

BSBI Gazette

Editor: **Professor Dr Kyriakos Kouveliotis**

Associate Editor: **Dr Farshad Badie**

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EDITORIAL



**Professor Dr Kyriakos
Kouveliotis**

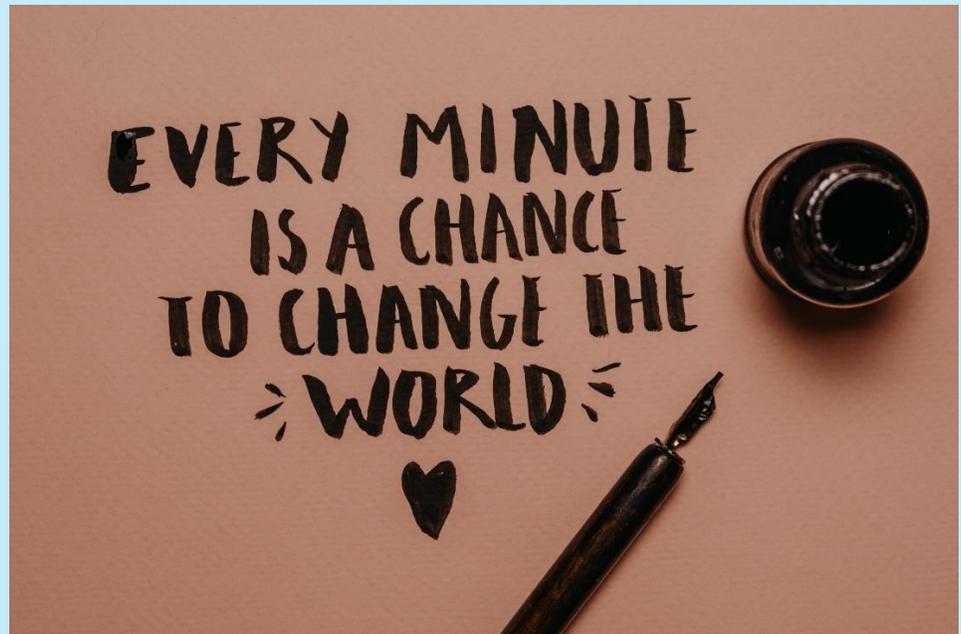
Provost & Chief Academic
Officer, Berlin School of
Business and Innovation

For this week's Editorial, I have taken a very inspirational section from "The Fellowship of the Ring" by J. R. R. Tolkien.

"All that is gold does not glitter,
not all those who wander are
lost; the old that is strong does
not wither, deep roots are not
reached by the frost. From the
ashes a fire shall be woken, a
light from the shadows shall
spring; renewed shall be blade
that was broken, the crownless
again shall be king."

This short text is driving to self-
reflection and, in retrospect, to
the route of life. It is therefore
inspirational, but also highly
didactic.

PHOTO OF THE WEEK



INSPIRATIONAL QUOTES

*"We are what we repeatedly do.
Excellence, then, is not an act, but a habit."*
— Aristotle

*"Try not to become a man of success,
but rather become a man of value."*
— Albert Einstein

*"Yesterday I was clever, so I wanted to change the world.
Today I am wise, so I am changing myself."*
— Rumi

***"A goal is
a dream
with a
deadline"***

—Napoleon Hill

ARTICLE OF THE WEEK

HUNGRY TO LEARN

Asha-Rose Migiro,

Deputy Secretary-General of the United Nations

Mine is the rare job that allows me to meet, within the span of a very few hours, both a president and a homeless mother. And each told me the same thing. Three months after the earthquake that devastated Haiti, President Préval welcomed me to his offices in Port au Prince – a modest building in the gardens behind his ruined presidential palace. Education, he said straight-off, must be a cornerstone of the international effort to rebuild Haiti. Without that, there is no future.

Not long after, I visited a tent-city, crowded with thousands of displaced families. A slender mother pushed her bright-eyed child towards me, no more than eight years old. "He wants to learn," she told me with calm insistence. "Give him the chance." Two people, occupying very different positions in life. Yet, each delivered a message that I heard again and again during my two-day stay. Haitians want and need our help, but when it comes to the work of rebuilding Haiti, they want to do it for themselves. And that work begins with school.

Schooling is the ticket to decent work, all the more so in a country like Haiti, where unemployment is high and jobs are scarce. However, there is also a more immediate reality. In the aftermath of disaster, school does more than promote learning. It gives children a sense of normalcy amid the chaos. It is a place of security and sanctuary. Above all, it offers hope for the future.

When people live in near-desperation – lacking food, medicine and shelter – such things matter more than ever. That is why the United Nations mission in Haiti, working closely with the government and international aid organisations, has worked to re-open schools as quickly as possible. Mothers and children are particularly vulnerable. After spending an afternoon in one camp, and joining a night patrol later that evening, I knew their fears and frustrations. When it rains, the ground turns to mud. Their tents collapse, they have no dry place to sleep. And of course, in the dark corners, there is often violence and rape.

The United Nations has made progress in dealing with all these problems. My chief reason in going to Haiti was to update myself on the situation and our response. As our attentions turn from the immediate crisis to longer-term recovery, I came away with a clear sense of what is required above all else: self-reliance. Again, the ordinary Haitians I met put it best. "No handouts," a group of unemployed youths in Leogane, the epicentre of the earthquake, shouted venting their frustration as I visited their camp. Their families had lost most of their possessions, but their pride was intact. "Give us schools. Then we'll take care of the rest." It is a daunting challenge. Even before the earthquake, Haiti's illiteracy rates were among the highest in the hemisphere, and enrolment rates among the lowest. Two adults out of every five could not read and less than half of primary school-age children attended classes. The figures for high school were even worse: less than 2% of children are graduates.

Haiti's Government has little control over this situation. The vast majority of the country's schools are privately owned, only 10-15% are owned by the state, which cannot properly set or monitor standards. Ultimately, Haiti can flourish only to the extent that we nourish its people – and

for all their difficulties, no one knows this better than Haitians. I well understand their feelings. In my native Tanzania, our founding president was known by the highest title we could bestow: "Teacher". President Julius "Mwalimu" Nyerere's first principle of self-reliance was grounded on education, for girls as well as boys – a legacy of gender equality that paved the way for my own career.

At last month's donor's conference in New York, the international community raised nearly \$10 billion for Haiti. That enormous sum is designed to help finance the wholesale "reinvention" of the country – to "build back better" in the phrase used by the UN Secretary-General, Ban Ki-moon. And education is instrumental.

Working with the Haitian Government and other partners, the United Nations is planning a nationwide movement for learning. The goal: to promote the enrolment of all Haiti's children and adolescents in school. Haiti needs our solidarity. That means many things: building materials, health clinics and medicine, sanitation systems, food and fuel. It also means things beyond the immediate – the stuff of future life.

Books, teachers and education must be among them, as President Préval and many mothers said clearly. Ultimately, they are the keys to a better life and a better future. Haiti's wonderful and resourceful people deserve no less.

Source:

<https://www.un.org/en/chronicle/article/hungry-learn>



WEBSITES OF THE WEEK

[Edge Data Management in the Modern World](#)

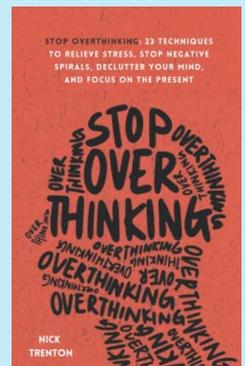
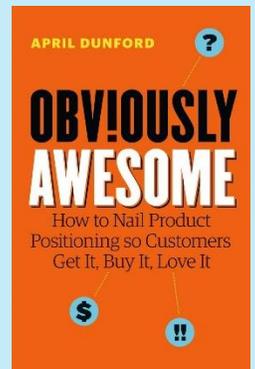
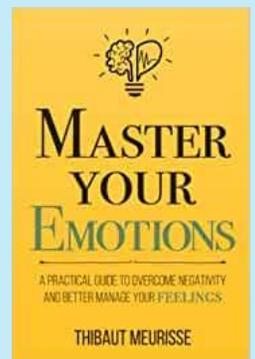
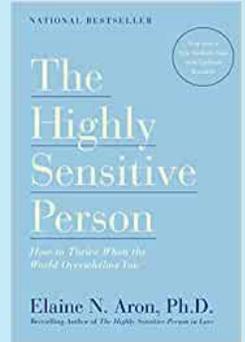
[Is Product Management a Lucrative Career Option?](#)

[How We Learn: A Modern Approach](#)

[AI in Wealth Management](#)

[More Effective Logistics Management](#)

BOOKS OF THE WEEK



VIDEOS OF THE WEEK



What is Thinking?



The Essential Value of Classical Education



Why Critical Thinking Makes You Stronger?



How to Create a Successful Mindset



How to be Mentally Strong

WEEK IN REVIEW

All you need to know about everything that matters

Editor: **Professor Dr Kyriakos Kouveliotis**

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Flavio Andrew Santos, Lecturer

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

TOURISM & HOSPITALITY

The deadline has been extended until September 5th for the 2022 VII International Scientific Conference in the field of Tourism and Hospitality. SITCON 2022 (Singidunum International Tourism Conference) will be held on October 7th, at Singidunum University in Belgrade. The information about all important dates regarding the submission process can be found on the official conference website. Each paper will be assigned its DOI number and conference proceedings will have an ISBN number. The most innovative papers presented at this year's conference will be recommended for publication in the European Journal of Applied Economics.

For detailed information regarding the conference, please visit the official website at: https://sitcon.singidunum.ac.rs/?utm_source=&utm_medium=&utm_term=&utm_content=&utm_campaign=



Dr Duraisamy Balaganesh, Lecturer

Scientific domains: Database Systems, Artificial Intelligence, Li-Fi Technology

MACHINE LEARNING / MEDICAL IMAGE PROCESSING

Lung cancer is one of the dangerous, life-threatening diseases among other types of cancer. Lung cancer is the leading cause of cancer compared with other cancer types. The early detection of lung cancer is reducing the mortality rate of patients and their risk factors. Lung cancer, which is also known as carcinoma, is divided into two types, small cell lung carcinoma and non-small cell lung carcinoma. The imaging modality of CT scan technology is used to find the abnormal cells in the lungs which is helpful to the doctors to diagnose patients with ease. Using CT imaging modality, doctors can understand the extension of abnormal cells and diagnose the patients depending on the results obtained from the CT scan. The CT scan technology can be better because it is more reliable in detection of cancer, the time it takes and better clarity of results. However, one major issue in a CT scan can lead to difficulty in detecting the abnormal cells due to variance of intensity and misclassification. Today, a Computer Aided Diagnosis (CAD) system is used which has been considered as a promising tool to identify the abnormal cells and normal cells accurately.

Here, the image processes and machine learning techniques have been used to identify the lung nodule as cancerous or not. The median filter has been used for reducing noise in an image which helps in segmenting the image. The segmentation has been done by using the k-means algorithm which helps to diagnose the patient easily. In feature extraction, the features are extracted from the segmented piece which is calculated for the classification. The classification is done by using a feed-forward neural network which has been classifying the nodule as cancerous or non-cancerous. Finally, the performance of the system has been evaluated which presents the results of the patient stage such as stage one, stage two, stage three and stage four. The classification of lung nodule and stage is 92%, so it can play an important and essential role to identify the nodule and stage of cancer in the early days. So, this system helps the doctors and radiologists to diagnose the patient. Therefore, the artificial neural network system is not expensive nor time consuming.



Anuj Batta, Ph.Dc – Lecturer, Academic IT Coordinator
Scientific domains: Data Science, Machine Learning, Business Analytics

ARTIFICIAL INTELLIGENCE / MACHINE LEARNING

One of the most significant breakthroughs in the domain of Natural Language Processing (NLP), which is the most important area of Machine Learning for every business industry today, is the progress in 'Generative Pre-Trained Transformer 3' or 'GPT-3'. To know more about GPT-3, please visit the official website: <https://openai.com/api/>. As an outcome of this progress, that results in understanding the context of the words used in text along with creating articles from scratch, it will result in amazing business outcomes with text analytics. It means that the cycle time of solution building will reduce considerably along with improving the accuracy of Artificial Intelligence based NLP solutions.



Moustafa Gaballa, Lecturer
Scientific domains: Tourism, Hospitality, Travel

TOURISM

The most significant event in the domain of tourism in the past week was the first Global Youth Tourism Summit which concluded with the launch of the Sorrento Call to Action, a bold and ground-breaking vision for young people to be active participants in tourism's restart and growth as a pillar of sustainable and inclusive development.

The Sorrento Call to Action was adopted on the final day of the landmark summit, during a simulation of the UNWTO General Assembly and signed by 120 participants from 57 countries, aged between 12 and 18. It was drawn up based on the discussions of a series of webinars where young participants learnt and shared their thoughts on some of the key issues facing tourism right now, among them, innovation and digitalisation, plastic pollution and the growing relevance of sport, culture and gastronomy for destinations. The document goes beyond recognising that the voice of youth must be consulted in policymaking and instead states that young people now need to be active participants in every stage of the decision-making process across the whole of the tourism sector. For more information, visit the following link: <https://www.unwto.org/news/youth-to-play-an-active-role-in-tourism-s-future>

The Global Youth Tourism Summit is a hugely important first, for UNWTO and for our sector, and that young talent from every region will be supported to give them a stage to voice their ideas about tourism's future.



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

EUROPEAN MARKETS / CLIMATE LAWS

After over 16 hours of negotiations in Luxemburg last week, The EU's environment ministers agreed a deal on proposed laws to fight climate change.

Five countries (Italy, Portugal, Slovakia, Bulgaria and Romania) sought to delay the EU fossil fuel car phase-out by five years but, from 2035, only new cars with zero CO₂ emissions will be permitted.

Frans Timmermans, EU Climate Policy Chief, said: "A shift away from fossil fuels is even more urgent after Russia's invasion of Ukraine", as the invasion of Ukraine by Russia, a top gas supplier, spurred countries to quit fossil fuels faster. A final agreement must now be met with the European Parliament, which also supports a complete ban on the sale of combustion engine vehicles as of 2035, while governments and industries have to invest in cleaner manufacturing, renewable energy and electric vehicles.

<https://www.reuters.com/business/sustainable-business/fight-over-funding-threatens-eu-deal-new-climate-laws-2022-06-28/>

<https://www.reuters.com/markets/europe/five-countries-seek-delay-eu-fossil-fuel-car-phase-out-document-2022-06-24/>

<https://www.dw.com/en/eu-agrees-new-cars-must-be-emissions-free-after-2035/a-62296555>