

Newsletter
#6

22nd of MAIO 2020

CONGRATULATIONS!
ISEG 109 ANOS



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!

"Our 109 years' old School celebrates the past and innovates for the thinking of the future. From its start as Instituto Superior do Comércio, through to ISCEF, and then ISE, to the current ISEG, it has always been at the service the economic and social development of the country, which is unparalleled by any other School, within the scope of its mission for the teaching and research of economics, finance, and business. I'm so proud!

Eduardo Catroga
Doutor Honoris Causa ISEG - ULisboa



In the company of his granddaughter **Francisca**, a Masters student at ISEG, the alumnus, former member of faculty, and founder and the first Chair of the Alumni Association and of the Fundação Económicas, and a Doctor Honoris Causa, **Eduardo Catroga** gives us his testimonial and his congratulations to ISEG on this special date. Both of them demonstrate the vitality and renewal that characterise ISEG, which, nowadays more than ever – aided by those worthy ones who refuse to let life pass them by – is a School that is prepared to lead the change that the world requires.

Clara Raposo
Dean of ISEG



COMEMORAÇÕES
DIA DO ISEG
23 DE MAIO
LUÍSA SOBRAL
AO VIVO NO ISEG



ISEG will be celebrating its anniversary **live** on Saturday, 23rd of May at ISEG, with an online **Watch Party**, which can be followed on Facebook, [here](#).

To sing *Happy Birthday*, we have invited the award-winning singer and songwriter **Luísa Sobral** for a concert at ISEG which will be **streamed live of Facebook**.

The broadcast starts at 17.30, with a very brief swearing-in ceremony and the playback of the congratulatory messages that have been sent in by many notable figures – both alumni and strategic partners of ISEG. Thank you **Ana Luísa Virgínia, Ana Torres, António Lagartixo, Carlos Rodrigues, Eduardo Catroga, Gabriela Figueiredo Dias, Gilberto Jordan, João Nuno Mendes, João Vieira Borges, José Gonçalves, Luís Alves Costa, Madalena Cascais Tomé, Mário Centeno, Paulo Macedo, Paulo Mateus, Pedro Castro e Almeida, Pedro Leitão, Pedro Matias, Roberta Medina, Sandra Vera-Cruz, Sérgio Martins and Vítor Domingues dos Santos**.

Do not miss this Watch Party which we have prepared to mark ISEG and Alumni Day. Saturday, the 23rd of May, starting at 17.30!

This newsletter celebrates the Anniversary of ISEG, announces the new important partnership with SIBS, covers our presence in the media, and highlights next week's webinars.

The following are cited in this number: **Alexandre Abreu, António Garcia Pereira, Carlos Castel-Branco, Clara Raposo, Eduardo Catroga, Filipa Cristóvão, Francisco Louçã, Gilberto Jordan, Iolanda Évora, Joana Pais, João Duque, Joaquim Sarmento, Luís Cardoso, Luís Mah, Manuel Ennes Ferreira, Nuno Valério, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano and Sofia Santos**.



What re-boot for the economy?



>> An interview in *Jornal de Negócios* by **Nuno Valério**, analysing the economic impact of the pandemic from a historical perspective and the need for a concerted response by the European Union.



[see more >](#)

>> **Paulo Trigo Pereira** comments on the Franco-German economic recovery on *Dinheiro Vivo*.



[see more >](#)

>> **Francisco Louçã's** opinion in *Expresso* on the payment to Novo Banco.




[see more >](#)

>> **Ricardo Cabral** questions the impact of the German Constitutional Court on the future of the Euro in *Público*.





[see more >](#)


>> **Alexandre Abreu** reflects on what has been learned from this crisis in Expresso.  [see more >](#)


>> **António Garcia Pereira** comments on the social and labour disaster which he believes is being created by the pandemic in Notícias Online.  [see more >](#)


>> **Luís Mah** analyses the South Korean response model to Covid-19 in Público.  [see more >](#)

>> **Sofia Santos** presents a proposal of offsets to support companies in ECO.  [see more >](#)


>> **Joaquim Sarmiento** questions the stability programme in ECO.  [see more >](#)

>> The opinion of **Paulo Trigo Pereira** in the Observador on the presidential elections.  [see more >](#)


>> **Eduardo Catroga** argues that the post-coronavirus process of globalisation will suffer a new historical cycle of recession in Expresso.  [see more >](#)


>> **Sandra Maximiano's** opinion in Expresso on the advantages of distance learning.  [see more >](#)

>> **Manuel Ennes Ferreira** recalls the impact of Covid-19 on African emigration in Expresso.  [see more >](#)

>> The opinion of **João Duque** in Expresso on the sale of Brisa.  [see more >](#)


>> **Francisco Louçã's** weekly opinion column in Expresso.  [see more >](#)


>> **Joaquim Sarmiento** comments on scenarios for the Banco de Portugal in ECO.  [see more >](#)


>> In Expresso, **Gilberto Jordan** is confident about the return to the "new normal".  [see more >](#)


>> In Público, **Joana Pais** and **Sandra Maximiano** feature among the group of economists who advocate monitoring the functioning of strategic services and the supply of goods.  [see more >](#)


>> On Al-Jazeera, **Iolanda Évora** and **Carlos Castel-Branco** are among the subscribers to an open letter addressed to African leaders.  [see more >](#)

>> **Paulo Trigo Pereira** in an interview with Visão on the different political and economic scenarios.  [see more >](#)


>> Also in Visão, **Luís Cardoso** comments on the transformations and the role of distance learning.  [see more >](#)


>> **Clara Raposo's** opinion on the new reality of teaching in the post-Covid-19 era in Visão.  [see more >](#)


>> **Clara Raposo** gives her testimonial of the revolution in distance learning at ISEG in Executive Digest.  [see more >](#)


>> Still in Executive Digest, **João Duque** believes that the recovery of the Portuguese economy will be made in an asymmetric V shape.  [see more >](#)


>> In the Talk about executive training in Jornal Económico, **Filipa Cristóvão** indicates that blended learning will emerge as a solution after Covid-19.  [see more >](#)


>> **João Duque** comments on the possible extension of the lay-off programme on Forum TSF.  [see more >](#)

>> **João Duque** comments on the creation of a fund for the capitalisation of companies on TSF.  [see more >](#)

>> **Clara Raposo** participated in the BCSD Portugal Round Table on the topic of "The future after the pandemic".  [see more >](#)

>> **Francisco Louçã** comments about the start of the lockdown on SIC.  [see more >](#)

>> **Clara Raposo** comments on the Franco-German plan for economic recovery on SIC.  [see more >](#)

>> **João Duque** comments on the future of TAP on SIC.  [see more >](#)

>> The **ISEG Confidence Index** for April was highlighted in the following Portuguese media:

 [see more >](#)

 [see more >](#)

 [see more >](#)

 [see more >](#)



ISEG signs an agreement with SIBS for the analysis of the economic impact of the pandemic and the creation of early indicators



SIBS and **ISEG** have just established a partnership with the objective to analyse and assess the real economic and social impact of the COVID-19 pandemic. The unique database of SIBS Analytics will be combined with the analytical expertise of ISEG.

Madalena Cascais Tomé, the CEO of SIBS and **Clara Raposo**, the Dean of ISEG, signed the agreement on the 15th of May.

Read the complete news article [here](#).

 [see more >](#)

 [see more >](#)

 [see more >](#)

 [see more >](#)

Webinar Series
ISEG MBA Global Partners



Instituto Superior Técnico
May 19th, 18h15

Arlindo Oliveira, Full Professor at Técnico Lisboa

This partnership between ISEG and Técnico + creates the conditions to increase the familiarity of the students with several important technologies and their impact on businesses. The objective is not only to provide an in-depth understanding of several aspects of key specific technologies, such as Artificial Intelligence, Data Science, and Blockchain, but also the tools to perform a more enlightened analysis of the potential of these technologies in a number of business areas.

[SEE MORE](#)

ISEG Executive Education Webinars
Beyond the Present

Understand how new technologies are crucial to ensuring that any impact on society is less significant nowadays. Such as, for example, technologies used by China and Korea, which can be replicated in other countries to help contain outbreaks of epidemics.



Watch the webinar with **Pedro Janela**, CEO and founder of Wygroup. 27th of May, at 18.15.

Further information and enrolment [here](#).

[SEE MORE](#)

Digital Marketing Seminar
Technology/Innovation and Augmented Reality

Watch the webinar organised by the Coordination Team of ISEG's **Masters in Marketing**, with guest **Hilário Galiano**, a Product Specialist at Konica Minolta.

28th of May, from 15.00 to 17.00.

Further information [here](#).

[SEE MORE](#)



Keep up-to-date with Research news



[see more >](#)

ISEG alumni in the news

Ana Torres, Chair of PWN Portugal and Cluster Lead at Pfizer, on the importance of training for personal development

Ana Torres, Pfizer Cluster Lead for Western Europe and an ISEG alumna, is a great defender and assiduous participant in training, courses, workshops, and webinars.

In her role as a **Member of the ISEG MBA's Strategic Board**, Ana Torres shared her vision in *Jornal Económico* on the importance of training for individual development, starting with her own case, which included ISEG.

Read the full interview [here](#).



[see more >](#)



RANKINGS:



MEMBER:



ACCREDITATIONS AND PARTNERSHIPS:

