

BSBI Gazette

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

berlinsbi.com

Editorial



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

For this week's Editorial, I want to share a great inspirational poem by Mother Teresa. It is called 'Do it Anyway'. Let her words inspire us:

*"People are often unreasonable, illogical and self centered;
Forgive them anyway.*

*If you are kind, people may accuse you of selfish, ulterior motives;
Be kind anyway.*

*If you are successful, you will win some false friends and some true enemies;
Succeed anyway.*

*If you are honest and frank, people may cheat you;
Be honest and frank anyway.*

*What you spend years building, someone could destroy overnight;
Build anyway.*

*If you find serenity and happiness, they may be jealous;
Be happy anyway.*

*The good you do today, people will often forget tomorrow;
Do good anyway.*

*Give the world the best you have, and it may never be enough;
Give the world the best you've got anyway.*

*You see, in the final analysis, it is between you and your God;
It was never between you and them anyway."*

Photo of the Week



Inspirational Quotes

You do not find the happy life. You make it.

— Camilla Eyring Kimball

In order for the light to shine so brightly, the darkness must be present.

— Sir Francis Bacon

The simple act of listening to someone and making them feel as if they have truly been heard is a most treasured gift.

— L. A. Villafane



We are not our best intentions. We are what we do.

— Amy Dickinson

Article of the Week



Dr Farshad Badie

Lecturer, Associate Editor,
Head of Postdoctoral Research Centre

Areas of expertise:

Logic, Knowledge Representation,
Artificial Intelligence,
Cognitive/Learning Science

On Vygotsky's Constructivist Social Learning Theorem

In this article, based on my research works (1) "Logical Foundation of Inductive Meaning Constructing in Constructivist Interactions" (Brill, 2019) and (2) "A Theoretical Model for Meaning Construction through Constructivist Concept Learning" (AAU Press, 2017), I focus on Lev Vygotsky's role in the development of *social constructivism*. *Constructivism* is a philosophical, epistemological and scientific position that expresses that the phenomenon of 'knowledge' gets manifested based on various active processes of construction in any individual cognitive/knowledge agent's mind.

I believe that *constructivism* is how any individual human being deals with his/her learning process in order to turn it into his/her own 'knowledge constructions'.

Lev Semyonovich Vygotsky (1896 – 1934) was a Soviet thinker and theorist in the area of developmental psychology. He was the founder and the originator of a theory of human cultural and bio-social development, commonly referred to as *cultural-historical psychology*.

In my opinion, Vygotsky's 'social learning theory' has made a strong backbone for the development of *constructivism* in social (i.e., communication-based and interaction-based) contexts. According to Vygotsky's [*constructivist*] social learning theory, we have the following three major themes: (1) humans' social interactions (e.g., student-student interaction, student-teacher interaction), (2) the more knowledgeable other and (3) the zone of proximal development.

Vygotsky believed that the first theme, or 'social interaction', plays a fundamental role in the process of humans' cognitive development. Vygotsky said: "Every function in the child's cultural development appears twice: first, on the social level, and, later, on the individual level; first, between people (inter-psychological) and then inside the child (intra-psychological)."

Regarding the second theme, or 'the more knowledgeable other', he believed that the More Knowledgeable Other (MKO) refers to any individual who has a better comprehension and understanding (of some concept, task or process), or even a higher ability level, than the

learner (with respect to that particular concept, task or process). According to the second theme, we can believe that MKO can be a mentor, instructor, supervisor and teacher.

Finally, regarding the third theme, it can be believed that the Zone of Proximal Development (ZPD) is, in fact, the distance between a learner's (i) ability to perform a task under some guidance and/or with peer collaborations and (ii) the ability to solve the problems independently. In more specific words, ZPD expresses some [conceptual and logical] space between what some student may do without the assistance of someone, say his/her teacher, as well as what he/she can do with the support of (or based on the collaborations with) that person.

Note that Vygotsky believed that the phenomenon of 'learning' occurs and becomes manifested in ZPD. In fact, relying on their cognitive capabilities and on their social interactions (with other students as well as with their teachers), students—conceptually, cognitively and logically—move into their ZPD.

It should be stressed that student-teacher interaction plays a very important role in (and, in fact, makes a very important context for) this framework. An interaction between a student and his/her teacher can be interpreted through their co-activations (consisting of their shared actions and transactions). More specifically, within a student-teacher interaction, they both become concerned with their co-activations (i.e., their collaborations, co-operations and co-ordinations). In this framework, they exchange questions, answers, actions and transactions concerning their multiple descriptions, specifications, explanations and justifications (of/about the world).

Websites of the Week

-  [Google/Vodafone's AI Booster Platform](#)
-  [Market Research & Entrepreneurship](#)
-  [Learning Entrepreneurship](#)
-  [AI Thinks Like a Human?!](#)
-  [Modern IT-based Health Care Service](#)

Books of the Week

101
ESSAYS
that will
CHANGE
the way
YOU
THINK

BRIANNA WIEST



Videos of the Week



Elon Musk and
First Prototype of Tesla AI Robot



AI Cell Simulation



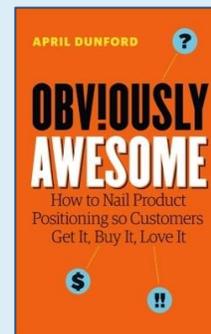
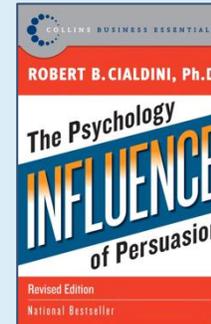
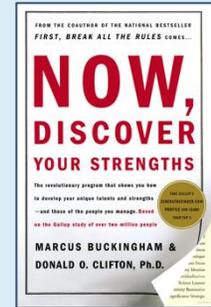
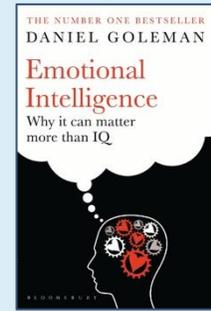
Case Study Method:
The Art of Discussion



Google Engineer on
His Sentient AI Claim



AI and the Future of Management



Week in Review

All you need to know about everything that matters



Flavio Andrew Santos
Lecturer

Areas of expertise:

Behavioural Economics in Tourism, Behavioural Pricing, Decision Making, Revenue Management

Global Wellness

The 'Wellness of Men / Wellness for Men' initiative was created with the active involvement of 26 experts and professionals from 20 countries around the globe. They represent the on-top perspective of healthcare, wellness, spa, leisure and hospitality industries. The project is curated by HTWWLife, the pioneering powerhouse that provides information about how wellbeing merges with leisure, travel, hospitality, recreation, healthcare and spa, recognising that more attention should be paid to what men may want or need from wellness. It looks at daily habits and activities, sources of stress and how to deal with such challenges as well as exploring if men's wellness-improving habits may change during travels. For detailed information regarding the topic, please visit the official website at: <https://htww.life/htwwlife-innovations/the-welligma/> and the survey at: <https://www.surveymonkey.com/r/WellnessOfMen>



Dr Anastasios Faountis
Head of Undergraduate Studies, Lecturer

Areas of expertise:

Business, Cybernetics, STEM Studies

Supply Chains

In logistics and especially in supply chain management, the supply chain is a network of modes of transport and means of transport

that ensures the uninterrupted movement of goods from the place of origin to the destination. In 2020 and 2021, as a consequence of the Covid-19 pandemic, global supply chains and shipments slowed, causing worldwide shortages and affecting consumer patterns. The situation still remains complicated due to eventual energy shortages and the relevant political environment with the war in Ukraine.

(1)<https://www.tradeready.ca/2016/fittskills-refresher/5-essential-stages-developing-a-successful-supply-chain/>

(2)<https://www.iimu.ac.in/blog/what-are-the-five-basic-components-of-a-supply-chain-management-system/>

(3)<https://www.bloomberg.com/news/newsletters/2022-06-22/supply-chain-latest-asia-s-supply-disruptions-are-starting-to-heal>

(4)<https://www.weforum.org/agenda/2022/05/reinvent-supply-chains-pandemic-ukraine/>



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

Tourism

The most significant event in the domain of tourism in the past week was launched at the High-Level Political Forum on Sustainable Development, which focused on this year's theme of 'building back better' from the pandemic, the UN reports draw on UNWTO's statistical work to track tourism's role in delivering meaningful progress for people and the planet. Specifically, the UN SG Progress report on SDGs with its statistical annex will serve as an input to the deliberations of the HLFP. Alongside this, the Sustainable Development Goals Extended Report is aimed at the wider public and provides an overview of all 17 Goals with infographics, including those illustrating the relevance of tourism. For more information, visit the following link: <https://www.unwto.org/news/tourism-statistics-inform-un-reports-on-sustainable-development>

As demonstrated in the section on SDG8 ('Decent Work and Economic Growth'), tourism was one of the most affected economic sectors by the Covid-19 Pandemic as global GDP from tourism nearly halved between 2019 and 2020, with wide-reaching consequences for jobs, local businesses and conservation efforts.



Dr Konstantinos Kiouisis
Lecturer

Areas of expertise:

Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

Finance

FC Barcelona is the second most valuable sports team in the world, worth \$4.76 billion. Despite the fact that it is also the fourth richest football club in terms of revenue, with an annual turnover of €582.1 million, in March 2021, Barcelona was technically bankrupt. Just one year ago, the club borrowed \$605 million from Goldman Sachs and in October 2021, reported \$1.56 billion in debt.

The necessity for fresh capital follows heavy financial losses for Barcelona over the last year but has already taken several steps to prevent financial collapse by getting creative with their finances. The club has agreed to sell 10% of their league TV rights for the next 25 years in return for \$207.5 million, mortgaging in this way their future for the present. It also plans to sell off a 49.9% stake in its licensing division. In a \$300 million deal with Spotify, the team will rename their stadium and feature them on their shirts. Spotify will become the main sponsor of the club.

These are risky moves to put future profits at risk in the hope that Barcelona could rake in more income in the short term.

(1)<https://www.sportspromedia.com/news/barcelona-a-goldman-sachs-financing-debt-loan-laliga-cvc/>

(2)<https://fansided.com/2022/07/19/barcelona-debt-ridden-afford-superstar-players/>

(3)<https://the18.com/soccer-news/barcelona-debt-2022-signings-explained>

(4)<https://barcauniversal.com/explaining-the-methods-risks-and-rewards-behind-barcelonas-miracle-transfer-window/>