Lisbon School of Economics & Management Universidade de Lisboa ISEG's 113<sup>th</sup> Anniversary: Launch of the Online **Store with Exclusive Products** ISEG has been

## educating leaders of On the 23rd May we celebrated ISEG's 113th thought and action anniversary with the ISEG'24 Arraial and the launch of since 1911. Today, at a our Online Store! The trajectory that has marked our time when society path over 113 years has now been celebrated with yet recognizes the another step towards strengthening our identity and importance of good brand: the launch of the ISEG online shop. economic management

here to build solutions: ISEG - 113 years of a School of Firsts

store!

more than ever, we are

**NEWSLETTER #189** 

31st May, 2024

The ISEG Store is a modern platform with a variety of exclusive products that capture the essence and spirit of ISEG.

It's a space where each item represents our history, our values, and our vision for the future, which is also

further proof of ISEG's commitment to staying at the forefront and honouring its roots. Accordingly, resulting from the latest pioneering collaboration between ISEG and the iconic Portuguese footwear brand, SANJO, we are launching an exclusive edition of ténis SANJO-

ISEG. This partnership represents a significant milestone, marking the first launch of a trainer by a Portuguese Business School, reinforcing ISEG's commitment to creativity and innovation. This collaboration with SANJO, which is recognised for

its long history and tradition in the manufacturing of footwear in Portugal, was a natural choice based on its production practices and its alignment with ISEG's values of

incorporation of rigorous sustainable environmental and social responsibility.

The exclusive edition of SANJO-ISEG trainers reflects the joint commitment of the two institutions, both of which have a history, to promote a sustainable lifestyle and an irreverent, open-minded approach to the future.

These trainers represent what ISEG offers to students who are starting out on their journey into the world of economic and business decision-making. The journey

of young economists and managers is always difficult, but it will certainly be easier with the knowledge that ISEG provides.

João Dugue José Veríssimo Vice-Dean Dean Director of Marketing of ISEG of ISEG and Public Relations

The SANJO-ISEG trainers represent an ingenious combination of apparent paradoxes, something that ISEG has always shown that it is not afraid of. It's not a uniform, because it provides for each person's creative and economic individuality, enabling them to combine them with a multitude of other garments, however it binds us together as it shows that we belong to a collective entity; it's irreverent in the tradition of our history; it allows for individuality, because it's not a

solidarity that are part of our DNA, to which we submit ourselves and which superimpose collective success over individual success; they are an innovative piece of footwear, but rather one that only two brands that have a history can jointly create; they demonstrate our commitment to the challenges of both environmental sustainability in the manner that the they manufactured, and also societal sustainability, because we belong to a school that takes part in the discussion and generation of solutions to local and national

problems. Finally, the trainers represent an association with a national brand. Despite being increasingly international, ISEG will never cease to be a Portuguese school that desires to work with Portuguese companies and brands. In short, they represent our brand identity

uniform, and yet it identifies us with the rules of

well. The ISEG Store takes ISEG beyond the campus, further inter-connecting our community of students, alumni, faculty, non-faculty staff, partners, and friends. Visit ISEG's online store and discover a range of products that celebrate our legacy and our constant search for the future. Grab the Future!

ISEG launches its online store with star products It is with great enthusiasm that we announce the launch of our online

ISEG, Imagine, Share, Explore, and Give It All.

STORE

including two special products resulting from partnerships with leading brands such as Sanjo and MBWAY. Find out what's new and view all the products available **HERE**.

In today's issue, we highlight the launch of ISEG's online store, the report on the 113th anniversary celebrations with the ISEG'24 Arraial, the CIP/ISEG Economic Outlook Barometer for May, ISEG's presence at the NAFSA 2024 conference and exhibition in New Orleans, the Best CEO Award that was given to Paulo Macedo at the IRGAwards, the Academic Pitch Programme that was recorded in our lecture rooms, as well as the

The following are cited in this number: Carolina Afonso, João Duque, Jorge Gomes, José Pereirinha, Nuno Crato, Paula Albuquerque, Paulo Trigo Pereira, Sofia Santos

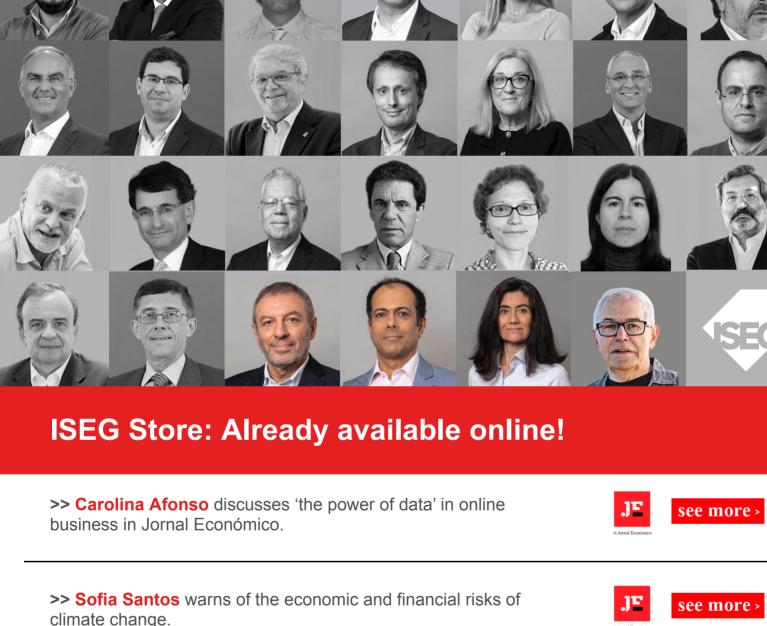
ISEG's online store has a variety of exclusive products for sale that reflect our identity.

Buy your favourite items!

Now online!

news in the Research and Alumni sections.

and Vitor Gonçalves.



>> Speaking to Público, José Pereirinha says that the national

>> João Duque points out that if 500,000 foreigners working in

>> Paulo Trigo Pereira writes about the need for non-populist

democratic parties to reduce the great disadvantage they have

>> Paula Albuquerque says that Portugal is "far short of what

>> Nuno Crato analysed the level of national productivity and

>> Jorge Gomes says that the corporate purpose movement

>> João Duque comments on the partnership between ISEG

Economic Index, which rose by almost one percentage point in

>> Vítor Gonçalves was on RTP to talk about the ISEG

May compared to the previous month (as from minute 11).

and SANJO, the Portuguese footwear brand.

What's Up @ ISEG

is in danger of becoming a management fad in Líder magazine.

education during the '4th - Human Capital, Investment and Technological Innovation Conference' that was recently held at

is needed" in terms of elderly care, in Jornal de Negócios.

Portugal left, the country would lose 10% of its jobs.

minimum wage doesn't correspond to "the idea of having a

decent life, ... it's the bare minimum".

in terms of the use of social networks.

ISEG.



ISEG celebrates its 113th anniversary with the ISEG'24 Arraial

see more

see more

VidaEconómica See more >

LIDER see more

**BRIEFING** see more >

The venue opened at 18.00, however unlike last year, this year's celebration was blessed with good weather. More than 600 students, alumni, faculty, researchers and non-faculty staff celebrated ISEG's anniversary with lots of fun, music, and a myriad of gastronomic options. The participants were able to savour everything from the traditional pork on the

spit to handmade pizzas, tacos, and hamburgers, as well as a variety of drinks.

The musical entertainment was provided by the Farra Fanfarra, Não há 2 sem 3, and Deixa Rolá bands, which kept the audience entertained all night with a mix of types of

brought together several generations.

music that appealed to all tastes.

The country's first School of Economics and Management school celebrated its 113th anniversary on the 23rd May with an Arraial street party in the Quelhas car park, which

Francisco Pereira de Moura would have been 100 years old next year if he were alive. Born on the 17th April 1925, in 1950 he graduated in Finance from the Instituto Superior de Ciências Económicas e Financeiras of Universidade Técnica de Lisboa, which is now ISEG. Pereira de Moura was one of the most prominent figures in Portuguese social, political,

and academic life during the second half of the 20th century. Much of his professional life

He played a central role in modernising the teaching of Economics in Portugal since the

international practices at the time. In recognition of the decisive nature of his contributions to the School, ISEG duly paid tribute to him, which is why today we have the Francisco

He played an important political role before and after the 25th of April 1974. He was part of the group of Catholics who took part in the vigil at the Rato chapel on the 30th and 31st December 1972 and were arrested by the political police. This vigil reflected the growing

participation resulted in him being banned from teaching. In the period immediately after 25 April, as well as being readmitted tt teach at ISEG, he remained politically active.

dissatisfaction with political repression and the prolongation of the colonial war. His

For these and many other reasons which we remember, ISEG decided to organise a

series of activities to celebrate Pereira de Moura's 100th birthday. In conjunction with other entities and colleagues who worked directly with Professor Pereira de Moura, the Dean of ISEG has asked me to design a programme of commemorations that will be published in

was spent at ISEG, where he was responsible for educating several generations of

1950s, introducing subjects and methodologies at the leading edge of the best

Pereira de Moura Library in the centre of the ISEG campus.

serving as a minister in the 1974 and 1975 governments.

CIP/ISEG Economic Outlook Barometer – May, 2024

Barómetro

Maio/2024

ISEG is present at NAFSA 2024 in New Orleans

exhibition in the field of international education.

to the advancement of international education.

coordinator of the Erasmus programme.

gala event.

award.

Marques.

chosen!

**Studies** 

**Highlights | CESA – Centre for** 

African and Development

can be accessed HERE.

Development Studies in Portugal.

changes in the development studies scenario.

**Highlights | UECE – Complexity** 

and Economics Study Unit

Lopes Pavilion in Lisbon.

broadcast on CNN Portugal

ISEG Executive Education

PITCH BRAND & CONTENT

da Conjuntura Económica

The CIP/ISEG Economic Outlook Barometer recognises that during the first quarter GDP was below expectations, although it maintains its forecast for growth for 2024.

"Even so, the expectation for the whole of 2024 remains that the growth of the Portuguese economy will be in the range of 1.5% to 2.1% of GDP, mainly driven by domestic demand, with particular emphasis on the contribution of private consumption", the document points

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greater detail in due course.

**Manuel Mira Godinho** 

Full Professor of Economics at ISEG

Text by:

out.

See the Barometer in full HERE.

In addition to the excellent live music, the table football area proved to be a great success

One of the highlights of the event was the 'Storm Prize', where various participants had

Thanks are due to everyone who came along to the ISEG'24 Arraial and contributed to

among those present, providing unforgettable moments of interactive bonding.

creating moments of sharing and fun. The party was undoubtedly a memorable

the chance to win various gifts and ISEG merchandising products.

celebration and everyone is also looking forward to next year!

See the full photo report of the day **HERE**.

Pereira de Moura: 100 years

economists.

Paulo Moita de Macedo, an alumnus and member of faculty at ISEG, and the current Chair of the Executive Board of Caixa Geral de Depósitos (CGD), was distinguished in the **CEO Award** category at the Investor Relations and Governance Awards (**IRGAwards**)

"Managers have an obligation to set an example, particularly in banking, where various things have not gone so well,' said Paulo Macedo, quoted by **ECO** after receiving the

The initiative, which is organised by Deloitte, took place on the 22nd May, at the Carlos

The Academic Pitch Programme was recorded at ISEG and will be

Lisbon School

As part of the Postgraduation in **Marketing Digital**, the **Academic Pitch** programme

Professors Carolina Afonso (who is also the Course Co-coordinator) and Marta

started yesterday. This initiative is part of the Digital Marketing Plan course unit, taught by

Students work as a teams for a whole month and resolve a briefing regarding a real-life case. At the end, they are required to make a pitch, during which the winning team is

The special guest was **Mónica Santos**, CEO and founder of FunCosmetics and the

ISEG was present at the NAFSA 2024 Annual Conference & Expo from the 28th to the 31st May, which is held in New Orleans, Louisiana, in the United States. The event is recognised as being the most diverse, comprehensive, and exciting conference and

This year, NAFSA 2024 stood out for the topic of 'Resilience. Renewal. Community', which offers a unique platform to learn, network, and connect with peers and experts dedicated

ISEG was present to take advantage of the opportunity to strengthen partnerships, share knowledge, and explore new perspectives in the global educational scene, represented by Helena Laymé, Director of Marketing & External Relations, and Rita Jordão, the School's

Paulo Macedo wins best CEO award at the IRGAwards

representative of the German Beauty Tech brand Geske in Portugal. The students will be working on a digital marketing plan for this brand that has just been launched in the Portuguese market. **Research News** 

40° Aniversário do CEsA

**(** 

área dos Estudos de Desenvolvimento em Portugal.

The Centre for African and Development Studies (CEsA) is celebrating its 40th

anniversary with a special milestone: the launch of a commemorative website, which

This new digital portal is a valuable repository for documenting not only CEsA's rich history, but also the vast legacy of one of the oldest research centres in the field of

The new website offers a window into this entity's remarkable journey, starting with the 'CEsA History Brochure', which provides an introductory detailed account of the Centre's beginnings up to the present day, outlining the various phases of its development and the

CENTRO DE ESTUDOS SOBRE ÁFRICA E DESENVOLVIMENTO

The Lisbon Meetings on Game Theory and Applications LM2024

June 5-7, 2024

The Lisbon Meetings

in Game Theory and

Applications #13.

ISEG will host the 13th Edition of the 'The Lisbon Meetings in Game Theory and Applications' conference from the 5th to the 7th June 2024, which is organised

Further information and registration can be found on the conference page on this **link**.

A fusion of cuisines with a touch of ISEG

becoming an entrepreneur in the world of catering. And after spells in the USA and the United Kingdom, he opened the Burjinelli — restaurant in Lisbon in 2023 - whose cuisine is special because, albeit inspired by Ukraine, it embraces other gastronomies He was featured in Expresso's 'Boa Cama, Boa Mesa' supplement. OPEN MINDS. GRAB THE FUTURE!

www.iseg.ulisboa.pt

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**ISEG - Lisbon School of Economics & Management** 

Nazar Maksymyak left Ukraine in 2009 to join his parents, who had already moved to Portugal. He went on to study Finance at ISEG, with the aim of

by UECE - Complexity and Economics Study Unit.

Alumni in the Spotlight

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