INSTITUTO UNIÃO DE IDEAS / ISEG / ACBS
GABINETE DE ESTUDOS ESTRATÉGICOS - 2024

# Newsletter OPINIÃO 30 OCTOBER 2024

*A University which sets the trend does this by way of free, independent thinking. The Lisbon School of Economics & Management, dated from the end of a profound genuine concern for the future and continuationalism of Portuguese business, and political decisions.*

*Since 1911 we have been educating people for the world of work and society, and we are, again!*

**Luís Filipe Vieira**
President of the Board of Directors

**ISEG** Lisbon School of Economics & Management
UNIVERSIDADE DE LISBOA

"OVERCOMING ADVERSITY

In 2016 we celebrated the centenary of the pandemic, which was the last one to have had a major impact on humanity. In I centenary known as Portuguese Flu, was Spanish Flu, in terms of mortality, this was the biggest tragedy of the 20th century, killing more people than the two world wars. Tragedy of Portuguese Flu, was more than 2% of the population, and it was the last one, which was so very longstanding technique for dealing with infectious diseases, quarantine. Quarantine, which was very well known in ancient Rome. The fix was to the closure of Arcadia and perimetal caused formal education to come to a standstill. Yet, in the 21st century, we have had a pandemic of Covid-19 disease. Indeed, this wasn't the last time that such a disease came to pass in the School's history, for during the 21st century, Portuguese Flu, which was known as Spanish Flu, caused our School. The last time was in 2021.

Yet, in the 21st century, we have had a pandemic, and there was no possibility back then to use online teaching or online learning. Yet, we managed to overcome this. Now, I presented to the world European Union Commission document on the sustainability and resilience of universities, and I said that universities are institutions of everything which is static, adverse to change, and difficult to change. Universities are institutions which are very proud to be quite profound and has demonstrated resilience and adaptability."

**Vítor Corspo**
Vice-Chair of the Department of Management

At ISEG, although we currently have fewer students on campus, we have measures in place which enable us to continue to fulfil our role as a university of excellence, just as we did in the past. We are working hard to find new ways to prepare our students for sustainable employment and active citizenship and will continue to be innovative and interactive".

## The Future, according to Cátia Martins, CEO of L'Oréal Portugal

**Cátia Martins**, CEO of *L'Oréal Portugal and member of the Strategic Board of ISEG's* **MBA**, was the second guest of the Dean of ISEG, Clara Raposo, for the RADIO THE SHIP podcast, "Conversas de Peso". In this episode, Cátia Martins shares her journey at L'Oréal, which is considered one of the best employers in the world. Cátia Martins talked about the current situation and how L'Oréal has adapted to the pandemic in different parts of the world and how the company has also prepared her own cocktail and sweetened beverage for the second course.

Watch the video of the interview here.

In this edition we highlight the interview with the CEO of L'Oréal, Cátia Martins, we interview the scholarship of the new Vice-Dean of ISEG, Professor João Pereira, and we highlight the "Professor Paulo Trigo Pereira Scholarship" and the "Nuno Valério Scholarship". We also highlight the new Doctoral Programmes in the world, Cátia Martins talked about the current situation and how L'Oréal has adapted to the pandemic in different parts of the world and how the company has also prepared her own cocktail and sweetened beverage for the second course.

**Ana Cláudia Fernandes, Cláudia Simões, Cláudia Pinto, Cláudia Pereira, Cláudia Pereira, Cláudia Pereira