



# OPINIÃO

## You@ISEG: Bringing the Future Close

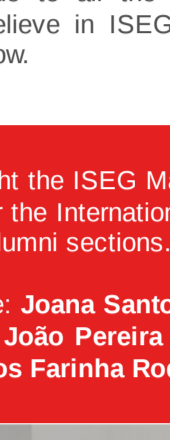
*ISEG has been educating leaders of thought and action since 1911. Today, at a time when society recognizes the importance of good economic management more than ever, we are here to build solutions: ISEG - 113 years of a School of Firsts*

In the day-to-day rush of the life of ISEG's Marketing Department, there are projects that oblige us to stop for a moment and appraise the real impact of our work.

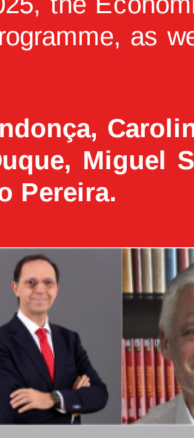
**You@ISEG** is one such project. Created with the objective to bring ISEG closer to secondary school students, this programme goes beyond being just an outreach initiative — it's a bridge between the present and the future for these young people.

In recent months, our focus has been on taking ISEG to welcoming students to our campus, we have been enthusiastically sharing what it is that makes ISEG unique. Talking to students who are taking the first steps towards building their dreams is a reminder of the impact an educational choice can have on their lives.

However, it is not just about visiting schools or welcoming students on campus, as this project is also online, and it is with great pride that we present the new page dedicated to You@ISEG on the ISEG website. We have worked to make this page more than just informative — we want it to be inspiring. Here, students can find the different initiatives, such as the Open Days, Futuralia, and Ideas Factory, where all the information they need to be part of this experience can be found.



**Emília de Sousa**



**Manuel Jacob Ribeiro**

**Leaders of the You@ISEG Project**

We believe that digital is the first gateway for many of these young people. That is why we opted for an intuitive and appealing design, with content that reflects the energy and dynamism of the project. We have created a space where smiles and practical innovation converge to show how ISEG can be the next step in their academic journey.

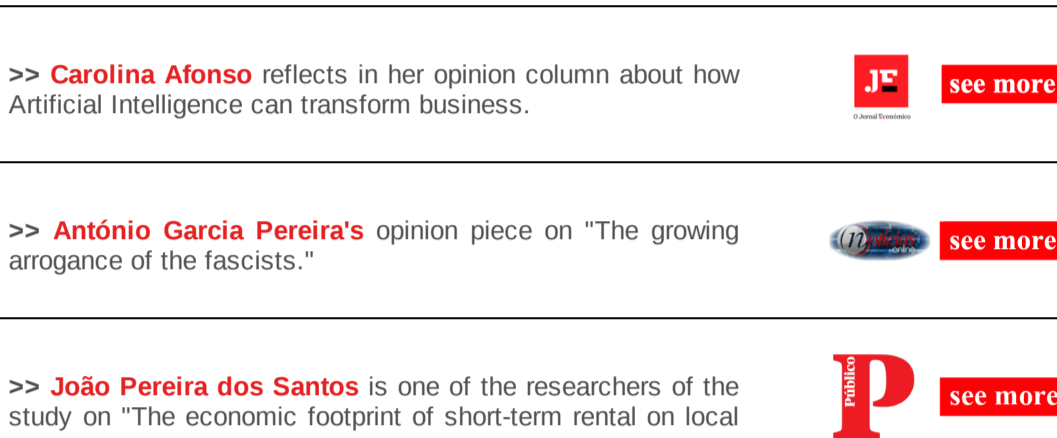
This work is made up of many fine details, but what really makes it really special are the people we meet along the way. Every interaction is an opportunity to create a bond that we hope will last, be it with secondary school teachers who believe in their students' potential or with young people who come to us with their questions and share their ambitions.

As we look ahead to the coming weeks — with visits scheduled to secondary schools in the Azores and Madeira, and more trips to come — we feel inspired by what we have already achieved and excited by what remains to be done. You@ISEG is not just a project, it's a mission. And it's a mission that we embrace with pride, knowing that we are helping to build futures and create an impact.

Thank-you to everyone who makes this work possible, ranging from the teams that support us, through to those colleagues who share our vision. A special thank-you is due to all the students and faculty who continue to believe in ISEG... because at ISEG, the future starts now.

In this year's first issue, we highlight the ISEG Master's Open Week 2025, the Economic Outlook Barometer, applications for the International Student Mobility programme, as well as the news in the Research and Alumni sections.

The following are cited in this issue: **Joana Santos Silva, António Mendonça, Carolina Afonso, António Garcia Pereira, João Pereira dos Santos, João Duque, Miguel St. Aubyn, Maria João Guedes, Carlos Farinha Rodrigues e Paulo Trigo Pereira.**



## We start 2025 with advances in technology

>> In her opinion column, **Joana Santos Silva** writes about the issues that defined 2024. [see more](#)

>> **António Mendonça** comments on Mario Draghi's speech at the 3rd Paris Symposium of the Centre for Economic Policy Research. [see more](#)

>> **Carolina Afonso** reflects in her opinion column about how Artificial Intelligence can transform business. [see more](#)

>> **António Garcia Pereira's** opinion piece on "The growing arrogance of the fascists." [see more](#)

>> **João Pereira dos Santos** is one of the researchers of the study on "The economic footprint of short-term rental on local business: Evidence from Portugal". [see more](#)

>> **João Duque** stated that BRICS enlargement is "practically impossible", in Jornal Económico. [see more](#)

>> **Miguel St. Aubyn** says: "I'm not optimistic. I don't foresee any significant convergence in the next few years" on Portugal's GDP per capita. [see more](#)

>> **Maria João Guedes** emphasises that "first there is a presumption of innocence". [see more](#)

>> **Carlos Farinha Rodrigues**, author of the study Portugal Desigual, published by the Francisco Manuel dos Santos Foundation, highlights "the significant reduction in the incidence of poverty among children and young people, whose poverty rate fell from 20.7% to 17.8%". [see more](#)

>> **Paulo Trigo Pereira's** opinion: "To maintain hope in this country and in the world, we must believe that something can change for the better." [see more](#)

## What's Up @ ISEG

### ISEG Master's Open Week 2025

**Master's Open Week'25**  
Find out more about our Master's programmes!  
January 21<sup>st</sup> to January 24<sup>th</sup>

From 21 to 24 January, there will be presentations of the Master's degrees during ISEG's Master's Open Week.

Each Master's presentation will be attended by its Coordinator and current or former students. The presentations will take place in webinar format and are open to the general public. At the end of each presentation, there will be a Q&A session with Coordinators and students.

To receive the access link, register [HERE!](#)

Find out more [HERE!](#)

### CIP/ISEG Economic Outlook Barometer - December 2024

**Barómetro da Conjuntura Económica**  
Dezembro/2024

In the latest Barometer on the national economic situation carried out by the Portuguese Business Confederation (CIP) and ISEG's Centre for Research on the Portuguese Economy (CISEP), the group of experts confirms that the economy grew by 1.9% year-on-year and 0.2% compared to the previous quarter.

Read the CIP/ISEG Economic Outlook Barometer for December 2024 [HERE](#).

### Information session on applications for International Student Mobility 2025/2026

**Mobilidade Internacional de Estudantes**  
Licenciaturas e Mestrados  
2025/2026

ISEG will open applications for international student mobility on 20 January. An online information session will be held to clarify doubts and present details of the process.

Find out more [HERE!](#)

## Research News

### Library User Training | Zotero Reference Management

**LIBRARY USER TRAINING**  
**Gestão de Referências: Formação sobre Zotero**  
14 JAN 2025 | 16h00 - 17h00  
Online | PT  
with Ana Perregil Soares

On 14 January, from 16.00 to 17.00, there will be online training on Zotero, a bibliographic reference management programme. Zotero is a tool for efficiently managing, organising and citing bibliographic references.

The objective of this training is to teach participants how to install Zotero, organise references, integrate it with text processors and generate automatic citations in different styles. The session will be delivered in Portuguese.

Registration [HERE!](#)

Find out more [HERE!](#)

### Explanatory session | FCT - Contest for Exploratory Research Projects 2025

**R&D**  
Research & Development

There will be an explanatory session on the Contest for Exploratory Research Projects in All Scientific Fields 2024 on 15 January, at 15.00, in Auditorium 2 (Quelhas). The objective of this contest is to provide support for the application process by covering topics such as the form, the cost model and the application instructions.

FCT recently published a notice for the Contest for Exploratory Projects for 2024, with a deadline of 25 February:

- [Call for Exploratory Projects in All Scientific Fields](#)

This is a contest where applications are submitted on the Balcão dos Fundos (IC&DT) and MyFCT (EXPL) platforms.

### Highlights | SOCIUS - Centre for Research in Economic and Organisational Sociology



### Podcast with Idalina Dias Sardinha at the Lisbon Tropical Summit

**Podcast com Idalina Dias Sardinha (SOCIUS) na LISBON TROPICAL SUMMIT**

**Especiais**

**RDP ÁFRICA**

The first edition of the Tropical Summit was held in Lisbon at the end of 2024. RDP Africa was there to hear **Idalina Dias Sardinha** (an ISEG professor and researcher at SOCIUS), coordinator of the Portuguese component of the SustnAfrica project developed at ISEG (2020-2025).

SustnAfrica, led by the Natural Resources Institute Finland (LUKE), has 15 other European and African partners. The ISEG team is leading the first work package, which is carrying out the basic analysis of the agricultural systems of the regions and the planned pilots, as well as the design and monitoring of the project.

Listen to the episode [HERE!](#)

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



### Cinema and Decolonisation Cycle | "Deconstructing Colonialism, Decolonising the Imaginary"

**CICLO CINEMA E DESCOLONIZAÇÃO**

ATIVIDADE PARALELA À EXPOSIÇÃO "DESCONSTRUIR O COLONIALISMO, DESCOLONIZAR O IMAGINÁRIO" patente no Museu Nacional de Etnologia

Novembro 2024 a Junho 2025  
Sábados, 10h

ISEG, Lisboa  
Audatório 2, Quelhas  
Museu Nacional de Etnologia, Lisboa  
Audatório

VISITE <https://cesa.rc.iseg.ulisboa.pt/>

The Centre for African and Development Studies (CESA/ISEG/ULisboa) invites you to the new 2024/2025 season of the "Cinema and Decolonisation Cycle", with monthly screenings to explore the legacies and memories of decolonisation. The next screenings will take place from February to June 2025, always on Saturdays at 10.00.

All screenings will take place in ISEG's Auditorium 2, with the exception being the one on 5 April, which will be held in the Auditorium of the National Museum of Anthropology.

The initiative is being held in parallel with the "Deconstructing Colonialism, Decolonising the Imaginary. Portuguese Colonialism in Africa: Myths and Realities" exhibition, which is on display at the National Museum of Anthropology up until 2 November 2025.

Consult the programme [HERE!](#)

Find out more [HERE!](#)

### Conference | "50 Years of Mozambican Literature: Paths and Creative Practices"

Organização: CESA (ISEG-ULisboa) e Universidade Eduardo Mondlane, Moçambique.  
apoio: Fundação Calouste Gulbenkian e CESA (ISEG-ULisboa).  
parceria: Universidade de Bayreuth, Sorbonne Nouvelle e Universidade Estadual de Campinas.

The '50 Years of Mozambican Literature: Paths and Creative Practices' Conference will bring together writers, artists and academics, who are specialists in African Literature from Portugal and Mozambique, to discuss developments in the creative and research practices of Mozambican literature. The event, which is free, will take place on 9 and 10 October in Congress Room 1 of the Calouste Gulbenkian Foundation.

Find out more [HERE!](#)

## Alumni in the Spotlight

### Ana Figueiredo featured on the Forbes Portugal list

With a degree in Business Administration and Management from ISEG-Lisbon School of Economics and Management, the CEO of Altice Portugal is distinguished in "Forbes Portugal" as the fourth most powerful woman in Portugal.



Read the news [HERE!](#)

### Mário Custódio is the new General Manager of Domes Lake Algarve

With a postgraduation in Luxury Brand Management from ISEG, the Manager takes over the management of the only resort outside Greece of the Greek group Domes.



Read the news [HERE!](#)

### Ricardo Soares Ferreira is the new F&B director at the Hyatt Regency Hotel

With a postgraduation in Business, Management and Marketing from ISEG, Ricardo Soares Ferreira has vast experience in the hospitality sector and will now be responsible for the entire food and beverage department at the Hyatt Regency Hotel.



Read the news [HERE!](#)

OPEN MINDS. GRAB THE FUTURE!



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