

BSBI Gazette

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

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EDITORIAL



**Professor Dr Kyriakos
Kouveliotis**

*Provost & Chief Academic
Officer, Berlin School of
Business and Innovation*

For this week's Editorial, I've selected a poem by Emily Dickinson called: *Hope is the thing with feathers*

Hope is the thing with feathers
That perches in the soul,
And sings the tune without the
words,
And never stops at all,

And sweetest in the gale is
heard;
And sore must be the storm
That could abash the little bird
That kept so many warm.

I've heard it in the chilliest land,
And on the strangest sea;
Yet, never, in extremity,
It asked a crumb of me.

We will read Emily Dickinson's poems at our next "Poetry Matinee" event. Please come and join us!

PHOTO OF THE WEEK



INSPIRATIONAL QUOTES

*"Smart people learn from everything and everyone,
average people from their experiences,
stupid people already have all the answers."*

— Socrates

*"Work hard in silence,
let your success be the noise."*

— Frank Ocean

*"The problem is not the problem.
The problem is your attitude about the problem."*

— Pirates of the Caribbean

***"Falling
down is
how we
grow.
Staying
down is
how we
die."***

— Brian Vaszily

ARTICLE OF THE WEEK

A MODERN APPROACH TO THE TRIO: Data, Information, Knowledge



Dr Farshad Badie, Lecturer & Head of Postdoctoral Research Center

Scientific domains: Logic, Artificial Intelligence, Information/Cognitive Science

I have prepared the article for this week based on my own published paper “Badie, F. (2021). Can knowledge be quantified and qualified? *Journal of Knowledge Structures & Systems*, 2 (1), 63-67”.

For millennia, the term *knowledge* has been very volatile and complicated in different scientific and philosophical contexts, and it has been difficult and troublesome to offer a precise notion, let alone a single consensual definition, of knowledge. From a pragmatic point of view, human knowledge agents always attempt (i) to apply (and, in fact, to *industrialize*) what they know, and (ii) to make proper associations, in order to share what they know and to communicate with each other in various contexts. Aspects (i) and (ii), as well as their strong interrelationships, have supported the creation, and modelling, of human knowledge, based on kindred *data* and *information*. In this short article, I sketch a conceptual model for the trio <Data, Information, Knowledge> (DIK).

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.

Note that informative data can be either quantitative or qualitative or both. More specifically, informative data are data that have been quantitatively and qualitatively upgraded based on some knowledge agent’s insights and developed with regard to the given/experienced information.

I do believe that the distinction of these phenomena can be conceptually represented in the form of a cubical-conical model (see Fig. 1) with data at the foundation of the model, as well as at the base shared by the cone and the cube, knowledge at the top (i.e. vertex) of the cone, and informative data in the middle (i.e. over the curved surface) of the cone. Informative data are produced when given/experienced data are supported, and surrounded, by some information. As it can be seen in Figure 1, the phenomenon of knowledge is interpreted to be constructed out of informative data.

I shall claim that I am the first researcher who has (i) offered a conical hierarchy, and (ii) introduced informative data in the hierarchical model.*

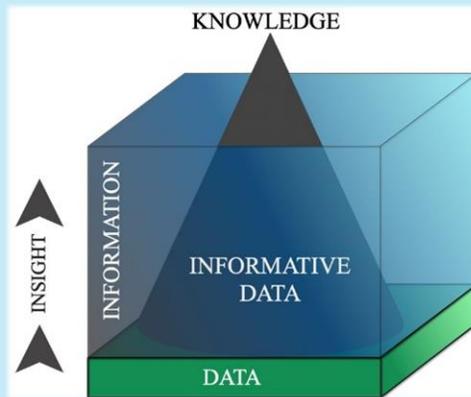


Figure 1: Cubical-conical model of DIK.

Let “Ag” stand for some knowledge agent. In my opinion, knowing (by Ag) is an active and dynamic process of knowledge construction in their mind or knowledge base. Knowing (by Ag) is not just experiencing (and also finding out about) some data; it is actually constructing a mental structure based on those data. Hence, knowing (by Ag) is a process of constructing their knowledge structures based on their informative data in their mind as well as in their knowledge base. I shall summarize my ideas as follows:

1. In the cubical-conical model of DIK, informative data is intermediate between data and knowledge. Correspondingly, the phenomenon of knowledge is interpreted to be constructed out of informative data.
2. Knowledge structures are informative and insightful structural models of knowledge which are constructed [by Ag] based on their experienced and perceived data.
3. Informative data are data that have-quantitatively and/or qualitatively-been upgraded and developed (in Ag’s mind or knowledge base). It can be said that informative data make quantitative or qualitative (or both) junctions between what Ag perceives and recognizes (i.e. becomes aware of) based on their insights.
4. Ag’s quantitative informative data are concerned with the quantificational compatibility of what Ag perceives and recognizes based on their experienced data. Quantitative informative data support Ag’s process of quantitative knowledge construction.
5. A quantified knowledge structure based on some data in Ag’s mind (or knowledge base) is made up of the probabilities (as well as certainties) of (the existence(s) of) the correlations between their experience and recognition.
6. Ag’s qualitative informative data are expressible as how and to what contingent level Ag can make compatibility out of what they have perceived based on those data and of what they have recognized about them. Qualitative informative data support Ag’s process of qualitative knowledge construction.
7. A qualified knowledge structure based on some data in Ag’s mind (or knowledge base) would be constructed based on the possibilities (as well as necessities) of how Ag’s experience and recognition are (or would be) correlated together.

*Relying on this model, I am already working on a qualificational logic for representing qualificational knowledge in multi-agent systems.



WEBSITES OF THE WEEK

[Emerging Topics in AI Policy](#)

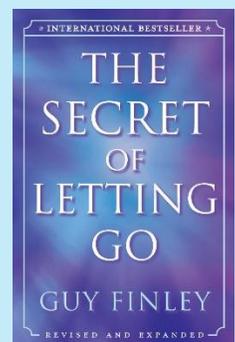
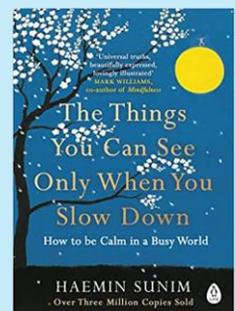
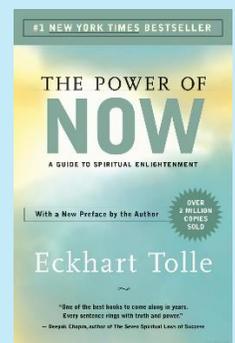
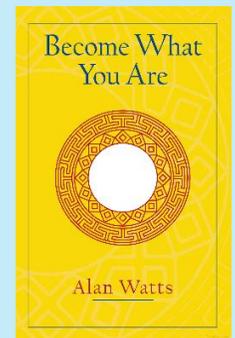
[What is Data Reliability Engineering?](#)

[AI and Image Creation !!](#)

[Machine Learning is being Explainable!](#)

[Big Data Latest News \(27 June 2022\)](#)

BOOKS OF THE WEEK



VIDEOS OF THE WEEK



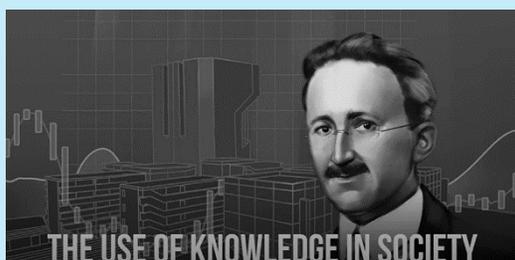
What is Science?



Is Philosophy a Science?



The Growing Industries of the Future



The Use of Knowledge in Society



Who are you?!

WEEK IN REVIEW

All you need to know about everything that matters

Editor: **Professor Dr Kyriakos Kouveliotis**

Associate Editor: **Dr Farshad Badie**

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Flavio Andrew Santos, Lecturer

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

TOURISM & SOCIAL ENTREPRENEURSHIP

There is just three weeks left to apply for this year's Social Entrepreneurship Competition in Tourism. If you have an idea or existing project that benefits one of the 17th UN's Sustainable Development Goals and is related to tourism - apply before 18th July 2022.

Shortlisted finalists will get access to educational courses, mentorship, and marketing support from their partners. Finalists will pitch in an online event on 28th November, Winners will go home with some funding and prizes from the partners. Check the finalists and shortlisted initiatives from last year and our Jury. Apply today at <https://socialtourismcompetition.com/>



Dr (MD) Ahmed ElBarawi, Academic Support Manager

Scientific domains: Orthopedic Surgery, International Trading (medical supplies), Agribusiness

HEALTH

Tufts University researchers say that new findings might advance personalised nutrition, improve diet and reduce the risk of obesity, diabetes, and heart disease. You don't like to drink raw milk, or do you think that your parents are responsible for your taste preferences? Then, why are you addicted to a particular kind of food or beverage? Of course, genetics are responsible for taste perception to some extent, and subsequently, it influences your nutritional preferences, and finally, your health status and body build! Polygenic Taste Score is the parameter to measure the impact of your genes on your taste preferences which has been used by researchers in this study.

Source: *Genetic 'Taste Score' Could Help Us Eat Healthier and Reduce Disease Risk* - Medscape - Jun 30, 2022



Liz Fernando, Head of Academic Operations Art
Scientific domains: Contemporary Art, Art Market, Post-Colonial Research

CONTEMPORARY ART

The Opening of Documenta - the world's largest and most established exhibition of contemporary art has opened. Since its founding in 1955, Documenta has set the bar for changing the cultural observations; the first exhibition showcased modern art censored to German society by the Nazi Party during the Third Reich, including works by artists like Henri Matisse, Picasso, and other leading cubists and fauvists. With every edition, Documenta has continued to platform and celebrate cutting-edge art movements (Abstract Expressionism, Conceptualism, Minimalism), proving itself as a beacon of progressive thought. The fact that it continues in this manner, shows the current world's overheated discussion on the importance of constitutional embedding of the 'Freedom of Art' in Germany and the controversy about the removed artwork by the collective Taring Padi.



Moustafa Gaballa, Lecturer
Scientific domains: Tourism, Hospitality

TOURISM

The World Committee on Tourism Ethics (WCTE) agreed to issue the following statement: The World Committee on Tourism Ethics, welcoming the statement of UN Secretary-General that "Continuing the war in Ukraine is morally unacceptable, politically indefensible and militarily nonsensical". In firm belief that tourism is a vital force for peace and a factor for friendship and mutual understanding among the people of the world, urges the Russian Federation to end its invasion of Ukraine which is putting millions of lives at risk, threatening their peace and security. Guided by Article 1 of the UNWTO Global Code of Ethics for Tourism, the Committee calls on all efforts to be extended toward peace negotiations in accordance with the fundamental principles of the United Nations Charter.

While the right to tourism is forcibly taken away during conflicts, tourism is always a reminder of the importance of dialogue, peace, tolerance, and sustainable development among countries. For more information visit the following link: <https://www.unwto.org/news/world-committee-on-tourism-ethics-issues-statement-on-war-in-ukrain>



Dr Konstantinos Kiouisis, Lecturer
Scientific domains: Human Resource Management, Development and Training, Leadership

BRAND IMAGE / MARKETING

On the 29th June, a German automotive manufacturer of luxury vehicles had its birthday. 90 years ago, the merger of four different brands (Horsch, Audi, Wanderer and DKW) created the "Auto Union". Later on, the name of the Auto Union officially changed to "Audi" and its symbol evolved into today's well-known logo of the four circles chained together representing the connected brands. This is one of the most recognizable symbols in the car industry, combining simplicity with a deeper meaning. The four bold black circles are fundamental to the brand image representing sophistication, strength, and power.

Audi makes premium cars and targets the higher-end segment of the market, especially the affluent class of urban consumers. At the moment, Audi has 13 production facilities in 10 countries, serves worldwide and is worth €67.878 billion. Its name comes from the surname of the founder "Horch", which means "listen" in German and translates to "Audi" in Latin. The slogan "Being ahead through technology" is one of its marketing efforts. "A good logo is one that can be scratched in the sand with your big toe" said Kurt Weidemann, famous graphic designer and typographer.

<https://www.audi.com/en/company/history/history-of-the-logo.html>

<https://fabrikbrands.com/audi-logo-history-and-meaning-of-the-audi-emblem/>



Dr Palanivel Rathinasabapathi Velmurugan, Lecturer

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

FINANCE

On Thursday 30th June 2022, Bitcoin fell slightly under US\$19,000.00 as it is headed to post its worst quarterly loss in more than a decade (Kharpal, 2022). It is also stated by (Kharpal, 2022) that bitcoin has lost 58% of its value just in the second quarter of 2022. This makes us wonder if Bitcoin and other crypto assets are really virtual gold or hedge against inflation and fiat currency assets as they were praised to be.

The latest inflation reading showed an 8.6% year-over-year increase in prices, and just 2 weeks ago the Federal Reserve increased its fund rate to 1.75%. The U.S. Bureau of Labor Statistics, 2022, shows that the overall monthly increase in prices since the start of 2022 is 3.9%, which would even show cash beat crypto assets as an inflation hedge. This lacklustre performance just reminds us of what Seth Klarman, a very seasoned investor mentioned in his recent interview with Das Narayandas, a famed Harvard Professor "I can't see the point of Crypto... I don't think anybody should own it" (Mohamed, 2022).

Source: www.cnbc.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))

BSBI Gazette*

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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.*

June

May