

BSBI Gazette

Editor: Professor Dr Kyriakos Kouveliotis
Associate Editor: Dr Farshad Badie

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EDITORIAL



Professor Dr Kyriakos Kouveliotis

I am very happy to welcome you to the *BSBI Gazette*. This is a new initiative developed, drafted and produced by the Academic Faculty of the Berlin School of Business and Innovation.

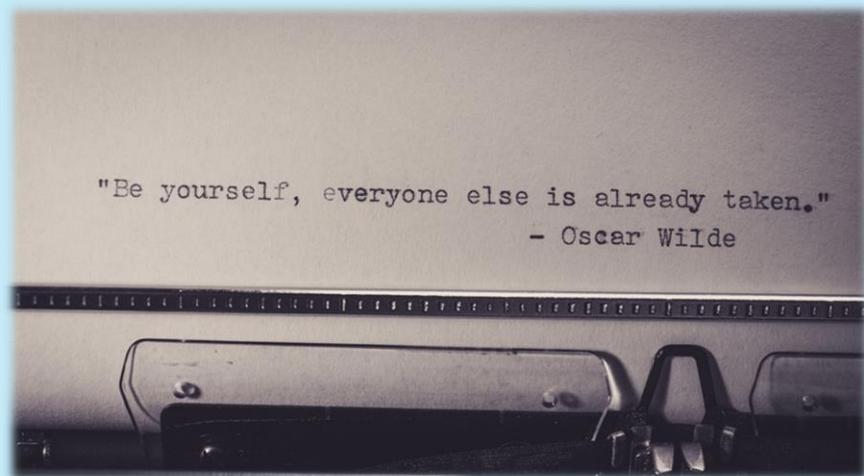
The *BSBI Gazette* is a weekly publication that will be published every Friday. It will be distributed to all students and faculty. The publication is composed of the following parts:

- Editorial
- Photo of the week
- Inspirational quotes
- Feature article
- Websites of the week
- Books of the week
- Videos of the week
- Week in Review: all you need to know about everything that matters. Analysis from each one of our lecturers on the most important developments in their areas for the week that passed. In this way, readers will be informed in a quick and comprehensive manner of any significant matter in the areas of management, marketing, IT, international relations, finance and so on.

A warm welcome again and well done to the academic team!

Prof Dr Kyriakos Kouveliotis
Provost & Chief Academic Officer
Berlin School of Business and
Innovation

PHOTO OF THE WEEK



INSPIRATIONAL QUOTES

"Information is not knowledge."

— Albert Einstein

"Knowledge Management is a human problem and not a technological problem."

— Pearl Zhu

"Knowledge Management will never work until corporations realize it's not about how you capture knowledge but how you create and leverage it."

— Étienne Wenger

"Information only becomes knowledge in the hands of someone who knows what to do with it."

— Peter Drucker

"Knowledge Management is a Means, Not an End."

— Bill Gates

FEATURE ARTICLE



Dr Farshad Badle

Lecturer, Associate Editor,
Head of Postdoctoral Research Center

Areas of expertise: Logic; Knowledge Representation; Artificial Intelligence; Cognitive Science

KNOWLEDGE MANAGEMENT TODAY

Knowledge is a very sensitive concept that should be used with caution. In my view, 'knowledge' is an insightful and meaningful structure of information-based (i.e. informative) data collections; in other words, knowledge emerges out of data collections that are experienced and/or perceived by some [knowledge] agent as information-carrying.

Knowledge Management (KM) is a cross-functional scientific discipline that is defined based on a collection of conceptual, logical, analytical, critical, creative and innovative procedures which are used for managing the phenomenon of 'knowledge' in an organisation.

KM in some organisations (OG) deals with how OG analyses the concept of 'knowledge' and how OG fundamentally and structurally models knowledge in different scenarios. In addition, KM is highly concerned with how knowledge is strategically observed by OG. It can be believed that the most salient goal of OG's KM-based strategical models is to construct strong analytical junctions between its different departments as well as between itself and its customers and clients. Relied on its proper KM-based strategies, OG can support various [dynamic] developmental processes of learning and training in different managerial scenarios. In conclusion, OG's KM-based strategies are based on which OG can manage the phenomena of 'data', 'information' and 'knowledge' for the benefit of itself as well as of any relevant stakeholder.

WEBSITES OF THE WEEK

[IBM](#) IBM Cloud Learn Hub

[KM-WORLD](#) Leading KM Publisher

[DOC-360](#) Platform for KM

[WELLINGTON](#) Smart Work?!

[NASA](#) Knowledge in NASA

VIDEOS OF THE WEEK

James Melendez – KM and Leveraging Organizational Knowledge



TEDx Univ. of Boston – On KM and Innovation



Stellenbosch Business School – How KM Supports Enterprise Strategy?



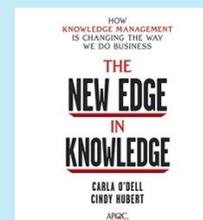
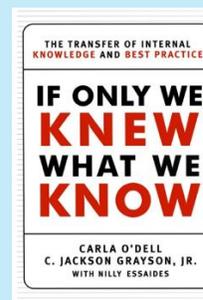
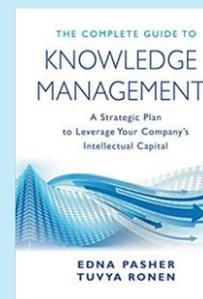
Deloitte – About KM Strategy ...



Business Consulting – What are the Keys to KM Strategy?



BOOKS OF THE WEEK



WEEK IN REVIEW

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ALL YOU NEED TO KNOW ABOUT EVERYTHING THAT MATTERS



Kathrin Bremer
Lecturer

Scientific domains: Global Marketing; Cross-Cultural Communication (CCC)

CREATIVE ARTS

442 appeared on the screen last Tuesday at the Munich Kammerspiele. Last Tuesday marks the first appearance of Maria Aljochina joining her band peers 'Pussy Riot' after two years of absence in Europe. Her concert transcended believably unimagined creative and performative artistic power and energy. Her artistic skills finally being released after two years under house arrest in Russia.

442, Pussy Riots claims this is the number of current political inmates in Russia and Aljochina mentions, that first and foremost the energy (the knowledge to do so) behind their performance is fuelled by the idea, to send out a message fighting against indifference these days, no matter which passport one holds.



Mostafa Gaballa
Lecturer

Scientific domains: Tourism & Hospitality

MARKETING

The most significant news in global marketing (and CCC) last week was that McDonald's will be following companies like Starbucks, Coca Cola, Levi's and Apple, closing all of their 850 subsidiaries in Russia. For more information, visit the following link:

<https://www.bbc.com/news/business-61463876> .

The move came after Renault announced it would sell its business in Russia. The French company said its 68% stake in carmaker Avtovaz would be sold to a Russian scientific institute, while its shares in Renault Russia would go to the city of Moscow. Moscow said Renault's Russian assets were now state property - the first nationalisation of a major foreign company since the invasion of Ukraine.



Liz Fernando

Head of Academic Operations Arts

Scientific domains: Art and Resistance and the fuelling Knowledge and Skills Behind

TOURISM

The most significant event in Tourism during the past week was The World Tourism Organization (UNWTO), which welcomed the Autonomous City of Ceuta as an Affiliate Member to promote shared values and a common vision of sustainable tourism. The event took place in Madrid on 11 May 2022. The Autonomous City of Ceuta joins the World Tourism Organization (UNWTO) to promote sustainable tourism and boost the competitiveness of the tourist destination. For more information visit the following link <https://www.unwto.org/news/unwto-city-ceuta-affiliate-member>.

As an outcome of this membership, the incorporation of the company Servicios Turísticos de Ceuta to the Organization will be ratified during the 116th Session of the Executive Council of the UNWTO, to be held next on 7 and 8 June in Saudi Arabia. The UNWTO welcomes the decision of the authorities of the Autonomous City of Ceuta to join this international entity, which will allow the destination to develop joint projects related to the sector.



Jüm-Christlan Hocke

Interim Head of Faculty of Arts

Scientific domains: Graphic Design, Web Design, App Design

INTERNATIONAL DEVELOPMENT

The Intergovernmental Panel on Climate Change recently published a report in 2022 on the impact of climate vulnerability. It shows how climate change impacts the ecosystem, biodiversity, human societies and integration of knowledge covering natural, ecological, social and economic science. Among different types of impact biodiversity loss, unsustainable consumption of natural resources, rapid urbanization, demographic transition, socioeconomic inequalities and pandemic are prominent. Adaptation plays a key role in reducing exposure to risk and strengthening societies to cope with vulnerabilities. Another crucial aspect is human-induced climate change with the destruction of the ecosystem.

FINANCE

Tesla's Chief Executive Officer, Elon Musk, expressed interest in a Twitter deal at the beginning of this year. The deal was \$44-billion (\$54.20 per share). The Company's board have already accepted the offer taking into consideration that the stocks are trading at \$37.45 per share. The deal is now on hold and everything has gone according to plan until now.



Dr. Palanivel Rathinasabapathi Velmurugan

Lecturer

Scientific domains: Finance, Human Resource Management, Mixed Research Methodology

ART AND TECHNOLOGY

Google is at it again! Last week Google launched 'Roboto Flex' – an update to their most popular webfont "Roboto" (19.3 trillion views since launch 2011 [1]). Typefaces today need to be as flexible and adaptable as possible – and Roboto Flex is exactly this. With 12 axes, a wide range of weights and widths across optical sizes and additional capabilities of finetuning, these typefaces bring flexibility and control to the designers.

This is huge! Flex is a reimagining of Google's typeface Roboto for the sheer infinite and ever-changing ways users read today and can help with almost every typographical challenge UI designers face today.

<https://material.io/blog/roboto-flex> [1] as of 2022 May 20th, <https://fonts.google.com/analytics>

According to the panel, the implementation research methods are to be conducted to increase the adaptive capacity focusing on resilience building inclusive of crisis governance. Furthermore, the inclusion of indigenous voices in policymaking can help to build effective bottom-up policies to reach the 13th goal and 17th goals under Sustainable Development Goals.

Reference: Intergovernmental Panel on Climate Change. (2022). Climate Change 2022 Impacts, Adaptation and Vulnerability Working Group II Contribution to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change, Summary for Policymakers, IPCC: Switzerland.

After the news was announced, Twitter stock increased by about 2%. Investors addressed several concerns about the transaction mostly how the potential acquisition will affect Company's future perspectives. The take-over offer comes after its policy criticisms, especially about the number of daily users.

FINANCE

The Standard and Poor's (S&P) 500, removed Tesla from its ESG Index as part of a review of the index each year. However, Apple, Microsoft, and Amazon, as well as oil and gas company Exxon Mobil, were still on the list. The S&P 500 ESG Index is based on environmental, social, and governance data to rank and effectively recommend companies to investors. Each company is assessed based on hundreds of data points, which consider how businesses impact the planet and how they interact with stakeholders beyond shareholders, including customers, vendors, partners, and neighbours.

The score was affected by Tesla's "lack of a low-carbon strategy" as well as racism and poor working conditions at its factory in Fremont, California. Tesla's handling of an investigation by the National Highway Transportation Safety Administration also weighed on its score. According to the spokesperson for S&P, while Tesla continues to play a role in getting fuel-powered cars off the road, the company falls behind its peers on ESG analysis. On Twitter, Tesla CEO, Elon Musk, complained about S&P Global Ratings, claiming that they have lost their integrity. Source: www.cnbc.com



Dr Moumita Mukherjee

Lecturer

Scientific domains: International Development, Health Economics, Public Health



Dr Milos Petkovic

Lecturer

Scientific domains: Strategic Management, Finance

LANGUAGE AND TECHNOLOGY

The most significant news this week in education and research is: 'Meta gives researchers full access to its large language model, OPT-175B'. This service will be available for all the institutions and researchers that request it free of charge. Meta Platforms Inc.'s artificial intelligence research team said on 3 May 2022, that it's making large language models more accessible to the scientific and academic research community with the availability of its Open Pretrained Transformer (OPT-175B) model. Large language models – natural language processing (NLP) systems with more than 100 billion parameters – have transformed natural

language process (NLP) and AI research over the last few years. On a massive, varied amount of text, they show surprising new capabilities to generate creative text, solve basic math problems, answer reading comprehension questions, and more. For the first time for a language technology system to maintain integrity and prevent misuse, they are releasing their model under a noncommercial license to focus on research use cases.

If you'd like to know more about this, please visit the following link: <https://multilingual.com/meta-large-language-model/>



Mina Shokri, PhD Candidate
Lecturer

Scientific domains: Education, Applied Linguistics, Multilingualism, Pragmatics



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The Scientific Journal of Business and Innovation



The Scientific Journal of Human and Machine Learning



The Scientific Journal of Creative and Digital Arts

