



# OPINIÃO

## Launch of the book on the History of EIBA

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

After a long process of research and writing, the book on the history of the European International Business Academy (EIBA), was launched on the 13<sup>th</sup> December at the conference commemorating EIBA's 50<sup>th</sup> anniversary, held at Aalto University (Espoo, Finland). The book is entitled *The History of EIBA: A tale of the co-evolution between International Business Issues and a scholarly community*, written by Vítor Corado Simões (ISEG, Portugal), John Cantwell (Rutgers Business School, USA), and Philippe Gugler (University of Fribourg, Switzerland).

The book provides a longitudinal view of EIBA's history over nine chapters. With the exception of the first and last chapter, which respectively cover with the emergence of an international business (IB) community before the creation of EIBA and with an overall assessment of the evolution of EIBA and an agenda for the future, each of the remaining chapters deals with a specific period in the history of the EIBA, from its foundation in 1974 to 2020.



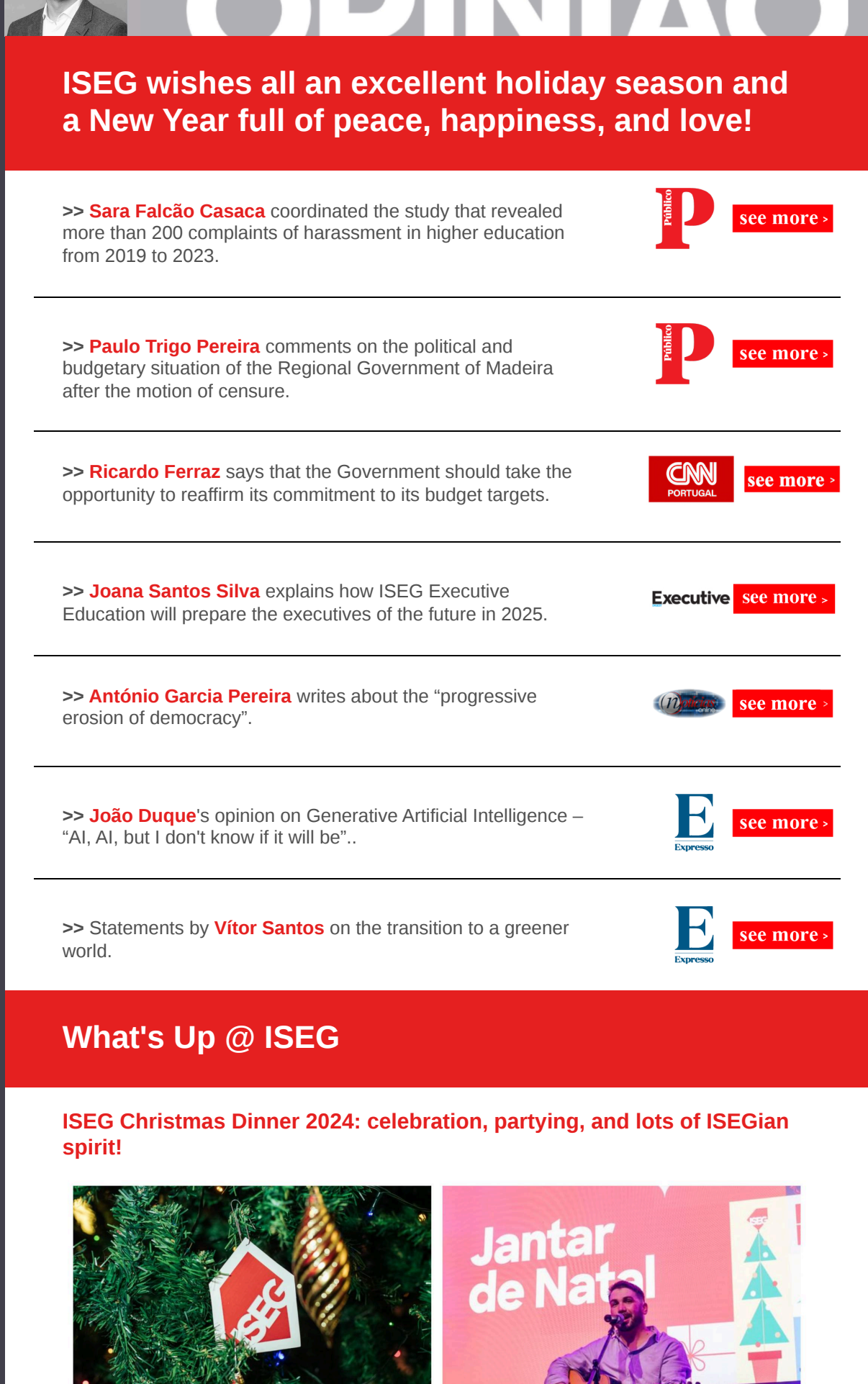
**Vítor Corado Simões**  
Retired ISEG professor

Its structure is similar and includes a successive presentation of the international investment climate, the most relevant literature on international business, and the core aspects of EIBA's activity.

As highlighted in the title, the book addresses the co-evolutionary process of interaction between the international investment climate, international business research and the academic community represented by EIBA. EIBA members will find in this book an analysis that will enable them to better understand how the academic community to which they belong came about and is structured and developed over the years. Young researchers will also be able to access a summary of the most important contributions published in this area over the last 50 years.

In this week's issue we highlight the ISEG 2024 Christmas dinner, the ISEG Winter School 2025, the 'Psychosocial Risks and Labour Rights' thematic cycle, the Agro-ecological Transition of Food Systems in Africa event in Brussels, where ISEG will be present, the historic agreement promoted by the eGROUNDWATER project, the opening of the application period for ULisboa Unite PhD Scholarships, as well as the news in the Research and Alumni sections.

The following are cited in this number: **António Garcia Pereira**, **Joana Santos Silva**, **João Duque**, **Paulo Trigo Pereira**, **Ricardo Ferraz**, **Sara Falcão Casaca**, and **Vítor Santos**.



# OPINIÃO

ISEG wishes all an excellent holiday season and a New Year full of peace, happiness, and love!

>> **Sara Falcão Casaca** coordinated the study that revealed more than 200 complaints of harassment in higher education from 2019 to 2023. [see more](#)

>> **Paulo Trigo Pereira** comments on the political and budgetary situation of the Regional Government of Madeira after the motion of censure. [see more](#)

>> **Ricardo Ferraz** says that the Government should take the opportunity to reaffirm its commitment to its budget targets. [see more](#)

>> **Joana Santos Silva** explains how ISEG Executive Education will prepare the executives of the future in 2025. [see more](#)

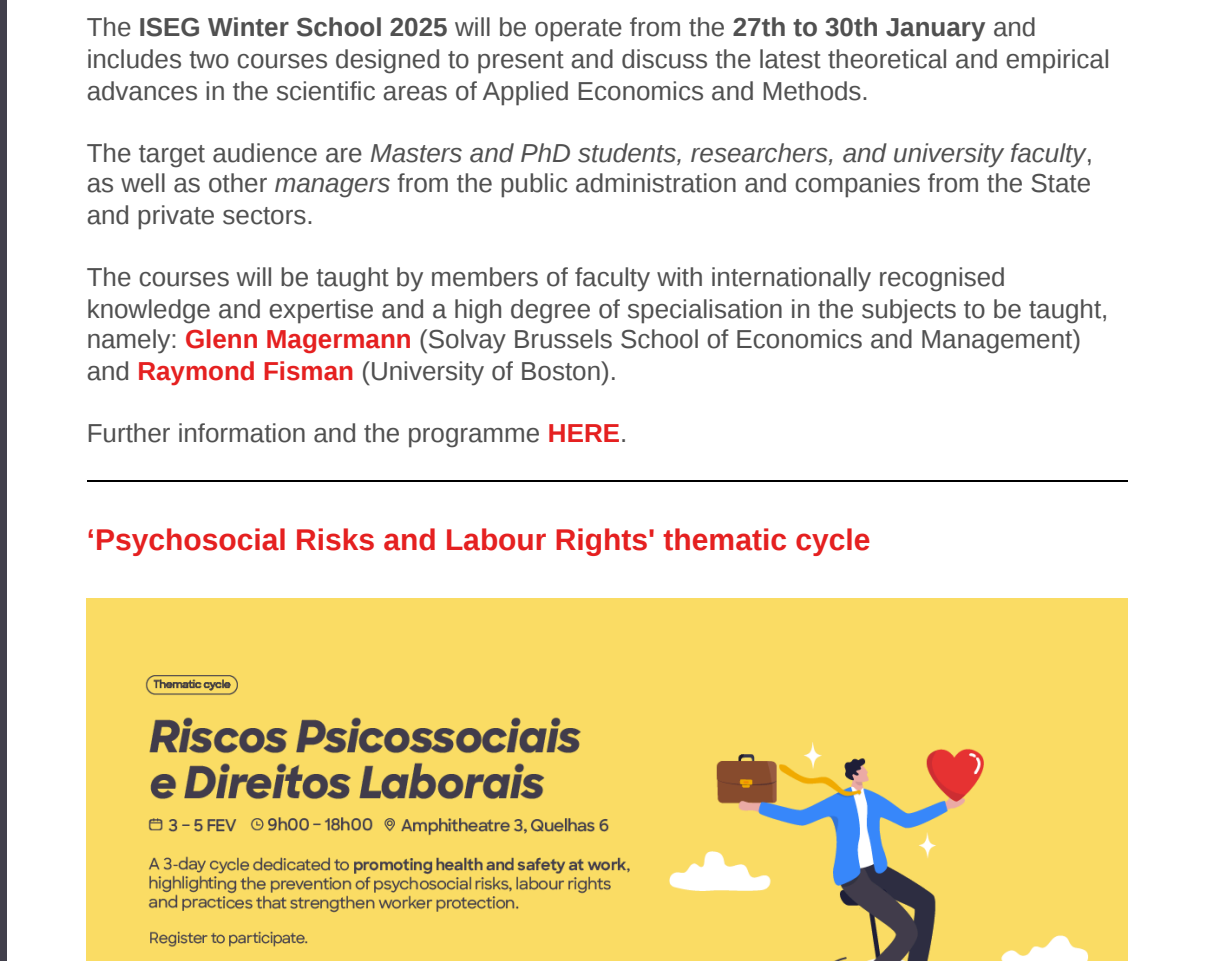
>> **António Garcia Pereira** writes about the "progressive erosion of democracy". [see more](#)

>> **João Duque's** opinion on Generative Artificial Intelligence – "AI, AI, but I don't know if it will be". [see more](#)

>> Statements by **Vítor Santos** on the transition to a greener world. [see more](#)

## What's Up @ ISEG

ISEG Christmas Dinner 2024: celebration, partying, and lots of ISEGian spirit!



See the photo report with all the photos from the Christmas party [here](#).

On the 6<sup>th</sup> December, the Pátio das Francesinhas was filled with joy and Christmas spirit, when we welcomed 210 ISEGIans for an unforgettable evening of celebration.

Live music played by the talented **Vítor Noruegas** rocked the night with great hits from Portuguese music, followed by a lively karaoke party that filled everyone with happiness and a good feeling.

The ISEGian spirit was in full evidence thanks to all the ISEG faculty, non-faculty staff and collaborators from ISEG Executive Education and Alumni Económicas, as well as members of the research centres.

We also screened the ISEG Christmas 2024 video during the dinner, which was filmed by students with the support of Cato Preto. [Watch the video below](#).



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## ISEG Winter School 2025



The ISEG Winter School 2025 will be operate from the 27<sup>th</sup> to 30<sup>th</sup> 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 target audience are *Masters and PhD students, researchers, and university faculty*, as well as other *managers* from the public administration and companies from the State and private sectors.

The courses will be taught by members of faculty with internationally recognised knowledge and expertise and a high degree of specialisation in the subjects to be taught, namely: **Glenn Magermann** (Solvay Brussels School of Economics and Management) and **Raymond Fisman** (University of Toronto).

Further information and the programme [HERE](#).

## 'Psychosocial Risks and Labour Rights' thematic cycle



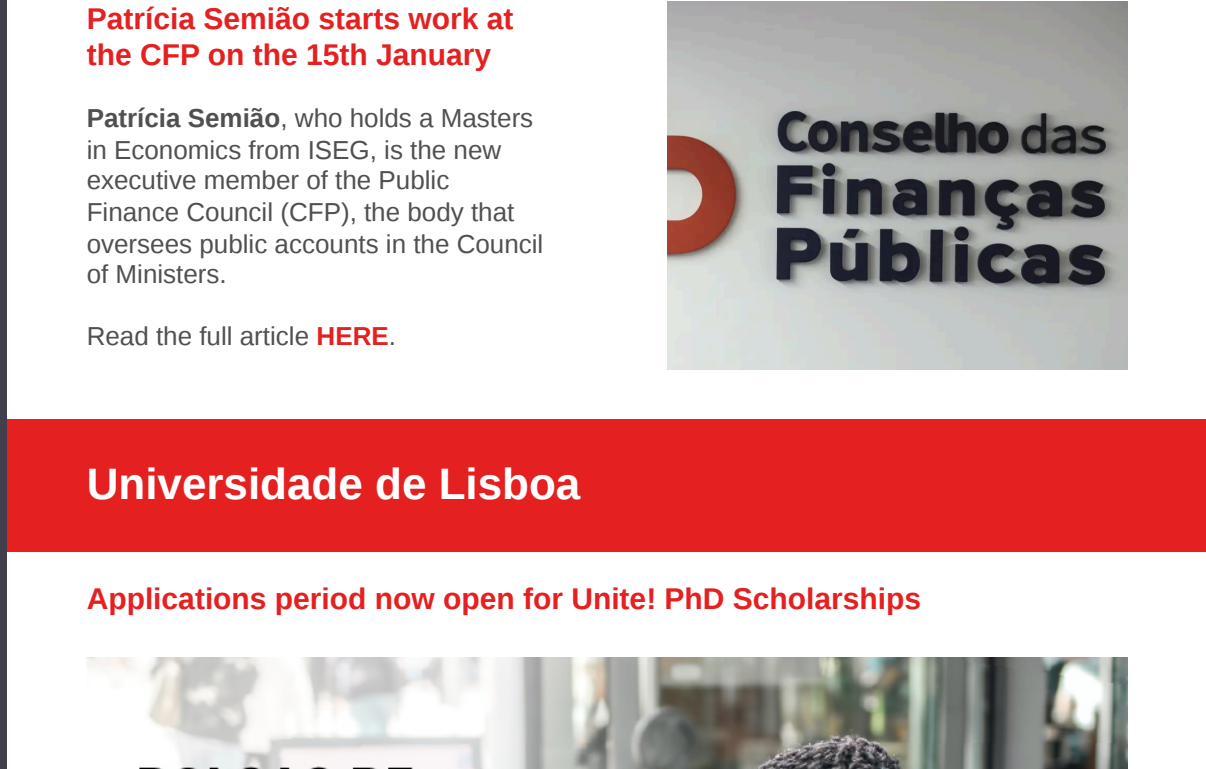
On the 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> February, ISEG is organising a new Health & Safety at Work Thematic Cycle, entitled 'Psychosocial Risks and Labour Rights' to be held on, in Lecture Theatre 3 (Queilhas 6, 4<sup>th</sup> Floor).

This cycle consists of three modules that cover, respectively, **Mental Health and Psychosocial Risks at Work (Module 1)**, **Psychosocial Risks at Work and Occupational Health & Safety Law (Module 2)**, **Moral Harassment at Work and Labour Law (Module 3)**.

Consult the Programme [on this LINK](#).

Registration form [HERE](#).

## ISEG professors take part in a historic agreement in Portugal



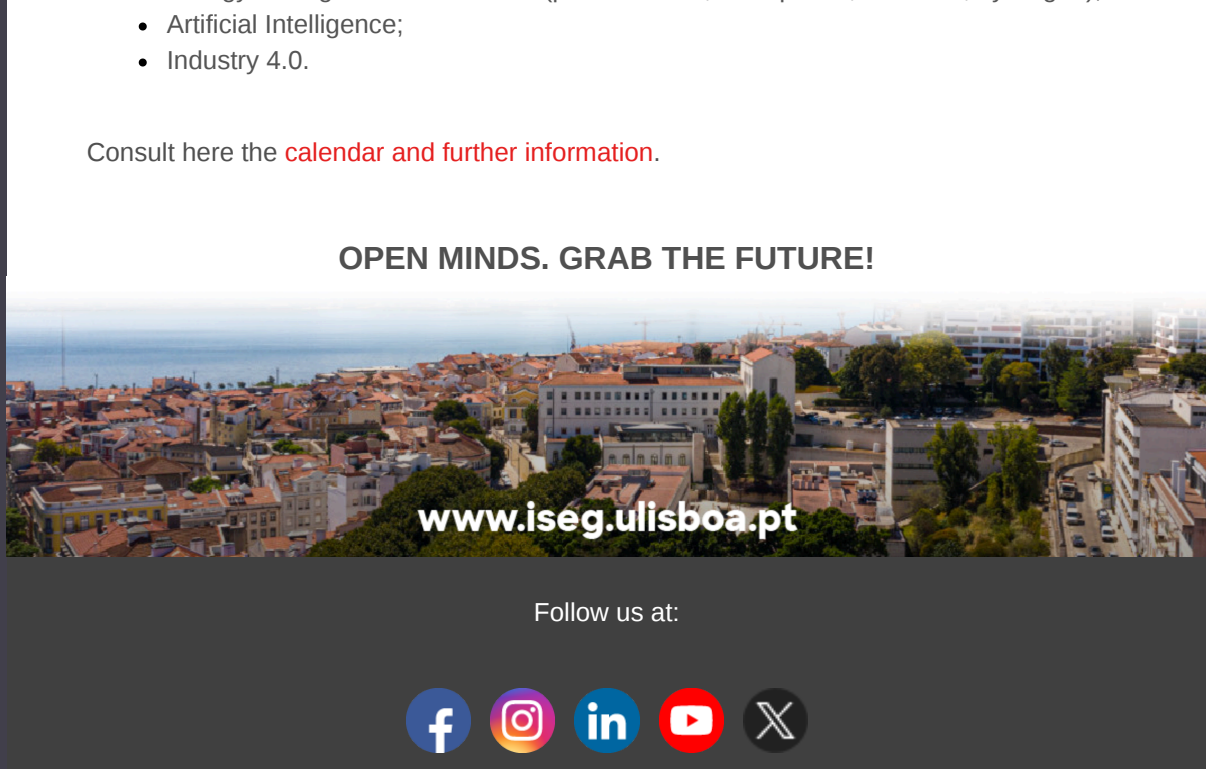
On the 6<sup>th</sup> May 2025, a science-policy collaboration event dedicated to the **Agro-ecological Transition of Food Systems in Africa** will be held in Brussels. The meeting brings together results from nine EU-Africa projects, funded by Horizon 2020, DeSIRA, and the Swiss Agency for Development and Cooperation (SDC) that regard cutting-edge scientific research to improve the resilience of African smallholder farmers through agro-ecological approaches.

Within the scope of the meeting, we highlight the **SustnAfrica** project, where ISEG is leading the first work package, under the coordination of professor and researcher **Idalina Dias Sardinha** (SOCIUS/ISEG).

Registration will open soon.

Further information [HERE](#).

## ISEG professors take part in a historic agreement in Portugal



**Marta Varanda**, **Sofia Bento** and **Marta Nieto Romero**, all ISEG professors and SOCIUS researcher, took part in the signing of the collaboration agreement for the protection and sustainable use of the Campina de Faro aquifer. The agreement, which was initiated by the **eGROUNDWATER (2020-2024)** project, involves end users, public managers, and civil society, making it a pioneering example of participatory groundwater management.

This joint commitment brings together sectors such as tourism, agriculture, golf courses, and public green spaces, as well as local associations and public bodies, such as APA Algarve, Loulé Municipality, CCDR Algarve/Agriculture and Fisheries, and Águas do Algarve. The obervcancy of the agreement is to define and implement measures to ensure the protection and sustainable use of the aquifer.

This agreement represents a **historic milestone** in groundwater management in Portugal and could serve as a model for other aquifers in the Algarve and the rest of the country.

## Research News

### Research paper by Mariya Gubareva on the volatility of NFTs



SOCIUS researcher and ISEG professor **Mariya Gubareva** co-authored the paper entitled 'Return and volatility spillovers between non-fungible tokens and conventional currencies: evidence from the TVP-VAR model', that was recently published in *Financial Innovation journal* (10.101, 2024).

The study analyses the static and dynamic links between tokens (NFTs) and conventional currencies, using the time-varying parameter vector autoregressions (TVP-VAR) model.

The paper can be downloaded [HERE](#).

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



### The 5th International Conference on Human Resources Management



The 5<sup>th</sup> International Conference on Human Resource Management will be held at ISEG on the 27<sup>th</sup> and 28<sup>th</sup> February, 2025. The Opening Keynote Speaker for the will be Professor **Jason Bennett Thatcher**, from the Leeds School of Business at the University of Colorado-Boulder.

This edition also counts with the partnership of the **Management Review Quarterly**, journal, which will publish presentations made at the Conference in its special issue on 'Human Resource Management and Artificial Intelligence to elevate work'.

Further information and registration [HERE](#).

## Alumni in the Spotlight

### Patrícia Semião starts work at the CFP on the 15th January



Patrícia Semião, who holds a Masters in Economics from ISEG, is the new executive member of the Public Finance Council (CFP), the body that oversees public accounts in the Council of Ministers.

Read the full article [HERE](#).

## Universidade de Lisboa

### Applications period now open for Unite! PhD Scholarships



Under the existing partnership agreement between FCT and ULisboa, the application period is now open for European University Unite! PhD scholarships, with a deadline of the 31st December, 2024.

Universidade de Lisboa (ULisboa) is a member of the **University Network for Innovation, Technology and Engineering (Unite!)**, together with the **Technical University of Darmstadt (Germany)**, **Aalto University (Finland)**, **KTH – Royal Institute of Technology (Sweden)**, **Grenoble Institute of Technology (France)**, **Politecnico di Torino (Italy)**, **Universitat Politècnica de Catalunya (Spain)**, **Graz University of Technology (Austria)**, and **Wroclaw University of Science and Technology (Poland)**.

As a result of the agreement celebrated with the **Foundation for Science and Technology (FCT)**, ULisboa awards PhD scholarships in the following priority areas of intervention of Unite! (although other areas are not excluded):

- Energy Storage and Conversion (photovoltaics, wind power, batteries, hydrogen);
- Artificial Intelligence;
- Industry 4.0.

Consult here the [calendar](#) and [further information](#).

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