



# ISEG CAREER FORUM

6<sup>th</sup> & 7<sup>th</sup> November '24



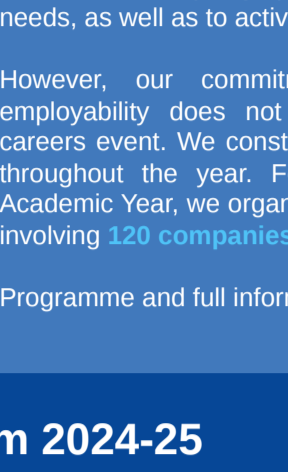
*ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 113 years of a School of Firsts*

## ISEG Careers Forum connects students with 70 employees

The main objective of the Careers Services has always been to promote the connection between companies and students, boosting quality employability, as well as highlighting to organisations the excellent education that the School offers, making our students attractive and valuable resources for the labour market.

In this context, the ISEG Careers Forum is back on the 6th and 7th November, once again with the participation of 70 Portuguese and multinational companies from various sectors of activity, ranging from finance to retail, technology, FMCG, industry, mobility, energy, services, and the public sector.

In the 2023 edition, around 1,500 students from all ISEG Study Cycles had the opportunity to submit 7,300 CVs to those employers present. Our expectation is that these numbers will be maintained or surpassed in this year's edition. For many of our students, this is the main gateway into the labour market.



**Helena Faria**  
Head of ISEG's Careers Services

In addition to the presence of the 70 companies, this year we are also offering students 9 workshops, a Business Breakfast with students and representatives from twelve partner companies and a Talent Bootcamp in partnership with Magma Studio, which is an event designed to get students thinking about the direction for which they want to take their careers and the development of their personal and employability skills. In this dynamic, company representatives, distributed in panels, will listen to the students' pitch and share personalised feedback, which will be really useful for their academic and professional future.

We believe this is a valuable opportunity for students to explore and broaden their knowledge of the labour market, identify companies that may be aligned with their professional goals, increase their networks and identify available job or internship opportunities. For companies, it's this Forum is an excellent opportunity to meet and identify high-potential students who fit their needs, as well as to activate their brands.

However, our commitment to promoting quality employability does not end with this, our biggest careers event. We constantly organise other initiatives throughout the year. For example, in the 2023/24 Academic Year, we organised and promoted 86 events, involving **120 companies**.

Programme and full information [HERE](#).

## ISEG Careers Forum 2024-25

ISEG's biggest employability event starts next week!



On the 6th and 7th November, ISEG opens its doors for another edition of the **ISEG Careers Forum**. With more than 70 companies, both Portuguese and multinational, looking for new talent, this is your chance to **take a leap in your career** and get in touch directly with top recruiters.

Secure your place at this event that can change the course of your career.

For further information and registration, visit the [careers forum site](#).



In today's Issue, we highlight the launch of the book entitled 'Improving National Education Systems after Covid-19', the conference on 'Sovereign Functions of the State: transparency and the fight against corruption', the seminar on 'eCommerce & AI: How to use Artificial Intelligence to sell more', the ISEG Research Seminar with Ana Martins, and the upcoming library users trainings.

The following are cited in this number: **Ana Paula Oliveira Fernandes, António Ascensão Costa, António Mendonça, Carolina Afonso, Filipe Barata, João Duque, Sofia Santos, and Winnie Ng Picoto.**



## The soap opera of the 2025 State Budget

>> **Carolina Afonso** writes about the challenge of peak season low prices in *Jornal Económico*.

>> **Winnie Ng Picoto** and **João Duque** point out that the massification of technology is not always 'green' or 'clean' in the Dean's Corner of *Jornal de Negócios*.

>> **António Ascensão Costa** says that he expects Portugal's economy to have grown "very little" compared to the 2nd Quarter of this year.

>> **Sofia Santos'** winning of the 'ISEG Alumnus of the Year - Entrepreneur 2024 Award' was highlighted in *Green Savers*.

>> An opinion piece by **António Mendonça** - 'The Nobel Prize for Economics and the Bretton Woods Institutions'.

>> **João Duque** on SB2025: "The budget soap opera? I don't know if it's over or if it's just the first series".

>> **Ana Paula Oliveira Fernandes** helps to understand the impact of the outcome of the US presidential elections on the European economy.

>> **Filipe Barata** analyses the specificities of W&I insurance in a paper published in the RED (*Revista Electrónica de Direito*) journal.

## What's Up @ ISEG

### Book launch | Improving National Education Systems after Covid-19

**BOOK LAUNCH** © Online Event

## Improving National Education Systems After COVID-19

Moving Forward After PIRLS 2021 and PISA 2022

November 4 | 12h30 EST / 17h30 GMT / 18h30 CET

With: **Joana Pais** (Moderator), **Nuno Crato** (Research Professor), **Harry Anthony Patrinos** (Head of the Department)

The launch of the book entitled *Improving National Education Systems After Covid-19 - Moving Forward After PIRLS 2021 and PISA 2022* will take place on the 4th of November. The book is a collective work published by Springer that explores the challenges and recent lessons learned by education systems in various countries. The session will take place online at 17.30 GMT (12.30 EST/ 18.30 CET).

The event will be attended by **Joana Pais** as the moderator (Vice-Dean of ISEG, Universidade de Lisboa), **Nuno Crato** (Research Professor at CEMAPRE/ISEG, Universidade de Lisboa), **Harry Anthony Patrinos** (Head of the Department of Education Reform, University of Arkansas), among other co-authors of the book.

This event will be an opportunity to reflect on the state and challenges of education! Registration is now open. [Register now on this LINK](#).

### Conference | Sovereign State Functions: transparency and the fight against corruption

On the 7th November, ISEG is hosting a conference on *Sovereign State Functions: transparency and the fight against corruption*, at 13.30, in the CGD Auditorium (Quelhas, 2nd Floor).

The event will start with a welcome session for participants and an opening address by **João Duque**, Dean of ISEG, followed by the first panel, which will discuss the impact of corruption and the importance of transparency in the rule of law, based on the reflections of **Joana Marques Vidal**.

This panel will count with the presence of experts such as **Alessandra Silveira** (Associate Professor at the Law School of Universidade do Minho and a Director of CEDU), **João Duque** (Full Professor of Finance and Dean of ISEG), **Orlando Mascarenhas** (Director of the Instituto de Polícia Judiciária e Ciências Criminais - IPJCC and Specialist in Financial Investigations), **Paulo Sande** (Visiting Professor at the Institute of Political Studies, Universidade Católica Portuguesa), and **Vasco Guimarães** (PhD in Financial and Tax Law), and will be moderated by the journalist **Rita Marraffa de Carvalho**.

After a coffee-break, the second panel will give voice to political representatives, focusing on future policies and the responsibility of leaders in building a transparent state.

Additional information and the complete programme [on this link](#).

## ISEG Executive Education

### Talk | eCommerce & AI: How to use Artificial Intelligence to sell more

The seminar on "eCommerce & AI: How to use Artificial Intelligence to sell more" will take place on the 4th November, where industry experts will discuss how Artificial Intelligence is revolutionising digital commerce, providing new opportunities to scale up business, personalise the customer experience, and make data-based strategic decisions.

This initiative, which will take place in the CGD Auditorium from 18.00 to 19.30 will be divided into three sessions:

- 'How to scale up online business using AI', with **André Marquet** (Productized) and **Alexandre Nilo** (ACEPI);
- 'How to personalise the customer experience using AI', with **Inês Condeço** (FNAC), **Márcio Miranda** (DELTA) and **Alberto Pimenta** (CTT);
- 'How to make data-driven decisions using AI', with **Tiago Branco** (OMNICOM) and **Mafalda Frazão** (GOOGLE).

Moderated by **Carolina Afonso** and **Sandra Alvarez**, the event will end with the launch of the book "eCommerce & AI: How to use Artificial Intelligence to sell more", written by the two moderators themselves.

## Research News

### Library | Next users training

### Research techniques with advanced scientific database tools

**Date:** 4th November  
**Time:** 11.00 to 12.00  
**Online**  
In Portuguese.  
+ info and Registration [HERE](#)

### Business Source Ultimate: research sources in the area of Business

**Date:** 5th November  
**Time:** 16.00 to 17.00  
**Online**  
In Portuguese.  
+ info and Registration [HERE](#)

### Research techniques with advanced scientific database tools

**Date:** 6th November  
**Time:** 16.30 to 17.30  
**Online**  
In Portuguese.  
+ info and Registration [HERE](#)

### ISEG Research Seminar | Ana Martins

The next ISEG Research Seminar will take place on the 6th of November, with the participation of **Ana Martins** (ISEG) who will present the paper entitled "Sailing through Troubled Waters: Evidence from the APOIAR Program" (in collaboration with Fernando Ponzobon and **João Pereira dos Santos**).

The seminar will take place from 13.00 to 14.00 in Amphitheatre 4 (Quelhas, 4th Floor). Free admission.

OPEN MINDS. GRAB THE FUTURE!



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