edition of the ISEG MBA is the winner of the "Portuguese Women in Tech Awards", in the category of "Marketing & Sales". This award distinguishes women who stand out in the technology sector in Portugal, providing visibility for their work in the most varied areas.

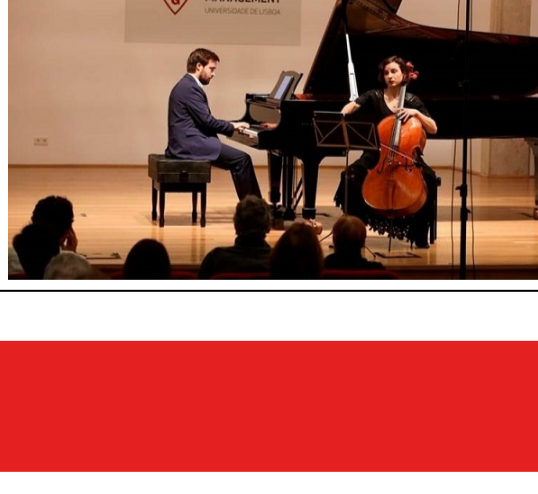
Carolina Rocha is currently the Head of Marketing at Doppio Games, an innovative studio in the gaming industry which uses voice command on platforms such as Amazon Alexa and Google Assistant. Further information available [here](#).



Keep up-to-date with the latest news on Research

Joaquim Sarmiento has just had his book on "The Renegotiations of Public Private Partnerships in Transportation" published, in co-authorship with Carlos Oliveira Cruz.

The book is published by Springer and will be available soon. [See here](#).



CSG is an ISEG Research Consortium in the area of Social Sciences and Management, whose newsletter can be followed weekly. [See here](#).

Keep up-to-date with the news from the Portuguese Economic Journal, through its blog dedicated to research on the Portuguese economy. Read [here](#).



[see more >](#)

[see more >](#)

What's Up @ ISEG?

Webinars

ISEG Executive Education

Webinar on 'Redefining Customer Experience in Turbulent Times'

29th of October, at 18.15
Lecturer: Rui Santos

In these times of pandemic, the whole population was "forced" to use services and to buy products that they had never tried before. Customer loyalty requires an in-depth and detailed knowledge of their expectations and needs. [Find out more >>](#)



Culture is always with us

Antena 2 broadcasts a concert by Isabel Vaz and Vasco Dantas which was recorded at ISEG in January this year. [See here >>](#)



ISEG Alumni are news

Paulo Macedo, a graduate in Management and a Visiting Professor at ISEG and the CEO of Caixa Geral de Depósitos, contributes to the book published by the Economic and Social Council entitled "Public Administration and Public Interest over the last and up to the next 20 years" with an article on "Challenges in Public Management and Public Administration".

João Sagreira, a graduate in Management from ISEG, assumed the role of **Head of Marketing at Mars Iberia** for Portugal and is responsible for the leadership of the "confectionery & chocolate", "petfood", "food" and "gum" categories.

[see more >](#)

[see more >](#)

Future U Week - how to manage my talent?

ISEG prepares New and Current Students for the Future

Next week ISEG will be welcoming new Bachelors students with a vast programme of activities (not to forget the start of lectures, of course!) and will also provide all students with a one-off week on professions and talents in 2020 and in the future ..with great guest speakers. Let's talk and 'get down to business'. Don't miss out... always innovating!

See the programme [HERE](#)



www.iseg.ulisboa.pt

