

OPINIÃO

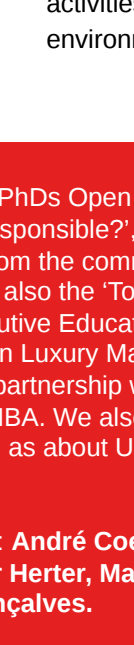
ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 113 years of a School of Firsts

The Business of "Business-as-Usual"

Transitions towards sustainability require profound changes in the teaching of management and economics. It's not just a question of including environmental issues and the SDGs in degrees. **Teaching methods need to change, enabling teaching to once again become a space for discovery, experimentation and personal growth.** However, one issue that has come to light more lately is that, in general, Schools of Economics and Management are not very focused on brand reputation and building trust through multiple accreditations, and sometimes forget that the effectiveness of the learning process regarding these new challenges we face does not depend on meeting "compliance obligations", but rather on the ability to relate, experiment, make mistakes and correct.

There is more than enough "know-what" out there today. Anyone can search for the "whys" and "wherefores" on the internet, and with social media, open-access online education and the use of AI tools, anyone can access and distill quality content on management, finance and economics - content that is also certified.

However, in order to face complex challenges such as the transition to more socially and environmentally sustainable business models, **"know-what" matters less than "know-how."** And "know-how" cannot just be acquired by "transferring knowledge" in the classroom, as it requires creativity, critical thinking, collaboration and experimentation.



Manuel Laranja
Coordinator of the Master's in Industrial Management, Operations and Sustainability

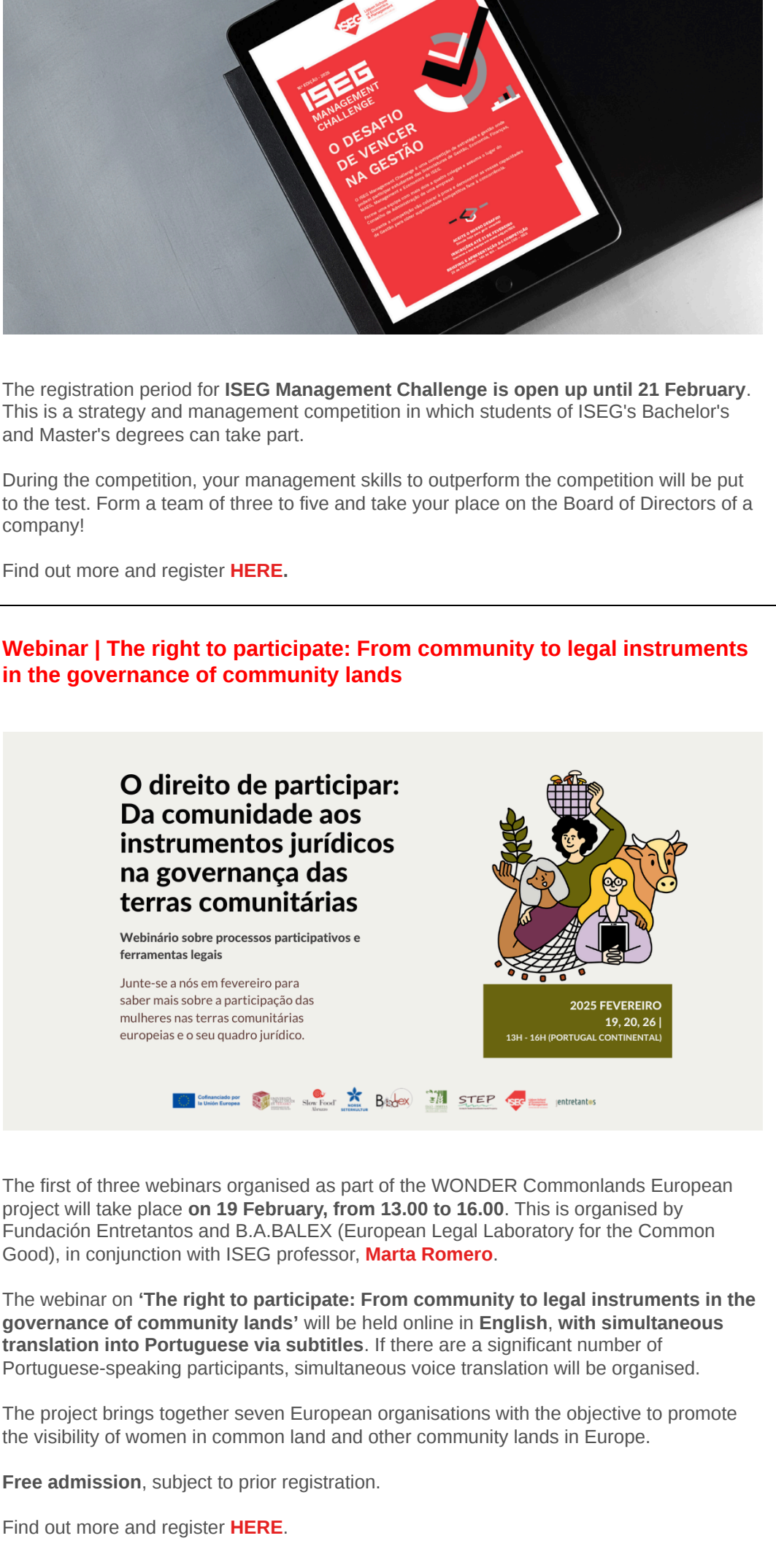
In other words, in general, Schools of Economics and Management face an enormous challenge in bringing flexible, open and collaborative teaching methods to teaching. What's more, given the "third mission" and the need to strengthen links with the business world and society, Schools of Economics and Management are in a unique position to make their "lecture rooms" less of an imposing classroom and more of a joint "third joint working space".

Here are some examples of diverse and effective steps that today's Schools Economics and Management could take towards a transition to sustainability:

- **To favour learning where sharing and empathy** are as important as individual brilliance.
- **Promoting deep and authentic listening** (to companies, markets, society, people) in order to learn how to reconcile different perspectives and deal with interests, dilemmas and balances in organisations, economic sectors and the public sector alike.
- **To be able to assess environmental risks and the consequences of business activities** in terms of creating social, environmental and human value, alongside strictly financial and economic value.
- **To prioritise learning how to do things** through processes of trial and error and the exercise of critical thinking.
- **Stimulating creativity in problem-solving**, as well as other soft-skills that are essential for leadership, such as relationship skills and oral argumentation.
- Finally, another fundamental piece is the **promotion of equity** and the defence of a regenerative balance between business activities and the social and ecological environment.

In this week's issue, we highlight the 'PhDs' Open Days 2025, the ISEG i2030 Challenge 2025, the webinar on 'The right to participate: From community to legal instruments in the governance of community lands', and also the 'Top Employers Portugal' event that will take place at ISEG. In the ISEG Executive Education section, we share news about Helena Amaral Neto's opinion piece on Luxury Management executive programmes, customised training for executives in partnership with BPI Gestão de Ativos, and the presentation of ISEG's CAPSTONE MBA. We also highlight the news in the Research, Students and Alumni sections, as well as about Universidade de Lisboa Alumni Solidarity Scholarships.

The following are cited in this number: **André Coelho, António Mendonça, Helena Laymé, João Duque, Márcia Maurer Herter, Maria Teresa Garcia, Mário Caldeira, Ricardo Ferraz, and Tiago Cruz Gonçalves.**



Working together with companies

>> **Ricardo Ferraz** emphasises that household consumption played a decisive role in the performance of the Portuguese economy in 2024, and that tourism will once again make an important contribution. [see more](#)

>> **Maria Teresa Garcia**, when talking about the annual accounts of Caixa Geral de Aposentações (CGA) as well as those of a welfare system such as Social Security "doesn't make any sense" and doesn't contribute to transparency, "quite the opposite". [see more](#)

>> **ISEG, Márcia Maurer Herter** supervised a study carried out at ISEG, centred on the impact of influencer marketing in the fast fashion industry. [see more](#)

>> **João Duque** took part in the "O Outro Lado De" (The Other Side Of) podcast and commented on various topics, including the fact that he never considered accepting the position of Minister of Finance. [see more](#)

>> **Tiago Cruz Gonçalves** says that in a world marked by economic volatility, geopolitical disruptions and climate crises, operational and financial resilience is becoming a strategic imperative for companies. [see more](#)

>> **João Duque** analyses the hypothesis put forward by the Minister of Infrastructure to sell only 49% of TAP. [see more](#)

>> **João Duque, Helena Laymé** and **Mário Caldeira** took part in the rehearsal of Vocal Emotion, a musical collective that is preparing to play in the Coliseu de Lisboa and the Coliseu do Porto, as well as in the Coliseu Micaelense in the Azores. [see more](#)

>> **João Duque** comments on the impact that tariffs may have on a country's trade balance, in the context of the Trump administration's economic measures. [see more](#)

>> **André Coelho** analyses the impact of the results of the German economy on Portugal and Spain. [see more](#)

>> **António Mendonça** compares Europe's current trade dispute with the US with other moments in history. [see more](#)

What's Up @ ISEG

PhDs Open Days 2025



Are you considering studying for a PhD and are looking for more information about the options available?

Then ISEG invites you to participate in the **PhDs Open Days on 19 and 20 February**, an exclusively online event where you can clarify all your doubts about the **six PhD degrees offered by ISEG: Applied Mathematics for Economics and Management, Economics, Management, Economic and Social History, Economic and Organisational Sociology and Sociology (OpenSoc).**

This event is a unique opportunity for potential students to put to the Coordination teams all their questions about the syllabus, research opportunities, funding, and the application process, among others.

Further information and enrolment [HERE](#).

Seminário ISEG i2030 | Why should companies be socially responsible?

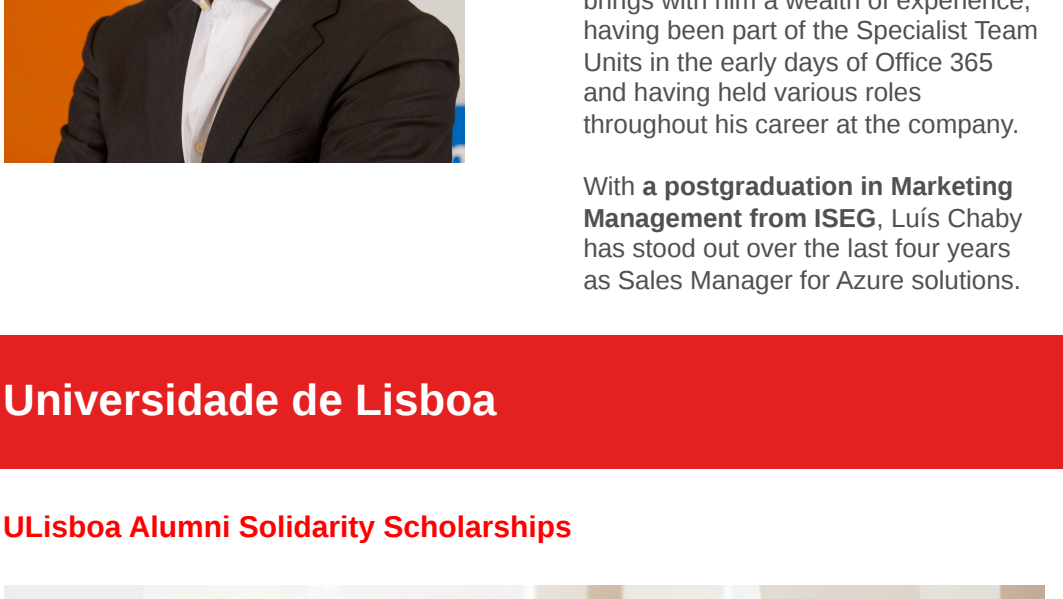


On **19 February**, there will be another **i2030 seminar** on corporate social responsibility. **Pedro Sirgado (EDP)** will be the speaker on **'Why should companies be socially responsible?'**, which will take place in ISEG's **Lecture Theatre 2 (Francesinhas 1)**, starting at **18:30**.

The ISEG i2030 seminars take place as part of the **Master's in Industrial Management, Operations and Sustainability** and are free and open to the general public.

Find out more [HERE](#).

ISEG Management Challenge 2025 | Registration period now open



The registration period for ISEG Management Challenge is open until **21 February**. This is a strategy and management competition in which students of ISEG's Bachelor's and Master's degrees can take part.

During the competition, your management skills to outperform the competition will be put to the test. Form a team of three to five and take your place on the Board of Directors of a company!

Find out more and register [HERE](#).

Webinar | The right to participate: From community to legal instruments in the governance of community lands

O direito de participar: Da comunidade aos instrumentos jurídicos na governança das terras comunitárias

Webinário sobre processos participativos e ferramentas legais

Justic-a 3-3 não em fevereiro para saber mais sobre a participação das mulheres nas terras comunitárias europeias e o seu quadro jurídico.

2025 FEVEREIRO 19, 20, 26 | (HOR. ISEG PORTUGAL CONTINENTAL)

European Commission, ISEG, BALEX, BALEX, STEP, etc.

The first of three webinars organised as part of the WONDER Commonlands European project will take place on **19 February**, from **13:00 to 16:00**. This is organised by Fundación Entretantos and B.A.ALEX (European Legal Laboratory for the Common Good), in conjunction with ISEG professor, **Marta Romero**.

The webinar on 'The right to participate: From community to legal instruments in the governance of community lands' will be held online in English, with simultaneous translation into Portuguese via subtitles. If there are a significant number of Portuguese-speaking participants, simultaneous voice translation will be organised.

The project brings together seven European organisations with the objective to promote the visibility of women in common land and other community lands in Europe.

Free admission, subject to prior registration.

Find out more and register [HERE](#).

Top Employers Portugal 2025

Every year, the **Top Employers** Institute awards the Top Employers certificate worldwide.

Salva o que têm a dizer os Top employers 2025 em Portugal
19 de fevereiro 19.00-21.00
inscreva-se aqui

To present this year's results and analyse the trends and challenges in human resources management, the Top Employers Institute, Jornal Económico and Forbes will jointly be holding an event on **26 February, starting at 09.00, at ISEG.**

Register [HERE](#).

ISEG Executive Education

Portugal on the global radar: The appeal of luxury property

Portugal has established itself as one of the most attractive destinations for luxury property investment in Europe. In the **Forbes Portugal** article entitled 'Portugal on the Global Radar: The Appeal of Luxury Real Estate', **Helena Amaral Neto**, Coordinator of ISEG's Luxury Executive Education Programmes, explores the evolution of this market and the impact of branded residences, which raise standards of exclusivity and trust.

At ISEG - Executive Education, we prepare professionals to lead in the luxury world through our 'Luxury Real Estate Sales Management Course' and 'Luxury Brand Management' programmes, anticipating trends and developing strategic skills to operate in this demanding sector.

Further information about our Luxury Programmes can be found [HERE](#).

Full article [HERE](#).

ISEG Executive Education develops customised training for BPI Gestão de Ativos

This week saw the start of the **Customised Programme in Real Estate Asset Management**, an initiative developed in partnership between ISEG Executive Education and BPI Gestão de Ativos, which aims to provide the bank's team with strategic and operational knowledge in the real estate sector.

The programme adopts a dynamic and participative approach, promoting the strengthening of essential skills in real estate asset management. Lecturers combine academic rigour, executive experience and applied research, providing high-impact learning.

This partnership **strengthens BPI's and ISEG's commitment** to valuing talent and preparing professionals for the challenges and opportunities of the property market.

Find out more about our customised solutions for companies [HERE](#).

ISEG MBA | The Capstone Project at Sumol Compal

Participants in the 40th Edition of the ISEG MBA presented their solutions to Sumol Compal as part of the Capstone Project, responding to the brief shared by the company. This practical experience enabled them to apply strategic knowledge, develop innovation and strengthen leadership skills, preparing them to face challenges in the business world with vision and impact.

In the ISEG MBA, learning is more than just lectures.

Further information [HERE](#).

ISEG Research News

ISEG Library | Upcoming Library Users Training

BIBLIOTECA
Próximas Formações de Utilizadores
LIBRARY
Upcoming Training for Users

What's new in Web of Science?	Peer reviews: their importance and visibility in the Web of Science	Training on the Informa D&B database
Day: 18 February	Day: 19 February	Day: 19 February
Time: 14.00 to 15.00	Time: 14.00 to 15.00	Time: 14.00 to 15.00
Online	Online	Online
Held in Portuguese	Held in Portuguese	Held in Portuguese

Further information and registration [HERE](#)

Climate resilience in aquaculture: A cluster analysis of Chinese coastal regional production and farming practices in the face of climate change (2017-2021)

The paper on 'Climate resilience in aquaculture: A cluster analysis of Chinese coastal regional production and farming practices in the face of climatic shifts 2017-2021', written by **Peiwen Wang** and **Isabel Mendes**, an ISEG professor and researcher at SOCIUS/ISEG Research, is available [HERE](#).

ADVANCE Seminars 2025 | 2nd Seminar

19 February 2025 - 11h - Santander Room - ISEG

ADVANCE SEMINARS

An Unintended Consequence of Full Population Testing on Auditors' Professional Skepticism

with co-author **Anna Gold**
Professor of Auditing and Head of School of Accounting at the School of Business and Economics, Vrije Universiteit Amsterdam

Free admission

advanceseminar.org | ISEG | LISBOA | fct.unl.pt

The **2nd ADVANCE Seminar** of 2025, entitled **'An Unintended Consequence of Full Population Testing on Auditors' Professional Skepticism'**, will be held at ISEG on **19 February at 11.00.**

The seminar's speaker will be **Anna Gold**, co-author of the study and a Professor of Auditing and Director of Accounting at the School of Economics and Business of the Vrije Universiteit Amsterdam (Free University of Amsterdam).

The seminar will take place in the **Santander Room (Quelhas, 3rd Floor)**, with free admission, subject to capacity.

Further information [HERE](#).

Student News

Application period now open for the JBC Case Competition 2025

JBC CASE COMPETITION 25
14, 15 & 16 DE MARÇO

EVENT PARTNERS: DELTA, quele abraço, Sonae, oregon, Santander

JBC LISBOA LISBOA

In partnership with Lisbon City Council, **ISEG Junior Business Consulting** is holding the **JBC Case Competition 2025** in Lisbon on **14, 15 and 16 March**.

The event challenges teams of five to solve a 24-hour case study on a current challenge facing the city of Lisbon, focusing on entrepreneurial solutions with a social impact. With the theme of 'Halfway to 2030', the objective is to promote sustainability towards 2030.

During the event, you'll be able to connect with partners and colleagues in an environment of innovation and networking.

Prizes for the winning teams:
1st prize: €5,000
2nd prize: €2,500
3rd prize: €1,000

Registration period open until **2 March 2025**.

Further information and registration [HERE](#).

A dose of economics | The New Silk Road

'A dose of economics' is a podcast resulting from a partnership between **Jornal ECO** and the **ISEG Young Economics Society**, where ISEG students discuss current issues related to finance and economics.

In this episode, **Pedro Prata** and **Rafael Pinheiro** analyse the Chinese government's plans for the future of global trade and politics.

Listen to the episode [HERE](#).

Alumni in the Spotlight

Luis Chaby is appointed Customer Success Director at Microsoft Portugal

Microsoft has announced the appointment of **Luis Chaby** as Customer Success Director in Portugal, where he will be responsible for programme management and customer relations.

The new manager joined Microsoft in 2008, following the acquisition of the Portuguese start-up MobiComp, and brings with him a wealth of experience, having been part of the Specialist Team Units in the early days of office 365 and having held various roles throughout his career at the company.

With a postgraduation in Marketing Management from ISEG, Luis Chaby has stood out over the last four years as Sales Manager for Azure solutions.

Universidade de Lisboa

Lisboa Alumni Solidarity Scholarships

The application period for **2024 Alumni Solidarity Scholarships** is open from **3 to 28 February 2025**.

Universidade de Lisboa **1st Cycle students** may apply who demonstrate academic merit and have proven financial difficulties that put their higher education in jeopardy.

Further information and applications [HERE](#).

OPEN MINDS. GRAB THE FUTURE!

