

Newsletter
#38

12 FEBRUARY 2021



ISEG Lisbon School
Economics &
Management

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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!

"As I pass through my fifth year of experiencing ISEG, which is "dear to me", I can now bear witness the best and the worst that this institution has to offer. It seems a long time ago, but I can remember the first Open Day that I participated in, and how at that moment I realised that I was in the right place for me: the dedication, the mutual cooperation, the patio, the *Salão Nobre* hall, the pride demonstrated in the words of my colleagues... Each day that passes, the closer I am to the end of my time at ISEG, and I confess it makes me sad to think that I will not be able any more to be in the company of my colleagues and friends on the patio, at a 'Gordão', or playing games of football in the university championship, or even just hanging out with one's classmates, in person. We have been limited by the pandemic, with many activities being changed to online methods, and, just like many other students, I feel that something is missing: that time doesn't stop, that the feeling, which is so characteristic, can be lost, and that this was not the experience that myself and many others lived through in the recent past. The second semester is about to begin, and with it will be needed a greater demonstration of what are our best qualities: adaptability and mutual help, in order that, together, we can have an enriching and quality experience.

"No man will be a great leader who wants to do it all himself or get all the credit for doing it" - Andrew Carnegie

Over the past three months, together with more than 100 colleagues who have all made a commitment to their fellow ISEG students, we have been fighting to defend our student rights during this so uncertain and challenging time that we are witnessing, even though we have to be able to livestream activities, which has enabled our colleagues to get closer to the "normal".

In the midst of difficulty, we have been able to discover the best opportunities and we remain always prepared to work on behalf of students in the quest for an academic life of excellence. My most sincere thanks go to all those involved."

Clara Raposo
Dean of ISEG



Gonçalo Lopes

President of the Students' Union AEISEG



In this edition of the Newsletter we highlight the various events which have been taking place at ISEG, including the ISEG Career Forum, the ISEG MBA presentation, and the Silicon Valley Immersive week – a partnership between the ISEG MBA and the University of San Francisco.

We also note the swearing in of the Head of the Department of Economics, research news, the dissertations of our students which have been recognised by Banco de Portugal and the Francisco Manuel dos Santos Foundation, as well as the media coverage.

The following are cited in this number: **Alexandre Abreu**, **António Ascensão Costa**, **António Garcia Pereira**, **Avelino de Jesus**, **Carolina Afonso**, **Clara Raposo**, **Francisco Louçã**, **Helena Amaral Neto**, **João Duque**, **João Ferreira do Amaral**, **João Peixoto**, **Joaquim Sarmento**, **Manuel Ennes Ferreira**, **Maria Rosa Borges**, **Pedro Rino Vieira**, **Paulo Trigo Pereira**, **Ricardo Cabral**, **Sara Falcão Casaca**, **Sofia Santos** and **Vitor Constâncio**.



Telework: mastering the new reality?



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>> The opinion of **Helena Amaral Neto**'s opinion in Expresso on smart houses.



see more >

>> In ECO, **Joaquim Sarmento** analyses in detail the total expenditure to date, which was below that forecast.



see more >

>> **Vitor Constâncio**, Chair of the School Board, warns of the dangers of investing in Bitcoin in ECO.



see more >

>> **Ricardo Cabral** is concerned about the public debt in Público.



see more >

>> The opinion of **Paulo Trigo Pereira** about the political scenarios to get us out of this crisis, in Observador.



see more >

>> **Sara Falcão Casaca** warns of the impact of teleworking in worsening inequality between men and women in Público.



see more >

>> The opinion of **Alexandre Abreu** in Expresso on the worsening of poverty in times of pandemic.



see more >

>> **João Peixoto** comments on the declining birth rate in Correio da Manhã.



see more >

>> In an opinion piece in Observador, **Clara Raposo** is mentioned in a list of names "among the best in banking and venture capital".



see more >

>> **António Ascensão Costa** comments in Expresso on the projections for the 1st Quarter of 2021.



see more >

>> The opinion of **João Duque** regarding vaccination in Expresso.



see more >

>> **Francisco Louçã** analyses the GameStop case, characterising it as a revolt of the "disenfranchised" in Expresso.



see more >

>> The opinion of **Manuel Ennes Ferreira** in Expresso on aid to Sub-Saharan Africa to confront the pandemic.



see more >

>> The opinion of **Avelino de Jesus** on the political economics of digital censorship, in Jornal de Negócios.



see more >

>> The opinion of **Maria Rosa Borges** on the economic impacts of artificial intelligence in Jornal Económico.



see more >

>> The opinion of **António Garcia Pereira** on the restructuring of TAP.

see more >

>> In a year of pandemic, the Silicon Valley immersive week, which is organised by the ISEG MBA in partnership with the University of San Francisco, will be totally virtual.

Empreendedor [see more >](#)

>> Link-to-Leaders also refers to the Silicon Valley immersive week.

LINK TO LEADERS [see more >](#)

>> **Sofia Santos** analyses energy poverty in the middle of the 21st century in the magazine of ADENE – the Agency for Energy.

adene [see more >](#)

>> ISEG's Career Forum is featured in Human Resources Portugal magazine.

Human Resources [see more >](#)

>> The opinion of **Carolina Afonso** on the scope of the e-commerce concept in Marketeer magazine.

MARKETEER [see more >](#)

>> The e-book presented by ISEG Executive Education featuring the nine trends in e-commerce in Portugal is highlighted in Marketeer magazine.

MARKETEER [see more >](#)

>> Comments by **Pedro Rino Vieira** regarding the new edition of "Global Management Challenge", on SIC.

 [see more >](#)

>> **Francisco Louçã** comments on SIC about the current economic and political situation.

 [see more >](#)

>> **João Ferreira do Amaral** discusses the economic news on Rádio Observador.

 [see more >](#)

The ISEG Economic Outlook is in the media

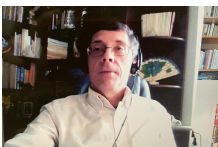


The ISEG Economic Outlook has been cited in countless media. If you haven't yet had a chance to read it, click [here](#).



The swearing in of the Head of the Department of Economics

In an online ceremony, Professor **José Manuel Zorro Mendes** was sworn in as the Head of the Department of Economics, on the 8th of February.



The ceremony, which was chaired by Professor Clara Raposo, was very popular. We wish Professor Zorro Mendes an excellent second term.

What's Up @ ISEG?

ISEG CAREER FORUM 2021

18 fevereiro

Go Online www.isegcareerforum.pt

Partners: Deloitte, EY, Janssen Martin, KPMG, pwc
Powered by ISEG Lisbon, Technological support by ISEG FUTURE, Media Partner Human Resources, Sponsors: ISEG, ...

ISEG Career Forum 2021 - Online!

More than 50 companies will be present at the 21st edition of ISEG Career Forum 2021, which will take place online on the 18th of February, from 09.30 am to 18.00, to recruit and present various job offers to ISEG students.

Amongst many new features, this Career Forum will innovate by having a totally dedicated webpage – a platform built to measure. Enrolment required! It's well worth a visit.

[see more >](#)

The ISEG MBA - Silicon Valley Immersive Experience

In a year of pandemic, the **Silicon Valley immersive week of the ISEG MBA**, which is organised in partnership with the **University of San Francisco** (the United States), will be an innovative and totally virtual experience.

In an unprecedented way, this year the ISEG MBA will enable a selected group of participants interested in entrepreneurship to take part in this programme, where they can get to know in more depth and interact with what is considered to be the most entrepreneurial and dynamic ecosystem in the world.

Don't miss it, from the 14th to the 19th of February. Further information available [here](#).



 UNIVERSITY OF SAN FRANCISCO

[see more >](#)

The ISEG MBA - Programme Presentation

Don't also miss the presentation of the ISEG MBA by the Executive Director, Paulo Soeiro de Carvalho, on the 16th of February, at 18.00.

Enrol [here](#).

webinar

 ISEG MBA
BEYOND THE FUTURE

ISEG MBA
Programme Presentation

February 16th | 6PM (Lisbon time zone)

[see more >](#)

Alumni Económicas Webinar Cycle

Alumni Económicas will resume its webinar cycle, which started in December 2020, with a more relevant theme for the current economic context.

Don't miss the "The role of the European recovery and resilience fund in the future of Portugal", with an impressive panel of speakers, on the 25th of February 2021, at 17.00, via Zoom. Enrol [here](#).

[see more >](#)

WEBINAR ABERTO A TODOS **O PAPEL DO FUNDO EUROPEU DE RECUPERAÇÃO E RESILIÊNCIA NO FUTURO DE PORTUGAL**
25 DE FEVEREIRO | 17H - 18H | ZOOM

ORÇAMENTO: **ANTÓNIO COSTA SILVA** (Comissário do Plano de Recuperação Económica de Portugal 2020-2023)
ORÇAMENTO: **JOÃO DUQUE** (Professor Catedrático ISEG Economia)
ORÇAMENTO: **HENRIQUE MONTEIRO** (Economista)
ORÇAMENTO: **RUI LEÃO MARTINS** (Bolonista do Ordenamento do Território)

alumni ECONÓMICAS

Online Session - Open to public!

As part of the programme of open innovation of **Linking Up Tourism, the Creative Territories**, as the partners of the programme, **IDC consultants and ISEG** will organise various online sessions, which are open to the public and are targeted for entrepreneurs, start-ups, companies, and anyone who is interested in acquiring new knowledge in the areas of Digital Transformation, Digital Marketing, Change Management, Innovation, Tourism, and Finance and Financing. Enrol [here](#).

Sessões Online - Abertas ao público

- 09 fevereiro, 18:30 | Inês Horta Gomes, IDC | Laboratório de Transformação Digital
- 12 fevereiro, 09:00 e 12:00 | José Ventura e Pedro Correia, ISEG | Posicionamento Soluções Digitais e Presença Online
- 18 fevereiro, 09:00 e 12:00 | Luís Mateus Martins e Tereza Pires, Territórios Criativos | Open Innovation Tool Gestão do Marketing
- 17 fevereiro, 09:00 e 12:00 | Inês Horta Gomes, IDC | Transformação Digital Aplicada Inovação Prática e Roadmap Tecnológico
- 23 fevereiro, 18:30 | Gilberto Jordan, ISEG | Processos de Inovação no Turismo
- 24 fevereiro, 09:00 e 12:00 | Luís Mateus Martins e Tereza Pires, Territórios Criativos | How to make a Pitch: Financiamento

[Inscreva-se aqui](#)
www.outlookup.com

[see more >](#)

Research news at ISEG

CSG is a Research Consortium in the area of Social Sciences and Management, whose news can be followed weekly in its newsletters.

See Newsletter #173 [here](#).

CSG INVESTIGAÇÃO EM CIÊNCIAS SOCIAIS & GESTÃO
RESEARCH IN SOCIAL SCIENCES & MANAGEMENT

[see more >](#)

ISEG Masters students recognised by Banco de Portugal and by the Francisco Manuel dos Santos Foundation

In 2020, Banco de Portugal and the Francisco Manuel dos Santos Foundation organised the 3rd Edition of the competition for best theses of the Masters in Economics and Management, with the aim to encourage academic study of the Portuguese economy.

Congratulations to the ISEG Masters students, **Domingos Seward** and **Luís Neto**, whose theses have been selected!

Professor Clara Raposo, the Dean of ISEG, was a member of the jury which selected the 17 best theses, whose summaries can be consulted in a digital publication [here](#).

AS MELHORES TESES DE ECONOMIA E GESTÃO 2020

ALUNOS ISEG

ECONOMIA
Domingos Seward
"A medição da substituição no mercado de trabalho em Portugal: uma abordagem empírica"

GESTÃO
Luís Neto
"Clusters e o contexto para a vantagem competitiva: uma análise estratégica do cluster Engineering & Tooling"

Weekend reading recommended by....

Madalena Cascais Tomé, the CEO of SIBS, an alumna of the MAEG Degree, and a member of ISEG's School Board, recommends reading the book entitled "The Obstacle Is The Way" for the CEO's library of Jornal de Negócios.



[see more >](#)



HAVE A GOOD WEEKEND!



www.iseg.ulisboa.pt



LISBON SCHOOL OF ECONOMICS & MANAGEMENT
UNIVERSIDADE DE LISBOA

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