

Newsletter  
#33  
08 JANUARY 2021  
HAPPY 2021!



**ISEG** Lisbon School  
Economics &  
Management

**U LISBOA** | UNIVERSIDADE  
DE LISBOA

**"HAPPY NEW YEAR!"**

In 2021 we commemorate 110 years of ISEG!

A year which will no doubt be complicated for both Portugal and the world, but one in which ISEG will prove to be up-to-date and very much present – be it in the field of research or education, or in the first line of the debate and design of solutions to the problems of businesses and the economy.

We closed 2020 with the satisfaction of having completed a year of achievements: entry into the Financial Times rankings; full enrolment for all bachelors degrees, all with an increase in the admissions average grade, with MAEG continuing to lead in the country; a record increase in the number of Masters students; the launch of three new Masters degrees; more publications; solid financial accounts; record revenues from executive education; the equipping of the entire campus with technology for the operation of a hybrid, blended, online and in-person teaching system, which is always delivered with quality; the award of prizes to students in several international competitions, and an unparalleled presence in society and in the media, as illustrated by our newsletter. 119 different faces featured in the newsletter mosaic from April to December 2020 – now that's work!

Watch a short summary video of this special year at ISEG [here](#).



2020 was a year of fears, of sacrifices, and of solidarity. It was a year of growth. A year in which we didn't abandon the humanism that characterises us – in which all new students were welcomed in person, to whom we gave the maximum individual attention possible, and during which we never became discouraged nor left anyone behind. It was a year of innovation.

Make sure you see the summary of the year in terms of executive training [here](#) and also have a peep to 2021.



We are back to work at full velocity as you can see in this photograph of returning to campus, on a cold, but sunny day, on which I share a friendly word of encouragement to all those who are sitting exams.



Let's celebrate ISEG's 110 years in grand style – aware of both the due care demanded by the pandemic and the visibility that our vision and size deserve. We are going to start the year with a new motto, with a new logo, with a new website, and with even more energy. Yes, our energy is renewable".

**Clara Raposo**  
Dean of ISEG

In this edition we look back at the most important milestones of 2020 at ISEG and we highlight the Economic Outlook of December 2020, as well as the swearing in of Professor Mário Freire as a member of the Governing Board of the Order of Statutory Auditors, without forgetting, naturally, the research, the students and alumni news which is highlighted in the press, as well as ISEG's media coverage.

The following are cited in this number: Ana Lucas, António Afonso, António Garcia Pereira, António Palma dos Reis, Avelino de Jesus, Carlos Farinha Rodrigues, Clara Raposo, Francisco Louçã, Helena Amaral Neto, João Duque, João Ferreira do Amaral, Joaquim Montezuma, José Augusto Felício, Luís Nazaré, Manuel Ennes Ferreira, Nuno Crato, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano, Sara Falcão Casaca and Sofia Santos.



**New Year: New Life?**

































>> **Ricardo Cabral** addresses issues brought to us by the New Year, such as fighting the pandemic and the agreement with China, in Público.



>> **João Duque** recalls the many lessons of 2020 in Expresso.



- >> **Francisco Louçã** warns of the permanent risk of deflation in Expresso.  [see more >](#)
- >> **Nuno Crato** comments on the results achieved by Portuguese students in the TIMSS in El Mundo.  [see more >](#)
- >> The opinion of **Sofia Santos** in ECO on sustainable financing in all investment areas.  [see more >](#)
- >> **Luís Nazaré** looks back on 2020 and looks forward for 2021 in Jornal de Negócios.  [see more >](#)
- >> **João Duque** delivers his economic preview for 2021 in Dinheiro Vivo.  [see more >](#)
- >> **António Garcia Pereira** questions discrimination in a Democracy.  [see more >](#)
- >> The opinion of **Avelino de Jesus** about TAP in Jornal de Negócios.  [see more >](#)
- >> The opinion of **Ricardo Cabral** on the consequences of the agreement reached on Brexit, in Público.  [see more >](#)
- >> The opinion of **Paulo Trigo Pereira** in Observador on the changes whose effects will be felt in 2021.  [see more >](#)
- >> The opinion of **Sofia Santos** in ECO on the reality of hydrogen.  [see more >](#)
- >> **Helena Amaral Neto** comments on the advantages of the "Luxury Brand Management" executive programme in an article in Jornal Económico on education in luxury management.  [see more >](#)
- >> The opinion of **Francisco Louçã** on the presidential election debates in Expresso.  [see more >](#)
- >> **Manuel Ennes Ferreira** co-writes the opinion article in Expresso on the opportunity that 2021 brings to the African continent.  [see more >](#)
- >> The committee responsible for the Strategy to Combat Poverty, of which **Carlos Farinha Rodrigues** is a member, presented its first proposal to the Government.  [see more >](#)
- >> The opinion of **João Duque** in Expresso on the announcement of the closure of Galp's refinery.  [see more >](#)
- >> **Francisco Louçã** analyses the conflict between Apple and Facebook in Expresso.  [see more >](#)
- >> **Carlos Farinha Rodrigues** is quoted in the questions on economics and finance for 2021 in Expresso.  [see more >](#)
- >> **António Afonso** comments on the disclosure of the budget deficit for the first 9 months of the year.  [see more >](#)
- >> **João Ferreira do Amaral** participates in making an economic balance of the year, in Radio Observador.  [see more >](#)
- >> **Ricardo Cabral** participated in the first episode of the new podcast of the Jornal de Negócios on European issues.  [see more >](#)
- >> The opinion of **António Garcia Pereira** on the massacre at the Herdade de Torre Bela.  [see more >](#)
- >> **João Duque** and **José Augusto Felício** are among the signatories of the request for an audience the AR and the Government to discuss the requalification of the national railway network.  [see more >](#)
- >> In Público, **Ricardo Cabral** analyses the impact of the Covid-19 pandemic on various macroeconomic indicators, which, surprisingly, have a very small impact on other indicators.  [see more >](#)
- >> The opinion of **Ana Lucas** and **António Palma dos Reis** on the importance of data for management in Publituris magazine.  [see more >](#)
- >> **Clara Raposo**'s speech at the end of the Human Resources conference, in which she spoke about the importance of reskilling and core competencies for the future, but warned of the risk of de-humanisation and the importance of avoiding neglecting areas of non-technological knowledge.  [see more >](#)
- >> **Joaquim Montezuma** participated in the 4<sup>th</sup> edition of Imocionate, on the changes in the behaviour of real estate buyers during the pandemic.  [see more >](#)
- >> **Sandra Maximiano** discussed the challenges and opportunities in times of pandemic in the "Portugal em Exame" online event.  [see more >](#)
- >> The appointment of **Sara Falcão Casaca** to the vice-presidency of CES is news in Exame.  [see more >](#)
- >> On the last day of the year, **João Duque** elected the protagonists for economic growth in 2020 on the TSF.  [see more >](#)
- >> **Carlos Farinha Rodrigues** was invited by RTP to debate the impact of the pandemic in increasing poverty.  [see more >](#)

## The ISEG Economic Outlook is new in the press

The ISEG Economic Outlook for the data of December 2020 has now been published. It is available for consultation and made news in the Portuguese press. Read [here](#).

**SÍNTESE DE CONJUNTURA**  
DEZEMBRO 2020

JÁ DISPONÍVEL!



## Mário Freire is sworn in as a member of the Governing Board of the Order of Statutory Auditors

Mário Freire was sworn in as a member of the Managing Board of the Order of Statutory Auditors on the 7<sup>th</sup> of January.

Mário Freire has a degree in Management from ISEG and is an Associate Partner of KPMG Portugal since 2015. He is a **Visiting Assistant Professor at ISEG**, in the area of Accounting, Auditing, and Tax.



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## Research at ISEG keeps up the pace!

REM and CSG are two Research Consortia, in the areas of Economics and Mathematics (REM) and Social Sciences and Management (CSG), whose newsletters can be followed here.

### Newsletter Weekly #168



[see more >](#)

### Newsletter #17/2020



[see more >](#)

### Oficina Global launches new website

Oficina Global (Global Workshop) is an initiative of ISEG's Masters in Development and International Cooperation and of CEaA - Centre for Research in Africa and Development Studies, whose objective is to reinforce the role of the University as a meeting point and a resource for all those actors who are working on and for change in global development. See the new website [here](#).



[see more >](#)

### New Edition of the EJMS

The **European Journal of Management Studies** is now published by Emerald, an important scientific publisher, with ISEG retaining responsibility for the Editorial Policy.

Volume 25 of the EJMS can now be consulted [here](#).



### New e-books are available

ISEG has subscribed for two collections of e-books from Springer Nature, entitled "Business and Management" and "Mathematics and Statistics".

Access to these two collections of e-books can be made via the [library webpage](#).



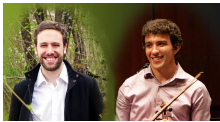
## Culture's Up @ISEG?

### Antena2 broadcasts concerts at ISEG

Another concert was recorded at ISEG and Broadcast by Antena2, with the pianist Pedro Costa and the violinist André Gaio Pereira.



[see more >](#)



## News about our students

### Partnership between ISEG YES and Moneris in the news

Moneris and the ISEG Young Economics Society (ISEG YES) signed a cooperation agreement to promote and strengthen mutual collaboration between the two entities.



[see more >](#)



[see more >](#)



## ISEG Alumni highlighted in the press

João Carlos Mateus, a graduate in Economics, with a Masters in Management and Industrial Strategy, is the new president of IFAP, IP.



[see more >](#)



Fábio Rodrigues, who has a Masters in Business, has just launched the book entitled "If in doubt, don't be an entrepreneur".



[see more >](#)



Miguel Cardoso Pinto, who graduated in Economics, is the new leading partner of EY Parthenon Portugal.



[see more >](#)



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



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