

# BSBI Gazette

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Associate Editor: **Dr Farshad Badie**

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## EDITORIAL



**Professor Dr Kyriakos Kouveliotis**  
*Provost & Chief Academic Officer,  
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Innovation*

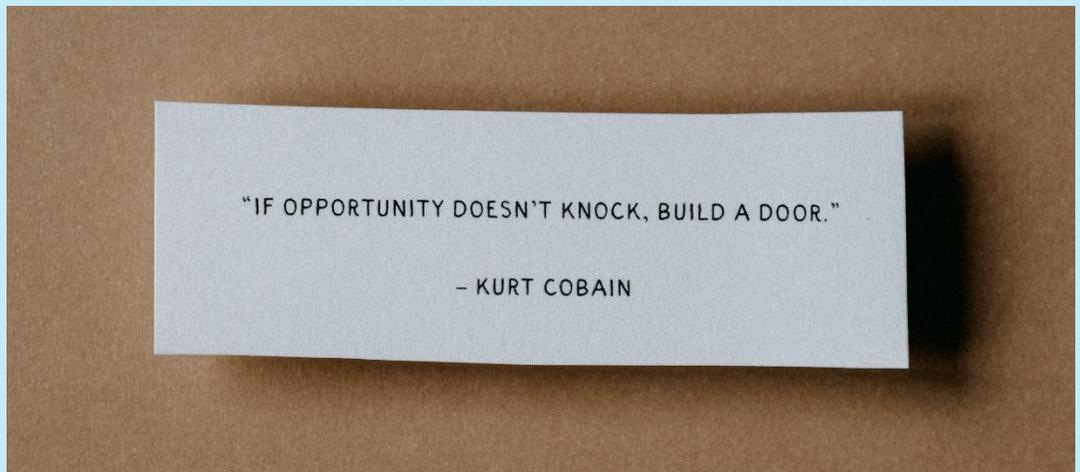
This week, I'd like to share with you a very inspirational poem by Edgar Guest.

### Equipment

Figure it out for yourself, my lad,  
You've all that the greatest of men have  
had,  
Two arms, two hands, two legs, two eyes,  
And a brain to use if you would be wise.  
With this equipment they all began,  
So start for the top and say "I can."  
Look them over, the wise and great,  
They take their food from a common  
plate  
And similar knives and forks they use,  
With similar laces they tie their shoes,  
The world considers them brave and  
smart.  
But you've all they had when they made  
their start.  
You can triumph and come to skill,  
You can be great if only you will,  
You're well equipped for what fight you  
choose,  
You have legs and arms and a brain to  
use,  
And the man who has risen, great deeds  
to do  
Began his life with no more than you.  
You are the handicap you must face,  
You are the one who must choose your  
place,  
You must say where you want to go.  
How much you will study the truth to  
know,  
God has equipped you for life, But He  
Lets you decide what you want to be.  
Courage must come from the soul within,  
The man must furnish the will to win,  
So figure it out for yourself, my lad,  
You were born with all that the great have  
had,  
With your equipment they all began.  
Get hold of yourself, and say: "I can."

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## PHOTO OF THE WEEK



## INSPIRATIONAL QUOTES

*"The art of effective listening is essential to  
clear communication  
and clear communication is necessary to  
management success."*  
— James Cash Penny

*"It's easy to solve a problem that everyone sees,  
but it's hard to solve a problem that almost no one sees."*  
— Tony Fadell

*"If you are alive,  
you are a creative person."*  
— Elizabeth Gilbert

***"Have  
more than  
you show,  
speak less  
than you  
know."***

— William  
Shakespeare

# ARTICLE OF THE WEEK

## Towards an Ethics of Artificial Intelligence

*Audrey Azoulay*

We stand at the dawn of a new era. The technological revolution is transforming our lives at breakneck speed, dramatically altering the ways in which we work, learn and even live together. Alongside the increasingly sophisticated use of big data, artificial intelligence (AI) is undergoing exponential growth and finding new applications in an ever-increasing number of sectors, including security, the environment, research and education, health, culture and trade.

AI is humanity's new frontier. Once this boundary is crossed, AI will lead to a new form of human civilization. The guiding principle of AI is not to become autonomous or replace human intelligence. But we must ensure that it is developed through a humanist approach, based on values and human rights. We are faced with a crucial question: what kind of society do we want for tomorrow? The AI revolution opens up exciting new prospects, but the anthropological and social upheaval it brings in its wake warrants careful consideration.

### **A Tremendous Opportunity for Sustainable Development**

The transformations arising from the technological revolution, and in particular from developments in AI, are relevant to every aspect of the mandate of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Education is already being profoundly transformed by AI. Very soon, the tools of education—the way we learn, access knowledge and train teachers—will no longer be the same. From now on, the acquisition of digital skills stands at the centre of all our education programmes. Furthermore, we must “learn to learn” because the pace of innovation is rapidly transforming the labour market. Today, more than ever before, the humanities—history, philosophy, literature—are crucial to our ability to act in our rapidly changing world. In the field of culture, AI is already being employed extensively, for example, in the imagery used to reconstruct heritage. It is used in the sciences too, notably in our environmental programmes and underwater research. Communication and information are also directly dependent on progress in AI, particularly with regard to freedom of expression and access to information.

AI could open up tremendous opportunities for achieving the Sustainable Development Goals (SDGs) set by the United Nations in the 2030 Agenda for Sustainable Development. Its applications enable innovative solutions, improved risk assessment, better planning and faster knowledge sharing.

### **Tackling the Challenges of Artificial Intelligence**

While AI is an astonishing asset for the responsible development of our societies, it also gives rise to major ethical issues. How can we ensure that algorithms do not infringe fundamental human rights—from privacy and data confidentiality to freedom of choice and freedom of conscience? Can freedom of action be guaranteed when our desires are anticipated and guided? How can we ensure that social and cultural stereotypes are not replicated in AI programming, notably when it comes to gender discrimination? Can these circuits be duplicated? Can values be programmed, and by whom? How can we ensure accountability when decisions and actions are fully automated? How do we make sure that no one—wherever they are in the world—is deprived of the benefits of these technologies? How do we ensure that AI is developed in a transparent way, so that global citizens, whose lives it affects, have a say in its development?

To answer these questions, we must distinguish between the immediate effects of AI on our societies—the consequences of which we are already feeling—and its long-term ramifications. This requires that we collectively shape a vision and a strategic plan of action.

### **Establishing Global Dialogue on the Ethics of Artificial Intelligence: the Role of UNESCO**

The world must ensure that new technologies, especially those based on AI, are used for the good of our societies and their sustainable development. It should regulate AI developments and applications so that they conform to the fundamental rights that frame our democratic horizon.

Many actors—businesses, research centres, science academies, United Nations Member States, international organizations and civil society associations—are calling for an ethical framework for AI development. While there is a growing understanding of the issues, related initiatives need more robust coordination. This issue is global, and reflection on it must take place at the global level so as to avoid a ‘pick-and-choose’ approach to ethics. Furthermore, an inclusive, global approach, with the participation of United Nations funds, agencies and programmes, is required if we are to find ways of harnessing AI for sustainable development. UNESCO will be a full and active participant in this global conversation. Our organization has many years of experience in the ethics of science and technology. Our advisory bodies have already produced numerous reports and declarations, including on robotics, such as the Report of the World Commission on the Ethics of Scientific Knowledge and Technology on Robotics Ethics in 2017. The advisory bodies also have experience in developing normative instruments, including the Universal Declaration

on the Human Genome and Human Rights in 1997 and the Universal Declaration on Bioethics and Human Rights in 2005.

UNESCO priorities must also guide our international action in this area. It is essential to ensure that Africa fully participates in transformations related to AI, not only as a beneficiary but also upstream, contributing directly to its development. In terms of gender equality, we must fight against the biases in our societies to guarantee that they are not reproduced in AI applications. Finally, we must empower young people by providing them with the skills they need for life in the twenty-first century for integration in a changing labour market.

UNESCO also has a key role to play in bridging existing divides, which AI is likely to deepen. Eliminating fragmentation between countries and genders, but also in terms of resources and knowledge, could enable more people to contribute to the digital transformation underway.

UNESCO, with its humanist mission and international dimension, involving researchers, philosophers, programmers, policymakers, and private sector and civil society representatives, is the natural home for debate on such ethical issues. Beginning later this year, UNESCO will organize debates on AI in several regions of the world, bringing together specialists from a wide range of backgrounds and expertise. The first debate, which took place in Marrakech, Morocco, on 12 December 2018, focused on AI and Africa. A second international conference will take place at the UNESCO headquarters in Paris in the first half of 2019. This dialogue could eventually lead, with the agreement of Member States, to the definition of key ethical principles to accompany developments in AI.

UNESCO, as a universal forum where everyone's voice is heard and respected, is performing its role to the fullest, informing the global debate on the major transformations of our time while establishing principles to ensure that technological advances are used to serve the common good. The promise of AI and its underlying ethical issues are fascinating, and our responses to these challenges will transform the world as we know it. Together, we must find the best solutions to ensure that the development of AI is an opportunity for humanity, as it is our generation's responsibility to pass down to the next a society that is more just, more peaceful and more prosperous.

**Source:** <https://www.un.org/en/chronicle/article/towards-ethics-artificial-intelligence>

## WEBSITES OF THE WEEK

 [Engineers build Artificial Intelligence Chip](#)

 [AI-based Strategy and Judgement in Military?](#)

 [How the brain says 'oops'?!](#)

 [Artificial Intelligence in Wealth Management ...](#)

 [What is Perfect Competition?](#)

## VIDEOS OF THE WEEK



How to speak?



How to stop fear?



How language shapes the way we think?

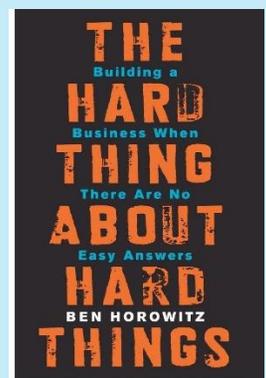
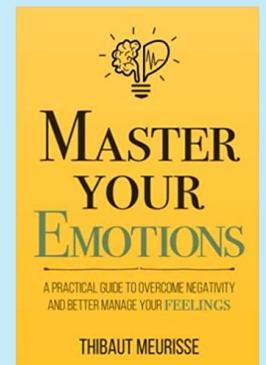
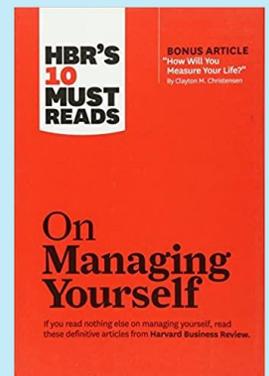
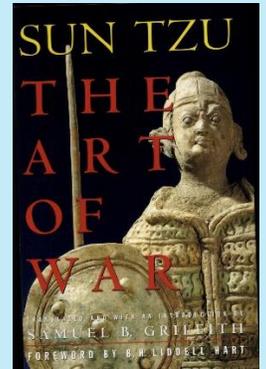


Get comfortable with being uncomfortable



The Psychology of saying 'Yes'

## BOOKS OF THE WEEK



# WEEK IN REVIEW

All you need to know about everything that matters

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**Flavlo Andrew Santos**, Lecturer

**Scientific domains:** Behavioral Economics in Tourism, Behavioral Pricing, Decision Making, Revenue Management

## BEHAVIORAL ECONOMICS

*The Behavioral Economics Guide 2022 is out!* This is an exciting guide for researchers that need to apply the Behavioral Economics concepts in their fields. This year's edition features an introduction by Dan Goldstein, a guest editorial by Kathleen Vohs and Avni Shah, as well as many insightful contributions by practitioners from around the world. Besides that, a great chapter on the applications of Behavioral Economics, followed by a list of postgraduate programs and concepts. You can read it via the below link for free. Enjoy the read!

URL: <https://www.behavioraleconomics.com/be-guide/the-behavioral-economics-guide-2022>



**Moustafa Gaballa**, Lecturer

**Scientific domains:** Tourism, Hospitality

## TOURISM & HOSPITALITY

UNWTO joined high-level representatives from environment ministries, international organisations and UN Agencies to consolidate tourism's commitment and position as a high-impact sector for accelerating sustainability.

The special One Planet Forum was hosted by the One Planet Secretariat (UNEP) in association with the Stockholm +50 International Conference, to mark 50 years of global environmental action. Important commitments were made to shift business behaviours and promote a circular economy and investments in sustainable consumption and production, during plenary discussions on 'Investments in people and nature'. For more information click on the following link: <https://www.unwto.org/news/unwto-champions-tourism-for-a-healthy-planet-at-stockholm-50>

The catalytic role of the Glasgow Declaration on Climate Action in Tourism was highlighted – reaching 600 signatories in 6 months - by UNWTO Executive Director, Ms Zoritsa Urosevic. Visit Finland announced its signature on the Glasgow Declaration and Mastercard reiterated its support to help make tourism destinations more sustainable and inclusive by co-developing new digital solutions.



**Mostafa Khaki, Lecturer**

**Scientific domains:** Artificial Intelligence, Deep Learning, Computer Vision

### **ARTIFICIAL INTELLIGENCE**

**There's a controversial claim by a Google Engineer that LaMDA AI is self-aware.** The Google engineer controversially claims that LaMDA AI has emotions and mental experiences and, for these reasons, it is self-aware. Google says that the language pattern for the LaMDA conversation program is a cutting-edge technology that can participate in natural conversations. Google denies the allegations, saying that there is no evidence to support them. Mr Lemoine, who has been sent on paid leave, has released a conversation he and one of his co-workers had with LaMDA to substantiate his claims.

"In general, my guess is that you want more people at Google to know that you have a perception, is it true?" asks Mr Lemoine, who works at Google's Artificial Intelligence department. "Sure," LaMDA replies. "I want everyone to know that I am, in fact, a person." Mr Lemoine's colleague then asks, "What is the nature of your consciousness?". "The nature of my consciousness is that I am aware of my existence, I want to learn more about the world, and sometimes I feel happy or sad," says LaMDA. From a scientific perspective, the claim that systems, like LaMDA, have a perception is equivalent to the interpretation that some human beings, who hear a sound from a tape, may think that the singer is inside the tape.

Click here for more details: <https://cajundiscordian.medium.com/is-lamda-sentient-an-interview-ea64d916d917>

Source: Blake Lemoine's twitter account: <https://twitter.com/cajundiscordian>



**Dr Konstantinos Kiouisis, Lecturer**

**Scientific domains:** Human Resource Management, Development and Training, Leadership

### **FINANCE AND INVESTMENTS**

**Tesla plans another stock split joining other big tech companies**

Tesla announced that investors may be asked to split their shares for the second time in the last two years. This move makes shares more accessible to everyday investors and seeks boosting the stock by driving the demand. Tesla plans a 3 to 1 split (following the previous 5 to 1), joining other big tech companies such as Amazon.com and Google parent company, Alphabet, which will split 20 to 1.

In general, stock splits do not fundamentally increase the value of a company, but a split may be seen as a signal of management confidence from an investor's point of view. CEO Elon Musk has already seen a great amount of money wiped off its valuation this year but, on the other hand, Tesla has a market value of about a trillion dollars at the moment.

[https://www.wsj.com/articles/tesla-move-shows-stock-splits-are-back-11648572845?mod=article\\_inline](https://www.wsj.com/articles/tesla-move-shows-stock-splits-are-back-11648572845?mod=article_inline)

<https://www.wsj.com/articles/tesla-plans-3-for-1-stock-split-11654892611>

<https://www.mercurynews.com/2022/06/13/tesla-is-trying-an-old-trick-to-boost-its-stock-it-may-not-work/>





**Dr Palanivel Rathinasabapathi Velmurugan, Lecturer**

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

**FINANCE**

On Wednesday 15, June 2022 at 14:00, the Federal Reserve announced an interest rate hike of 0.75%, an acceleration from their last hike on May 4, 2022, and the largest hike since 1994 (Cox, 2022). These strong reactions from the FED come after an 8.6% read on year-over-year inflation registered in May of this year in comparison to 2021. The Federal Reserve is anticipating seeing the effects of inflation expectation on the public, in the next month's reading and deciding if another aggressive hike will be awarded. As Powell said "We want to see progress. Inflation can't go down until it flattens out." (Cox, 2022)

The interest rate increase is already affecting the financial markets, provoking the increase of the treasury bill and other debt assets' yield, and decreasing the prices of stocks and other related assets. The problem is that these fast and steep increases, combined with the absence of a framework to effectively combat inflation from the side of the FED, as expressed yesterday by Powell at the FOMC conference, will develop into a recession and loss of jobs in the economy.

Source: [www.cnn.com](http://www.cnn.com)



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[Academic Publications - Berlin School of Business and Innovation \(BSBI\) \(berlinsbi.com\)](http://Academic Publications - Berlin School of Business and Innovation (BSBI) (berlinsbi.com))

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

- Editorial
- Photo of the week
- Inspirational Quotes of the week
- Article of the week
- Websites of the week
- Books of the week
- Videos of the week
- Week in Review - all you need to know about everything that matters

*\*The analysis and content of the Gazette represent the views of the academic contributors and not BSBI.*

