

Newsletter  
# 14  
17 JULY 2020



**ISEG** Lisbon School  
Economics &  
Management

**U LISBOA** UNIVERSIDADE  
DE LISBOA

*A University which sets the trend does this by way of free, innovative, and plural thinking, from 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.*

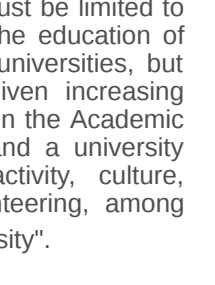
*Since 1911 we have been crafting opinion leaders who influence both the country and the whole world. Here we are, again!*



**Clara Raposo**  
Dean of ISEG

"Over the past few months, various news items and different studies have appeared all over the country which confirm a general worsening of the health mental health of university students. Anxiety, exhaustion, and stress are now a reality which are increasingly prevalent in the lives of young Portuguese people. If it is true that this problem has been accentuated with the Covid-19 pandemic, then it is also true that the World Health Organization (WHO) identified this silent problem last year and asked for action from world leaders. A missed opportunity. It is therefore essential that there is a reflection on higher education regarding this matter, because here too we are an exception. The Bologna Process has aspects very positive, but the decrease in the duration of the cycles study led to an increase in the teaching load that is very detrimental to the quality of life and well-being of University students."

**André Reis**  
Chair of the University Sports  
Academic Federation (FADU)



Universities are key vehicles for knowledge transfer and for promoting know-how, but they cannot just be limited to the role of educating professionals. For the education of people should not only be a mission of universities, but extracurricular activities must also be given increasing value and should be adequately included in the Academic Calendar. There is time for everything and a university which promotes sport and physical activity, culture, responsibility, social solidarity, and volunteering, among others, will be always a 21<sup>st</sup> century university".

This newsletter celebrates the recent agreement signed between ISEG Executive Education and the Instituto Superior Técnico and also covers our presence in the media, news of research, and the impressive entrepreneurial innovations of our talented students.

The following are cited in this number: **António Garcia Pereira, Avelino Jesus, Clara Raposo, Francisco Louçã, João Duque, Joaquim Sarmiento, Manuel Ennes Ferreira, Paulo Trigo Pereira, Ricardo Cabral, Sara Falcão Casaca and Sofia Santos.**



## The Economy: what is the future of the country?



- >> **Clara Raposo**, in the Deans' Corner of Jornal de Negócios, questions whether the pandemic will enable a "new normal", or whether we are at risk of return to the "old normal". [see more >](#)
- >> The ISEG Economic Outlook for June highlighted in Expresso. [see more >](#)
- >> The Synthesis of the ISEG Economic Outlook for June ISEG is mentioned in Sol. [see more >](#)
- >> June's ISEG Economic Outlook highlighted in the Market Report. [see more >](#)
- >> The opinion of **Avelino Jesus** in the Jornal de Negócios on the economic recovery. [see more >](#)
- >> **Francisco Louçã** in Expresso on the proposal of multi-millionaires to create a wealth tax. [see more >](#)
- >> **Ricardo Cabral** in Público on the new presidency of the Eurogroup. [see more >](#)
- >> The opinion of **Joaquim Sarmiento** in ECO on the economic recovery for the next decade. [see more >](#)
- >> **Clara Raposo** comments in Jornal de Negócios on the importance of internationalisation for quality education. [see more >](#)
- >> **António Garcia Pereira** in Notícias Online compares the case of BES with that of TAP. [see more >](#)
- >> At the time of another start of applications for higher education, in Jornal de Negócios **Clara Raposo** presents the advantages of studying for a Bachelors degree. [see more >](#)
- >> The opinion of **Paulo Trigo Pereira** in the Observer on the risks of new functions of CCDRs. [see more >](#)
- >> ISEG student creates a line in swimwear with a new technology which leaves no suntan marks. [see more >](#)
- >> **Manuel Ennes Ferreira** in Expresso on the importance of transparency in Angola. [see more >](#)
- >> **João Duque**'s opinion in Expresso regarding plurality and about the respect which the opinion of universities should have with regards their sponsors. [see more >](#)
- >> **Francisco Louçã** questions the statistics of unemployment in Expresso. [see more >](#)
- >> **Sara Falcão Casaca** in an interview on Antena1 answers the question "Is working from home compatible with family life?" [see more >](#)
- >> **Sofia Santos**, one of the main speakers at the Planetieres World Gathering event, in an interview with TVI. [see more >](#)

## ISEG and Técnico together for the MBA and executive programmes

ISEG and Instituto Superior Técnico, which are both from Universidade de Lisboa, have just signed a cooperation agreement for the MBA and executive training, with the presence of the Deans of the two universities. The Dean of Técnico, **Rogério Colaço**, stressed that this agreement he supports the "continuity of a longstanding partnership and friendship" which brings to together these "sister Schools, creating value for the country in the field of further education". **Clara Raposo**, Dean of ISEG, stressed that "ISEG and Técnico are natural partners that complement each other perfectly" and which aim to "educate the most complete professional in the market". The agreement was signed by **Luís Cardoso, Rogério Colaço and Helena Cardoso**.

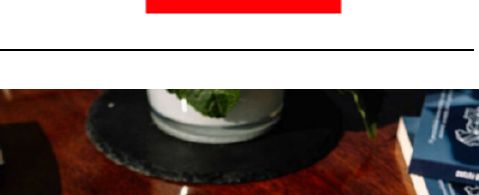
These two internationally-renowned universities have launched short executive programmes which are focussed on the digital and technology area, combining competencies of Management and Strategy of ISEG with the engineering and digital know-how of Técnico. Additionally, they unit their efforts in the "Digital Disruption" stream of the **ISEG MBA**.



**NOTÍCIAS MINUTO** [see more >](#)

## Keep up with Research news

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



[see more >](#)

**João Duque**, Full Professor at ISEG, was one of 18 figures invited by Luís Ferreira Lopes to reflect on the challenges that the country faces due to Covid-19.

The reflections were shared in the recently published book called "Hope and Reinvention: Ideas for Portugal from Future".

The proceeds from sales revert to the Bank Food Against Hunger to help the population at a time when solidarity is crucial for the survival of so many.

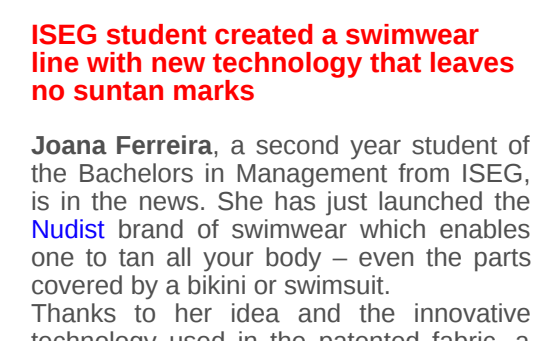


[see more >](#)



**João Duque**  
Professor Catedrático do ISEG

## Innovative students, entrepreneurs, and prize winners – the pride of ISEG



**ISEG student created a swimwear line with new technology that leaves no suntan marks**

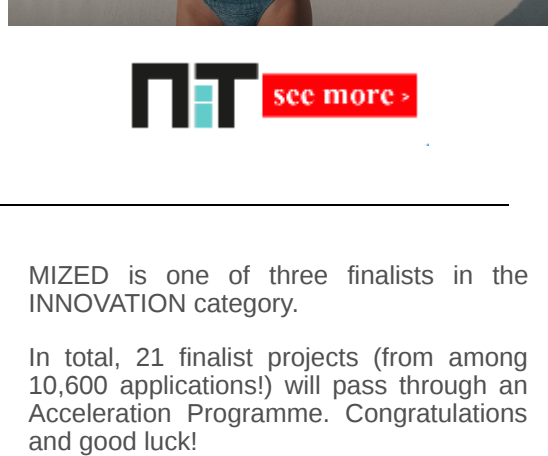
**Joana Ferreira**, a second year student of the Bachelors in Management from ISEG, is in the news. She has just launched the **Nudist** brand of swimwear which enables one to tan all your body – even the parts covered by a bikini or swimsuit.

Thanks to her idea and the innovative technology used in the patented fabric, a small percentage of UV rays pass through the swimsuit which enables one to get a tan which is equally "attractive and safe", as Joana explained.

**Nudist** is innovative, produced in Portugal reveals special care with environmental sustainability.

As an entrepreneur and businesswoman, Joana Ferreira gives an example of persistence and creative capacity, combining their passions: sewing, surfing and ... management!

Congratulations.



**NIT** [see more >](#)



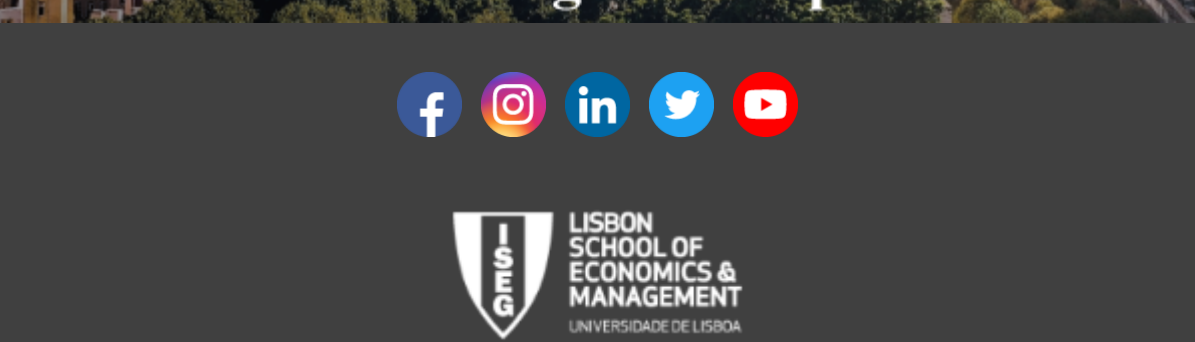
**MIZED in the national final of Believe Portugal entrepreneurship contest**

After success in the JA Enterprise Challenge at the European level, the MIZED team, composed of students from the ISEG Bachelors in Economics and Management is now at the end of the 10<sup>th</sup> Edition of the **Montepio Believe Portugal (Acredita Portugal) 2020** contest, the largest entrepreneurship contest in Portugal.

MIZED is one of three finalists in the INNOVATION category.

In total, 21 finalist projects (from among 10,600 applications!) will pass through an Acceleration Programme. Congratulations and good luck!

[SEE MORE >](#)



[www.iseg.ulisboa.pt](http://www.iseg.ulisboa.pt)



RANKINGS:



MEMBER:



ACCREDITATIONS AND PARTNERSHIPS:

