

# OPINIÃO



Lisbon School  
of Economics  
& Management  
Universidade de Lisboa



*A University which "makes a School" does this by way of free, innovative, and plural thinking regarding 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 providing opinion leaders who influence both the country and the whole world. Here we are, again!*



Clara Raposo  
Dean of ISEG

## "Overcoming

Last week, I was invited by Professor Clara Raposo to reflect a bit on a topic which apart from being very relevant, is one which I think is increasingly important for all of us to integrate in our vocabulary: 'overcoming'.

I could start with an inspiring speech where I define what overcoming is and attempt to motivate those at ISEG to have ambition for more and better. However, rather than adopt this approach, let me tell you my story in brief.

I was on holiday with my family in Croatia during the summer of 2019 and caught a virus which installed itself in my heart, causing a serious myocardial infection. In effect, from one day to another, I stopped being a healthy 19 year old girl and became a girl with a serious health prognosis, which worsened day after day.

When I landed back in Portugal, I was admitted to the hospital straight away. It was confirmed that the heart infection had led to the multiple failure of several organs, which meant that I had to be connected to countless life support machines over a space of two weeks, during which I was in a coma. Nobody could guarantee that I was going to survive, and should this miraculously happen, no one knew what state I would be in: serious damage to my organs and/or the need for transplants were scenarios which were discussed daily and presented to my parents.

I finally came out of the coma without having any idea about the seriousness of the situation, neither for how long I had been in a coma, nor what I would have to face from then onwards. A few days later I realised that the infection of my heart had caused permanent collateral damage, which led to the amputation of my right leg.

I woke up anorexic and lacking any muscle mass, due to the fact that I had been immobilised in intensive care and also the lack of food. I remember not even having the strength to scratch my own forehead, or to be able to put a spoon in my mouth, or get out of bed.

In a flash, the reality of my life had experienced a 180 degrees turn, and my life had been turned upside down. It was completely lost, as there were so many obstacles to face all at once.

Fearing the answer, I wondered whether I would be able to lead a normal life without a leg. **However, when we are driven by ambition, no challenge is impossible to overcome.**

I didn't know what my life was going to be like from then onwards, but I was sure that there was no point in feeling sorry for myself. I was not going to get my leg back, and therefore I was going to have to cope with my new reality and rehabilitate myself sooner or later.... thus the earlier the better!



Naturally, this was a challenge which was not always easy or straightforward, for I had to learn how to live with a prosthesis, and I also had to constantly focus on the goal to regain my independence at all levels.

I had many questions, fears, and disbeliefs which kept me awake at night, but which nevertheless never stopped me from getting out of the hospital bed the next day and to go to my rehabilitation. For what I wanted above all was to return to my normal life: to go out with my friends, to go out to lunch, to get back to training and go to the gym, and to go back to university... so I therefore knew the way that lay ahead.

Elaborating on the last point on the list, **one of my aims has always been not to get behind in my studies for my Bachelors' degree, and thus, as soon as I felt sufficiently able, I started to study while I was still in hospital.** I was finally discharged in December 2019, in time to sit the January exams ... all of which I managed to pass.

We need to be aware that we can do everything that we want to ... if we really desire to do so.

Right now, I can do all the things that I used to do before, but simply, in an adapted way. I always come back to say the following: my life is not better, nor worse than it was before .... it's just different. To end, let me leave you with a phrase with which I identify 100%: **life is only as good as our mindset, and thus we ourselves have the power to make it better."**



Madalena Xardoné

Final Year student of the Bachelors  
in Economics

In this edition of the Newsletter we highlight the entry of the three new ISEG Masters at the top of Eduniversal Best Masters Innovation Awards. We also bring to attention ISEG's participation in the European InnovEd4TS project, the upcoming webinars, the reference to ISEG's Confidence Index in the media, the launch of a contest to award a research scholarship for the PhD in Management, among other research news. Regarding the research news, we highlight the Global Workshop initiatives and also note the participation of our students in the ISEG Pitch Bootcamp, together with news from our alumni, especially with regards Alumni Económicas' initiative to organise an interesting debate on cryptocurrencies.

The following are cited in this number: Alexandre Abreu, António Afonso, António Ascensão Costa, António Garcia Pereira, Carlos Farinha Rodrigues, Clara Raposo, Eduardo Catroga, Filipa Cristóvão, Francisco Louçã, João Carvalho das Neves, João Duque, João Ferreira do Amaral, Joaquim Miranda Sarmiento, Manuel Ennes Ferreira, Maria João Guedes, Mark Crathorne, Paulo Trigo Pereira, Ricardo Cabral, Sandra Maximiano and Sofia Santos.



## Celebrating Freedom in April, 2021

>> Comments by **Sofia Santos** in ECO saying that the Recovery and Resilience Plan which will have to respect the environment, "dedicating at least 37% of total spending on investments and reforms that support climate objectives".



>> **Francisco Louçã** considers that Judge Ivo Rosa "opened two doors wide open to corruption" in Expresso.



>> An article by **António Garcia Pereira** in Notícias Online regarding Judge Ivo Rosa and the media coverage of his decision in the "Operação Marquês" case.



>> **João Duque** comments on the issue of "Brexit" and customs duties in Expresso.



>> Comments by **Alexandre Abreu** in Expresso regarding the conflict in Cabo Delgado (Mozambique).



>> **Paulo Trigo Pereira** writes in the Observer about corruption and the inefficiency of justice.



>> The opinion of **Joaquim Miranda Sarmiento** on the Stability Programme in ECO.



>> Comments by **António Ascensão Costa** in Expresso regarding rising inflation.



>> **Francisco Louçã** says that "the fear of inflation is exaggerated" in Expresso.



>> The Portugal Digital Awards Programme opens the period for applications for the best project in the area of insurance. **Clara Raposo** will be a member of the panel of judges for this contest.



>> "Our economy is based on low wages, which systematically generates inequality and poverty", explains **Carlos Farinha Rodrigues** in Jornal de Notícias.



>> The Stability Programme "reveals the desperation in which Portugal's economic and fiscal policy is immersed", says **Ricardo Cabral** in Público newspaper.



>> In the Deans' Corner of Jornal de Negócios, **Clara Raposo** reflects on "Care to be taken in the ESG world (Environment, Social, Governance)" and leaves "a serious message for the future of world business".



>> An article by **Manuel Ennes Ferreira** in Expresso on "Longed-for Goods? Crown Jewels? "On exports from China, France and Portugal to Africa.



>> **Sandra Maximiano's** opinion in Expresso on "The Electoral Roots of Corruption".



>> An article by **António Afonso** on "Corruption and Economic Growth: Does the Size of the Government Matter?" is quoted in ECO's column on the impact of corruption on the economy.



>> **Clara Raposo** was part of the panel of judges for the "Sustainable Business Award 20 | 30".



>> Changes are made to EDP's General and Supervisory Board: **Eduardo Catroga** leaves, but **João Carvalho das Neves** stays on. In an article on changes in the main electricity company, Jornal de Negócios questions **Maria João Guedes**, a professor of Corporate Governance at ISEG, on the presence of politicians in business life.



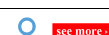
>> **Clara Raposo** mentions that green certificates or so-called "green bonds" [which are designed to finance sustainable projects] worldwide still constitute only 3% to 4% of total bonds issued in Sustentabilidade (N + S) magazine.



>> The opinion of **António Afonso** on the moratoriums, in Visão magazine.



>> **João Ferreira do Amaral** in the weekly "Perfect Storm" programme of Rádio Observador, on the Stability Plan and the Francisco Manuel dos Santos Foundation study on poverty in Portugal.



>> As a guest on TSF Forum, **João Duque** addresses the Government's Stability Plan.



>> ISEG lecturer and English translator **Mark Crathorne** gives the commentary during RTP's broadcast of the Duke of Edinburgh's funeral (19:10") in his role as the Vice-Chairman of the British Historical Society of Portugal.



>> Declarations of **Carlos Farinha Rodrigues** regarding the conclusions of the study about poverty in Portugal.



# ISEG in the World Top of the Best Masters Innovation Awards!

ISEG's three new Masters in [Accounting](#), [Management \(MIM\)](#), and [Data Analytics for Business](#) have just been distinguished in the Best Masters Innovation Awards, being ranked the Top 2, 3, and 4 in the "Best Masters Worldwide" 2021. This award recognises the most innovative programmes which best meet the needs of the labour market.

It is of note that all the ISEG Masters have moved up in their ranking in their category. CONGRATULATIONS! [Find out more.](#)



## ISEG professor in the InnovEd4TS European project

Professor **Filipa Pires da Silva** was invited to collaborate in the InnovEd4TS (Innovative Education for Transferable Skills) project as a Peer Expert for the "Stay Relevant" Case Competitions fieldwork, which is being promoted by Aarhus University (Denmark).

InnovEd4TS is an EU-financed project which brings together six universities members with the mission to analyse and discover innovative pedagogical initiatives which promote the acquisition of skills which are transferable among students. [Find out more.](#)



## What's Up @ ISEG

### ISEG ULab Webinar | An Ecology for the Re-Enchantment of Life

Join us on 28<sup>th</sup> of April at 18.30 for an open conversation with Carl Hayden Smith and Fred Garnet (Learning Technology Research Centre - LTRC/Ravensbourne University, London). Free entrance. [Enrol here.](#)



### Webinar | Women, Peace, and Security

The Development Studies webinar on "Women, Peace and Security Agenda: A Feminist Approach" will take place on the 29<sup>th</sup> of April, at 18.00, with the participation of Toni Hastrup (the University of Stirling, Scotland). Free. [Enrol here.](#)



### Webinar | Overcoming the Economic Effects of the Pandemic: A Brazil - Portugal conversation

This webinar is organised as a partnership between Unisinos and ISEG Executive Education to discuss the options of how to overcome the economic and social effects of the pandemic in Brazil and Portugal.

On the 29<sup>th</sup> of April, at 17.00, with the participation of Professors Marcos Lelis (Unisinos) and João Duque (ISEG). Free. [Enrol here.](#)



### Alumni Económicas organize a webinar on Cryptocurrencies

Alumni Económicas is organising a webinar on "Cryptocurrencies: invest, use, or forget about?", on the 29<sup>th</sup> of April, at 19.00, with guest speakers **Fred Antunes**, Chair of the Portuguese Blockchain and Cryptocurrencies Association, and **Vitor Constâncio**, the Chair of ISEG's School Board and the ex Vice-President of the European Central Bank. The moderator will be ISEG Full Professor **João Duque**. Free. [Enrol here.](#)



## Research in the news

### Contest for the award of a Research Scholarship for the PhD in Management

Those who are already enrolled, or who will be admitted for ISEG's PhD in Management are eligible for this scholarship, which will be carried out under the supervision or co-supervision of a researcher(s) from the [ADVANCE](#) research centre. The application period for the contest is open until the 31<sup>st</sup> of May, 2021. Further information and enrolment [here.](#)



### The ISEG Economic Confidence Index is cited in social media



### A paper published in the PEJ is available on online first

"How ongoing structural change creates a double dividend: out-dating of technologies and green growth", by Anton Bondarev and Alfred Greiner.



### REM and CSG Newsletters

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

See the CSG Newsletter #183 [here.](#)

See the REM April newsletter [here.](#)



[see more >](#)



[see more >](#)

## Oficina Global @ ISEG

**The Portuguese version of the book "How Change Happens" is available at no cost**

Oficina Global (OG) has launched a Portuguese version of the book on activism and social change entitled "Onde Começa a Mudança" (Where Change Begins), written by Duncan Green, a professor from the London School of Economics (LSE) and an Oxfam GB Advisor. In "How Change Happens" (the original English title), Green uses real-life examples of activists and organisations to describe the processes that triggered important social changes in the world.

Global Workshop is a CE&A initiative, as part of the ISEG's Masters in International Development and Cooperation, whose objective is to reinforce the role of the University as the meeting point and resource for all those who are working on and for change in global development.

The book is available at no cost [here](#).



**Oficina Global publishes a study on the "the Future of International Cooperation for Development: fragmentation, adaptation, and innovation in a world in change".**

This study on the future of international cooperation results from a partnership between Oficina Global (OG) and the Plataforma Portuguesa das ONGD (PPONGD). [Saber mais](#)

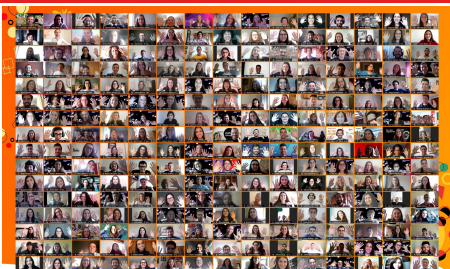


**Oficina Global and Cáritas celebrate a partnership**

Oficina Global (OG) and Caritas Portuguesa celebrated a partnership in March to carry out a study on the impacts of the COVID-19 pandemic on rates of poverty in Portugal. The project, which is to be led by Professor Luís Mah from ISEG's Masters in International Development and Cooperation, will last six months and will be sponsored by E-Redes/EDP Distribuição.



**Students and Business Mentors with a spirit of initiative in ISEG's Pitch Bootcamp**



**PITCH BOOTCAMP ONLINE**

15 e 16 de abril, ISEG

Sponsors:



**More than 200 students participate in the Pitch Bootcamp ISEG online**

On the 15<sup>th</sup> and 16<sup>th</sup> of April, more than 200 university students participated in ISEG's Pitch Bootcamp, which was held online this year. This is a Spark Agency initiative, which enables students to interact virtually with more than 100 professionals from different companies. [Find out more](#)

**ISEG alumni in the news**

Fernando Alfaiate, alumnus of ISEG's Masters in Finance, was appointed to manage the Government's Recovery and Resilience Plan (PRR).



[see more](#)



Alberto Silva, an alumnus of both ISEG's Bachelors in Marketing Management and Masters in Marketing, will be the new Head of Education, Training, and Professional Relations of Essilor Europe.



[see more](#)



Namalimba Coelho, an alumna of Luxury Brand Management, is the communication manager for the Berardo Museum Collection. Read her interview in the Diário de Notícias [here](#).



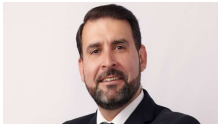
[see more](#)



Ricardo Nascimento, an alumnus of the Luxury Tourism Management programme, has been appointed the Chief Operating Officer of Savoy Signature hotels.



[see more](#)



Ricardo Pereira, an alumnus of the postgraduation in Sales Management, is the new Commercial Director of GEFCO Portugal.



[see more](#)



**HAVE A GOOD PUBLIC HOLIDAY!**

