



# OPINIÃO

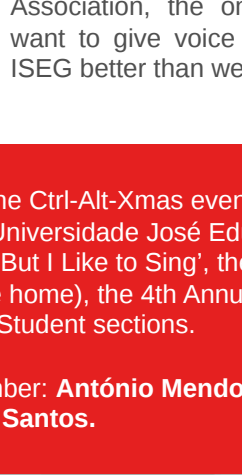
## A year full of challenges

*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*

It was with great honour and a sense of commitment and responsibility that on the 25th November, my team and I were sworn in as Directors of the ISEG Students' Association for the 2024/2025 term. This marks the beginning of another chapter in the history of this centenary association.

Over the years, I've many memories, experiences, lessons learnt, and good times that this school has given me, day after day. And now it's time to give something back. This feeling that surrounds us and which awakens in us a unique sensation and passion is incredible, yet impossible to explain, albeit visible through the sparkle in our eyes that shines when we are asked why we are so attached to a mere school, the oldest in Economics and Management in the country. This is what makes us unique and what will always set us apart. Here, being a student is special!

To keep this house standing, a strong and resilient structure is needed, capable of healing wounds, untying knots, and strengthening and uniting everyone into one family. This structure is called the ISEG Students' Association, and, as the name suggests, it's for all students. I therefore urge all of you to take an active part in the democratic life of our Association.



**Matias Fontana**  
Chair of the ISEG Students' Association

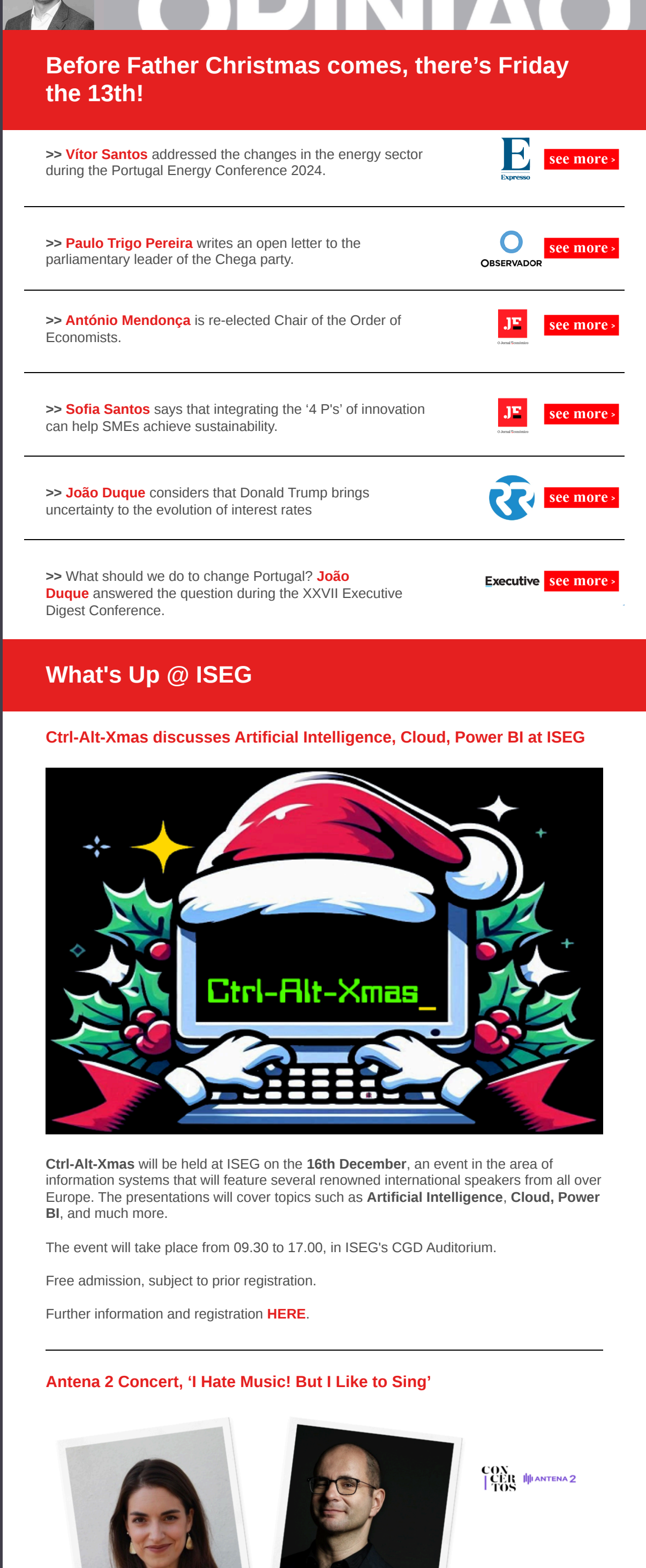
This year is going to be full of challenges, and therefore there are many ambitions and objectives that we want to achieve during this mandate. I would like to highlight our main areas of activity, namely in the areas of: social responsibility, bringing students closer to the world of work, supporting international and Erasmus students, the teaching in all study cycles, promoting the many different cultures present in our School, organising leisure events, representing the entire community at the national level, enabling a more strategic and effective communication, and continuing to promote sport as an important factor for the mental health of all our students. Our aim is to complement all the opportunities that ISEG already provides us with quality, innovation and impact, with a unique and remarkable academic experience for the lives of all those who come to study here.

I strongly believe that collaboration and unity between all the associations, bodies, and departments of this very noble School is key to the continuation of this path of success that has been followed by all, thus making ISEG a reference in the international scene that stands out for combining quality teaching with an overriding concern for the experience of each student.

AEISEG's door is always open. We want to listen, we want to enter in dialogue, and we want to help and collaborate. We want to make a difference, we want to be close, we want the whole community to feel proud and ensure that they can truly count on their Association, the one that represents everyone. We want to give voice to your vision. We want to leave ISEG better than we found it!

In this week's issue we highlight the Ctrl-Alt-Xmas event, the partnership between ISEG and the Faculty of Economics of Universidade José Eduardo dos Santos University, the Antena 2 Concert - 'I Hate Music! But I Like to Sing', the Christmas campaign to support Ajuda de Berço (a residential care home), the 4th Annual REDEMOV Conference, as well as the news in the Research and Student sections.

The following are cited in this number: **António Mendonça, João Duque, Paulo Trigo Pereira, Sofia Santos, and Vítor Santos.**



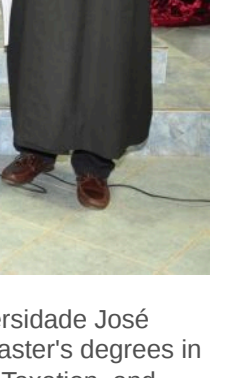
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## Before Father Christmas comes, there's Friday the 13th!

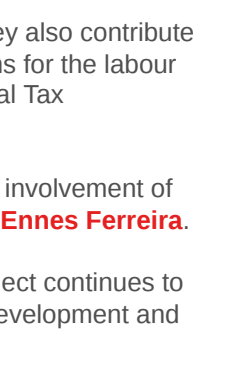
>> **Vítor Santos** addressed the changes in the energy sector during the Portugal Energy Conference 2024.



>> **Paulo Trigo Pereira** writes an open letter to the parliamentary leader of the Chega party.



>> **António Mendonça** is re-elected Chair of the Order of Economists.



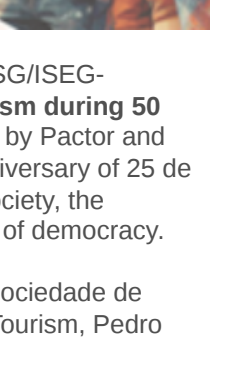
>> **Sofia Santos** says that integrating the '4 P's' of innovation can help SMEs achieve sustainability.



>> **João Duque** considers that Donald Trump brings uncertainty to the evolution of interest rates



>> What should we do to change Portugal? **João Duque** answered the question during the XXVII Executive Digest Conference.



## What's Up @ ISEG

### Ctrl-Alt-Xmas discusses Artificial Intelligence, Cloud, Power BI at ISEG



Ctrl-Alt-Xmas will be held at ISEG on the 16th December, an event in the area of information systems that will feature several renowned international speakers from all over Europe. The presentations will cover topics such as Artificial Intelligence, Cloud, Power BI, and much more.

The event will take place from 09.30 to 17.00, in ISEG's CGD Auditorium.  
Free admission, subject to prior registration.  
Further information and registration [HERE](#).

### Antena 2 Concert, 'I Hate Music! But I Like to Sing'



On the 19th December, ISEG will host another Antena 2 concert, in the CGD Auditorium, at 19.00, starring soprano Cecilia Rodrigues and pianist David Santos.

The programme, which is entitled 'I Hate Music! But I Like to Sing', features an eclectic selection of works by Francis Poulenc, Enrique Granados, Leonard Bernstein, and Manuel Rosenthal.

Free admission.

## Co-operation in the spotlight

### ISEG and the Faculty of Economics of Universidade José Eduardo dos Santos in Huambo, Angola, celebrate 12 years of partnership



ISEG centered into a partnership with the Faculty of Economics of Universidade José Eduardo dos Santos (UJES) 12 years ago, which gave rise to the first Master's degrees in Huambo, Angola. These degrees in Business Sciences and Accounting, Taxation, and Business Finance, marked a historic moment for higher education in Huambo, involving more than 70 students.

The degrees not only reinforced academic development in Angola, but they also contribute to the education of highly qualified professionals, with clear repercussions for the labour market, as evidenced by the admission of several students to the General Tax Administration (AGT).

ISEG's scientific co-operation was crucial to this transformation, with the involvement of Professors **Pedro Verga Matos, Paulo Lopes Henriques, and Manuel Ennes Ferreira**.

More than a decade after the first public defences, the impact of this project continues to highlight the success of this academic partnership, promoting regional development and creating opportunities for sustainable growth.

## Research News

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



### Professor Eduardo Moraes Sarmiento is one of the authors of the book on 'Tourism during 50 Years of Democracy'



**Eduardo Moraes Sarmiento**, an ISEG professor and Chair of CEsa (CSG/ISEG-ULisboa), is one of the 50 authors who contributed to the book on "Tourism during 50 Years of Democracy" (*Turismo em 50 Anos de Democracia*). Published by Pactor and with the seal of the Commission for the Commemoration of the 50th Anniversary of 25 de Abril, this book brings together reflections on the impact of tourism on society, the economy, and development as a whole in Portugal at these five decades of democracy.

The book launch is scheduled for the 16th December, at 18.30, at the Sociedade de Geografia de Lisboa, and will be attended by the Secretary of State for Tourism, Pedro Machado.

### Last Call for Papers | International Colloquium on Portuguese and National Languages in African Countries and Portugal (1975-2025)



The deadline for submitting papers for the International Colloquium on Portuguese and National Languages in African Countries and Portugal (1975-2025) is the 29th December.

Proposals (in either Portuguese, Spanish, French, or English) should be sent by e-mail to [cesaceael2025@gmail.com](mailto:cesaceael2025@gmail.com).

The event, which is organised by CEsa in partnership with CEAUP and CEL, will take place from the 2nd to 4th July 2025, at Universidade de Évora.

## Student News

### ISEG JBC and FGV Jr. announce a partnership

ISEG JBC has joined forces with FGV Jr., to create a strategic partnership between two leading Junior Companies.

With this collaboration, the two organisations are ready to take on new challenges, share knowledge, and develop innovative solutions for their clients.



### The ISEG Tuna musical ensemble celebrates 50 years of the Santo Estevão Philharmonic Society

Tuna Económicas took part in the celebration of the 50th anniversary of the Santo Estevão Philharmonic Society, which was marked by the inauguration of the Wall of Remembrance.

This mural includes important memories, such as the collaboration between the two institutions in the show that celebrated the Tuna's 25th anniversary in 2019.



## Universidade de Lisboa

### Christmas Solidarity Campaign



This Christmas, Universidade de Lisboa is organising the 18 Schools, 18 Support Actions Christmas Solidarity Campaign, from the 9th to 18th December, 2024, to support the charity Ajuda de Berço.

Ajuda de Berço is a residential shelter that provides a home for babies and children who need urgent protection from situations that put them in danger, such as violence, sexual abuse, various forms of neglect, and abandonment.



#### Bens Foodstuffs:

Olive oil and Cooking oil, Pulped Tomato and peeled Tomatoes, Tuna, Sausages, Cereals, Wholemeal small dried toast, Jam, Sugar, Flour, Fruit juice concentrated pulp, Baby fruit puree, 'Maria' and rice Biscuits

#### Cleaning and others:

Paper napkins, Aluminium foil, Kitchen roll - Jumbo size, Hand dishwashing liquid, All-purpose cleaner (without ammonia), Bleach - normal and gel, Cleaning gloves S/M, Rubbish bags - Size 30L, 50L, and 100L, White photocopy paper - Size A4, 80g

#### Hygiene and Pharmacy:

Normal adult shampoo for teenagers, Nitrile disposable gloves - Size S, Nappies (but not pants) - Size 4, 5, and 6, Incontinence nappies - Size M (super), Toilet paper, Liquid hand soap

#### Drop-off Points:

There are three drop-off points spread over ISEG: the reception areas of Quelhas, The Library, and Miguel Lupi.

At the ULisboa Central Services and Social Action Services, donations can also be delivered to the Rectorate, Caleidoscópio, the Old Canteen, the Natural History and Science Museum, and the Universidade de Lisboa Stadium (Swimming Pool Complex).

Deadline for donations: Wednesday, 18th December.

We're counting on the support of the entire academic community!

### The 4th Annual REDEMOV Conference



'Urban Interface in the Air Transport Network' is the theme of the 4th Annual **redeMOV Conference**, which will take place on the 13th January 2025, at 14.00, in a hybrid format, both online and in-person, at the TTC@ULisboa Auditorium.

Universidade de Lisboa's Interdisciplinary Thematic Network on Urban and Intelligent Mobility (**redeMOV**) seeks to ensure that the research carried out is oriented towards the management and innovation of systems that enable a more rational, efficient, and environmentally sustainable use of the modes and means of transport available, promoting and facilitating the relevant and irreplaceable role of intermodality and multimodality.

>> [Registration](#)

>> [Further information](#)

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