



# OPINIÃO

ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 113 years of a School of Firsts

## ISEG's Strategy and Marketing Community hosts the 15th edition of EMAC Regional

With the support of ADVANCE, ISEG's Strategy and Marketing community, hosted one of the most important academic conferences in the field from the 25<sup>th</sup> to the 27<sup>th</sup> September 2024: the 15th edition of the EMAC - European Marketing Academy Regional Conference. The conference was attended by researchers from more than 20 countries and set a record for the number of scientific papers submitted and participants, as well as for awarding the Best Scientific Paper of the Conference prize for the first time.

Over these three days, the ISEG Strategy and Marketing community, comprising members of faculty, researchers, and students from the Masters in Marketing and the PhD in Management, met to debate the role of marketing as a mechanism for proposing solutions and creating value for companies and society as a whole, under the theme of 'Exploring the Future of Marketing: Reshaping Marketing's Role in Society'.

The conference started with two keynote speakers: Adilson Borges, Dean and Executive Director of the Rennes School of Business, and Sankar Sen, Professor of Marketing at Baruch College, City University of New York. Adilson addressed the topic of 'Academics are from Mars, Practitioners are from Venus: Building Bridges between Academia and Industry to Create Value for Organisations and Society', while Sankar discussed morality in Marketing in his presentation entitled 'Wherefore Marketplace Morality?' The Tuna Academia musical ensemble provided a special moment of entertainment for the participants.

The conference participants also had the opportunity to take part in two workshops. The first, led by Giampaolo Viglia, Professor at the University of Portsmouth, focused on how to design a social science experiment. The second, moderated by Nathalie Spielmann, Professor of Marketing and Director of the MSc in Wine & Gastronomy at NIEOMA Business School, addressed the strategic positioning of wine brands in the Portuguese market and included a wine tasting session.

The 30 scientific paper discussion sessions covered current and disruptive topics related to strategic and business marketing, brand management, consumer behaviour, communication and advertising, retail and e-commerce, digital marketing and social networks, Metaverse and AI, sustainability, and international marketing, among others.

The conference also included two sessions of meetings with editors from 10 international scientific journals in the field of marketing, including the Journal of the Academy of Marketing Science, the Journal of Consumer Psychology, and the International Journal of Research in Marketing, the latter being listed in the Financial Times ranking and categorised as Tier 4 in the ABS list. ISEG's scientific Management journal, the European Journal of Management Studies, was also represented during one of the Meeting with Editors sessions, represented by its Editor-in-Chief and colleague, Tiago Cardão-Pito.

The conference adopted an innovative social initiative, whereby the cost of the Gala Dinner for the Participants who were unable to attend was donated to the Casa de Protecção e de Amparo Santo António, a Private Social Solidarity Institution located in the local parish of Estrela, which supports teenage mothers and their children.

As Joint-Chairs of the conference, we would like to express our special thanks to the Organising Committee of Professors Vitor Gonçalves, João Mota, Helena Gonçalves, and José Veríssimo, as well as to ADVANCE, Professor João Duarte, and ISEG's Department of Marketing

Official photographs of the 15th edition of EMAC - European Marketing Academy Regional Conference are available on [this link](#).

## What to expect from the 2025 State Budget?

>> **Tiago Cardão-Pito** writes in Makroskop about the "political resentment" that has marked the Democratic Party's campaign agenda in the US elections. [see more](#)

>> **Ana Figueiredo** and **João Duque** comment on the challenges that the future holds for Portugal for Jornal Económico's eighth anniversary. [see more](#)

>> In her opinion column in Jornal Económico, **Sofia Santos** reminds us that it is "mandatory to report ESG". [see more](#)

>> **Joaquim Sarmento** says that the SB2025 is a "responsible budget" and a "new economic model" for the country. [see more](#)

>> In an interview with Jornal de Negócios, **João Duque** emphasises the urgent need to boost public investment in Portugal. [see more](#)

>> **Paulo Trigo Pereira's** opinion on armed conflicts and war: "There's always a justification. Putin and Netanyahu both have theirs". [see more](#)

>> **Francisco Velez Roxo** tells Executive Digest about the main challenges and opportunities in executive training. [see more](#)

>> **Ricardo Ferraz** believes that if the 2025 State Budget is approved, then "it will also have a bit of the PS in it". [see more](#)

>> **António Garcia Pereira** asks: "Where does our right to indignation stop and where has our dignity gone?" [see more](#)

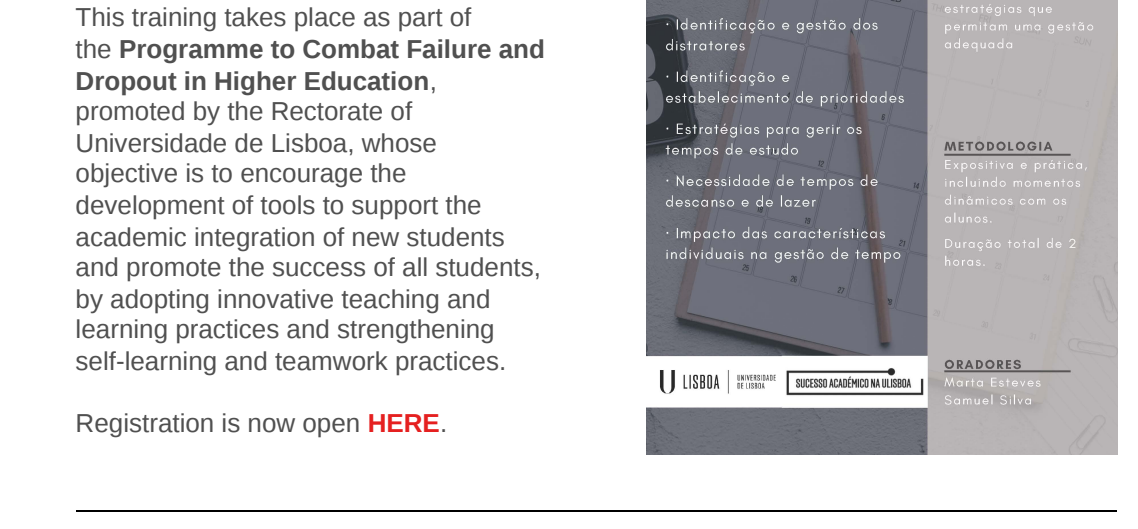
>> **Carlos Daniel Santos** took part in Antena 1's 'Consulta Pública' programme to evaluate the labour market in Portugal. [see more](#)

>> **Ricardo Cabral** was one of the guests on RTP's '360º' programme to analyse the Socialist Party's counter-proposal to the 2025 State Budget (Part 2, starting at 27:00). [see more](#)

>> **Paulo Trigo Pereira's** analysis of the 2025 State Budget on '360º' (Part 1, beginning at 10:30). [see more](#)

## What's Up @ ISEG

### An opportunity to study for a Double Diploma for the students of the Bachelors in Gestão and Management



Students of ISEG's Bachelor's degrees in **Gestão and Management** now have a unique opportunity to obtain a **Double Diploma**, the result of a partnership between ISEG- Lisbon School of Economics and Management and **FEA - Faculty of Economics, Administration, Accounting and Actuarial Science of Universidade de São Paulo (USP)**.

This programme offers the chance to broaden academic and professional horizons and provides an enriching international experience. In addition, students have the opportunity to strengthen their contacts network and receive two diplomas - one from ISEG, and one from FEA-USP.

The application period runs from the **15th to 30th October**. Apply [HERE](#).

### Get ready for ISEG Career Forum | Workshops "Optimize to Succeed"

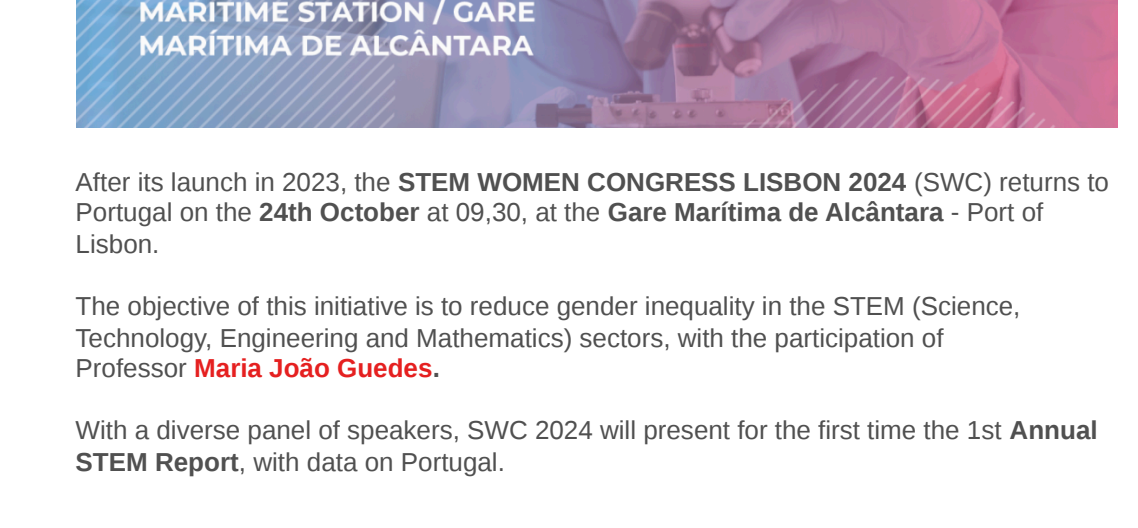


Are you ready to stand out on the labour market? The ISEG Careers Forum is about to start and we want to help you prepare for it!

Accordingly, we hereby invite you to take part in our **'Optimize to Succeed'** preparation workshops, which are designed to provide you with the essential tools for participating in recruitment processes with confidence and help you achieve professional success.

Don't miss this opportunity to prepare yourself and make a difference! Click [HERE](#) to secure your place on the workshops. To obtain further information, click on [this link](#).

### A new Gira station is now available right next to ISEG

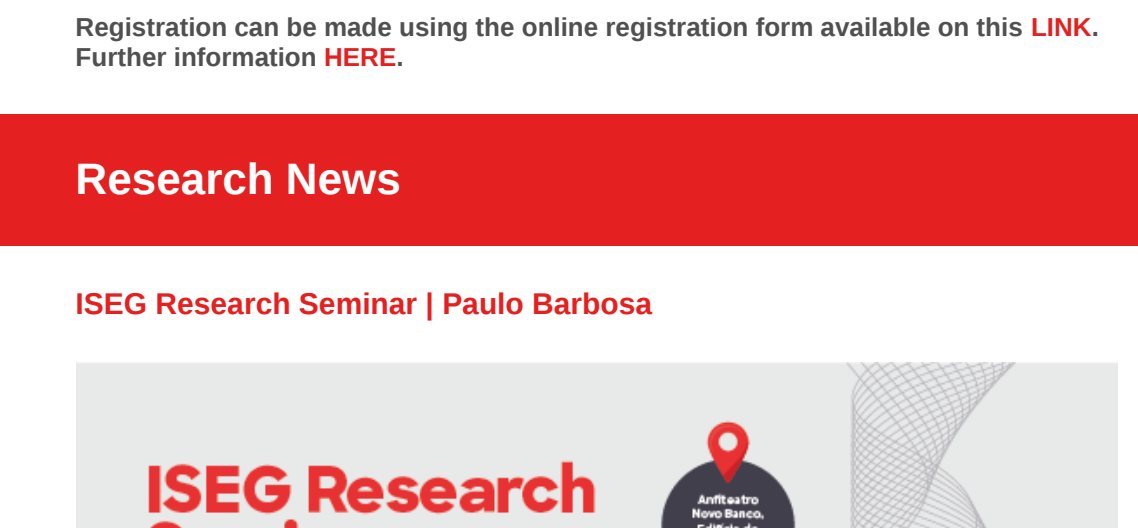


As yet another cycle ride towards Sustainable Mobility, a new Gira station was inaugurated in the Jardim das Francesinhas on the 3rd October, which is now available to the entire academic community.

With the new station, ISEG students, faculty, and non-faculty staff now have another practical and environmentally-friendly transport option. **Users who have a city transport pass can take advantage of the Gira circuit for free**, which thus encourages an ecological and efficient alternative for travelling within the city.

For further information on the Gira system and how to use it, visit the [official website](#).

### Practical Mindfulness and Qi Gong Workshop



On Saturday, 12th October, ISEG is going to host a 'Practical Workshop on Mindfulness and Qi Gong', from 09.30 to 12.30, led by Professor **João Carvalho das Neves**.

The workshop combines theory and practice to improve participants' ability to concentrate and consequently their intuition and decision-making capacity, providing valuable techniques for managing stress

The workshop is free, but places are limited. To take part in the workshop, please register via email: [ritasilvacosta@hotmail.com](mailto:ritasilvacosta@hotmail.com)

Further information [HERE](#).

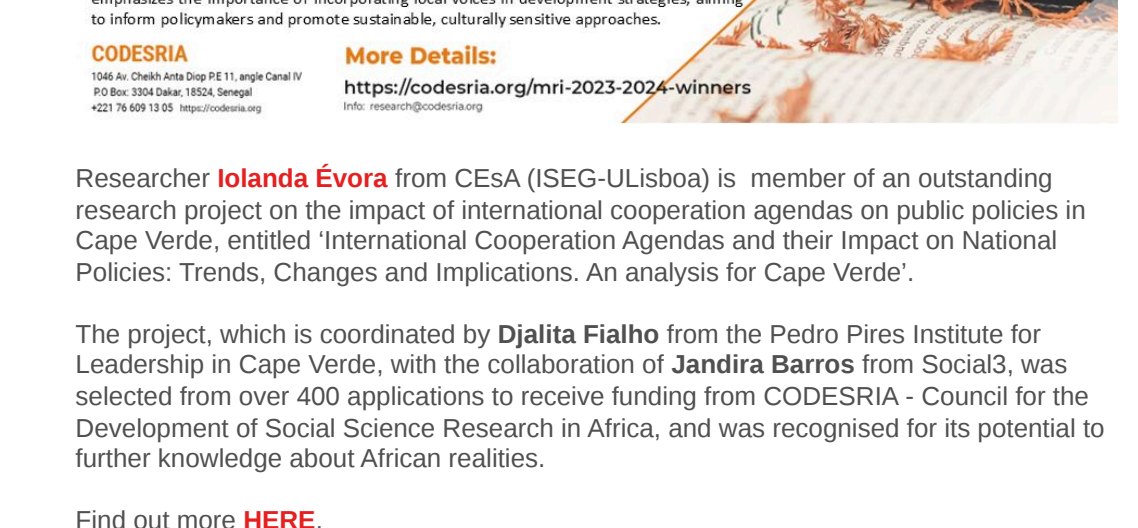
### Workshop | Time Management

A workshop on 'Time Management' will be held on the **15th October** in the Santander Room at ISEG, from 15.00 to 17.00.

This training takes place as part of the **Programme to Combat Failure and Dropout in Higher Education**, promoted by the Rectoreate of Universidade de Lisboa, whose objective is to encourage the development of tools to support the integration of new students and promote the success of all students, by adopting innovative teaching and learning practices and strengthening self-learning and teamwork practices.

Registration is now open [HERE](#).

### Banco de Portugal presents the Economic Bulletin at ISEG



The Economic Studies Department of **Banco de Portugal** will be at ISEG to introduce university students to what lies behind the big numbers in the Portuguese economy – GDP, inflation, unemployment – with a presentation of its flagship publication: the Economic Bulletin.

This session will include a presentation of the Economic Bulletin for October 2024 by Professor **Nuno Alves**, Director of the Economic Studies Department of Banco de Portugal. The event will take place in the **Novo Banco Room, Quelhas**, on the **17th October 2024**, at 11.00.

You can register using this [online form](#).

### ISEG Mini-forest | The next workshop will be dedicated the circular economy

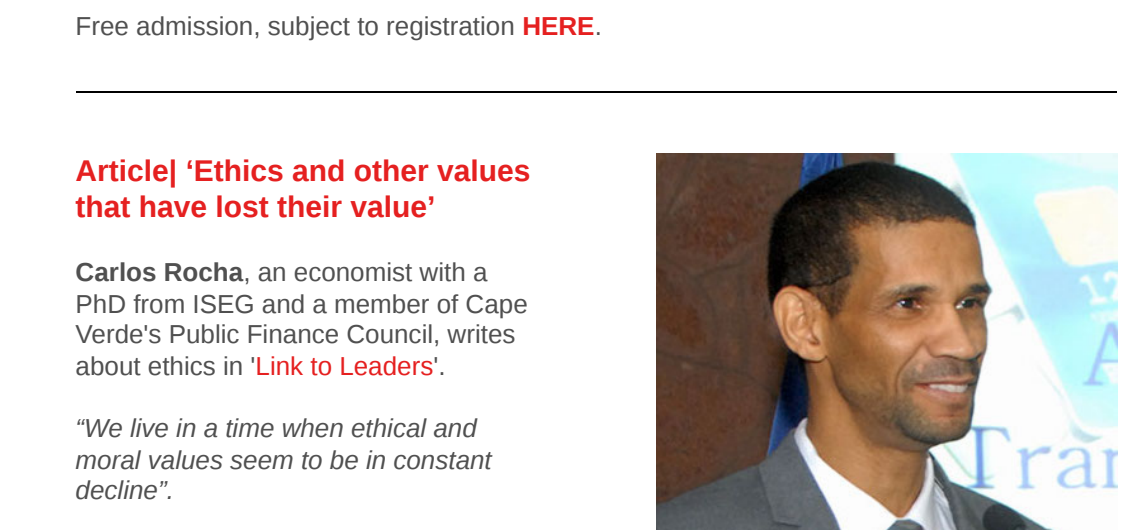


We started planting our mini-forest in February, using compost donated by **Valorsul**, produced from organic waste from the Lisbon metropolitan region.

Now, as part of Sustainability Week, in the next workshop, we're going to further the circular economy on the **14th** and starting from 14.00 to 17.00, by fertilizing the soil with organic waste donated by **Nám** and by starting the composting process fed by the mini-forest's own organic waste.

Join us and register [HERE!](#)

### STEM WOMEN CONGRESS LISBOA 2024



After its launch in 2023, the **STEM WOMEN CONGRESS LISBON 2024 (SWC)** returns to Portugal on the **24th October** at 09.30, at the **Gare Marítima de Alcântara** - Port of Lisbon.

The objective of this initiative is to reduce gender inequality in the STEM (Science, Technology, Engineering and Mathematics) sectors, with the participation of Professor **Maria João Guedes**.

With a diverse panel of speakers, SWC 2024 will present for the first time the **1st Annual STEM Report**, with data on Portugal.

Registration [HERE](#).

### ISEG Winter School 2025



The **ISEG Winter School 2025** will take place from the **27th to 30th January** and includes two courses designed to present and discuss the latest theoretical and empirical advances in the scientific areas of applied economics and methods.

The courses will be taught by **Glenn Magermann** (Solway Brussels School of Economics and Management) and **Raymond Fisman** (University of Boston), both of whom are professors with internationally-recognised expertise and a high degree of specialisation in the subjects to be taught.

Registration can be made using the online registration form available on this [LINK](#). Further information [HERE](#).

### Research News

#### ISEG Research Seminar | Paulo Barbosa



The next ISEG Research Seminar will take place on the **16th October**, with the participation of **Paulo Barbosa**, who will present the paper one **'Export Promotion with Matchmaking and Grants: Evidence from Portuguese Firms'**.

The seminar will take place from 13.00 to 14.00, Lecture Theatre 3 (Quelhas, 4th Floor). Free admission.

#### Highlights | ADVANCE - ISEG's Centre for Advanced Research in Management



The ISEG Library and **ADVANCE** - ISEG's Centre for Advanced Research in Management are organising the **SLR and Bibliometric Analysis with VosViewer** seminar, on the **18th October**, from 11.30 to 13.00.

The seminar, which starts at 11.30, will be led by **Paulo Garcia Gomes**, a student of ISEG's PhD in Management.

The event will take place at ISEG (Santander Room), and can also be streamed online, [via this link](#) to Teams.

Access is open to anyone who wants to participate.

#### Highlights | CESA - Centre for African and Development Studies



CESA's researcher takes part in an award-winning project on the impact of international cooperation agendas on public policies in Cape Verde

This research examines how international cooperation agendas influence Cape Verde's public policies, focusing on socioeconomic and cultural impacts. It critically analyzes the relevance of these agendas to local needs and decision-making processes. The study emphasizes the importance of incorporating local voices in development strategies, aiming to inform policymakers and promote sustainable, culturally sensitive approaches.

The project, which is coordinated by **Djalita Fialho** from the Pedro Pires Institute for Leadership in Cape Verde, with the collaboration of **Jandira Barros** from Social3, was selected from over 400 applications to receive funding from CODESRIA - a Council for the Development of Social Science Research in Africa, and was recognised for its potential to further knowledge about African realities.

Find out more [HERE](#).

### Student News

#### ISEG students among the first recipients of Luís Patrão Scholarships from Turismo de Portugal



Turismo de Portugal recently awarded the first **Luís Patrão Scholarships**. Among the ten students selected, two ISEG students were selection in the Postgraduate, Masters, and MBA scholarship category.

**Júlia Pires de Campos** (a student of the Masters in Business) and **Lucas Firmino Melo** (Masters in Finance) were distinguished in the first edition of the programme for demonstrating "not only talent", but also "excellent and high-potential" educational paths".

With a minimum value of 600.000 per student, the scholarship offers the opportunity for students to further their studies and develop projects that have the potential to make a significant impact on the tourism sector in Portugal.

The selection of our students reaffirms ISEG's excellence in educating highly qualified professionals who are capable of developing innovative projects with a real impact on the Portuguese economy.

### Alumni in the Spotlight

#### Health economics: conference on 'challenges, financing, and the future'



The Health Economy Strategic Council will hold a conference entitled 'Health Economy: challenges, financing and the future' on the **24th October**, in Auditorium 2 at ISEG, from 18.00 to 19.00.

The discussion panel will be comprised by **Rui Leão Martins**, **Carlos Cruz**, and **Fernando Ribeiro Mendes**, and will be moderated by **João Duque**.

Free admission, subject to registration [HERE](#).

#### Article! 'Ethics and other values that have lost their value'

**Carlos Rocha**, an economist with a PhD from ISEG and a member of Cape Verde's Public Finance Council, writes about ethics in ['Link to Leaders'](#).

"We live in a time when ethical and moral values seem to be in constant decline".



#### Filipa Franco joins Parpública's new Board of Directors

With a MBA from ISEG, **Filipa Franco** has joined Parpública's Board of Directors as an executive member for the 2024-2026 mandate.

She was responsible for promoting the capital market in Portugal at Euronext Lisbon from 2017 to 2021.

Read the full news [HERE](#).



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