

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 want to share with you an inspirational poem by Maya Angelou, called: *Life Doesn't Frighten Me*:

Shadows on the wall; Noises down the hall;
Life doesn't frighten me at all

Bad dogs barking loud; Big ghosts in a cloud;
Life doesn't frighten me at all

Mean old Mother Goose; Lions on the loose;
They don't frighten me at all

Dragons breathing flame; On my counterpane;
That doesn't frighten me at all.

I go boo; Make them shoo; I make fun; Way
they run; I won't cry; So they fly; I just smile
They go wild.

Life doesn't frighten me at all.

Tough guys fight; All alone at night; Life
doesn't frighten me at all.

Panthers in the park; Strangers in the dark;
No, they don't frighten me at all.

That new classroom where; Boys all pull my
hair (Kissy little girls With their hair in curls)
They don't frighten me at all.

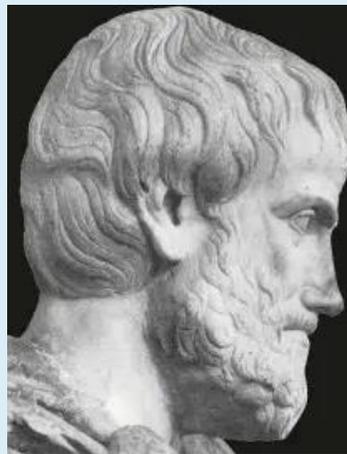
Don't show me frogs and snakes; And listen
for my scream; If I'm afraid at all; It's only in
my dreams.

I've got a magic charm; That I keep up my
sleeve; I can walk the ocean floor; And never
have to breathe.

Life doesn't frighten me at all; Not at all
Not at all. Life doesn't frighten me at all.

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Photo of the Week



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

Inspirational Quotes

Be the change that you wish to see in
the world.

— **Mahatma Gandhi**

Keep your face always toward the
sunshine, and shadows will fall behind
you.

— **Walt Whitman**

Peace begins with a smile.

— **Mother Teresa**

Whatever you are, be a good one.

— **Abraham Lincoln**



**Life isn't about finding
yourself. Life is about
creating yourself.**

— **George Bernard Shaw**

Article of the Week

How to further your team's knowledge with creative business conversations*



Dr Farshad Badie

Lecturer, Associate Editor,
Head of Postdoctoral Research Center

Areas of expertise:

Logic; Knowledge Representation;
Artificial Intelligence;
Cognitive Science

Let us assume that business professionals' conceptions of the world are formed primarily in the following two ways:

- A. By engaging with their environment – in other words, how they experience technical and digital devices, reading books and articles, using some software, googling or writing down their ideas in their everyday life.
- B. Based on their interactions and conversations with other agents – which would include anything from friends, research/study collaborators and programmers, to industry partners, customers and clients.

Taking this as our starting point, it can also be assumed that (B) is strongly dependent on, and influenced by, (A). In other words, (B) can be interpreted to be manifested based on (A) in different scenarios.

It is important to note that the notion business professionals have of the world are the linguistic outcomes of how they conceptualise it.

Logical analysis of a scenario. To better understand the dynamics involved, consider a professional business meeting between Simon and Ann. Ann is the CEO of the company, 'XYZ', and Simon is the Senior Information Technology Manager at XYZ. Simon's and Ann's conceptions are in an important sense shared among them and,

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accordingly, must be synchronised among them to effectively communicate and interact when they both share their descriptions, justifications, questions, answers, and requests based on their own conceptions.

The two professionals must, therefore, form a mutual understanding of each other's conceptions if they are to fulfil any communicative/interactive purpose successfully. Such purposes might include negotiating a favourable outcome; persuading each other; jointly investigating an open question; jointly initiating a technical project; jointly explaining an issue; jointly discovering a problem, or jointly making an agreement. At this point, let's imagine that the following conversation takes place between Simon and Ann, as part of their meeting:

- Simon: 'Let's use Linux in our next project.'
- Ann: 'What is Linux?'
- Simon: 'Linux is a software operating system.'
- Ann: 'Ahhh! Good!'

In this simple scenario, Simon suggests the usage of Linux in one of their future technical projects, and Ann asks about Linux. Ann is looking forward to hearing a description (in the form of a sentence or a collection of a few sentences) from Simon. Responding to her request, Simon describes his conception of 'Linux' and proposes a definition based on his conception of 'Linux'.

By interpreting Simon's description, Ann can conceptualise and recognise that Simon's conception of 'Linux' is highly dependent on his conceptions of 'software' and 'operating system'. She can therefore also focus on making her own conception of 'Linux' as well as on developing her existing conceptions of 'software' and 'operating system'.

In fact, Simon's conceptions here are hierarchically connected to each other. Such a hierarchical (or vertical logical) structure provides a strong logical backbone for the development of Ann's knowledge of 'Linux'.

To be more specific about their knowledge, Simon's – and, subsequently, Ann's – knowledge of 'Linux' is now simply redeveloped, as well as structured, based on the collections of *conception involvements* and *conception equalities* in their minds, as well as on how either of them can declare their conceptions in their other descriptions.

Moreover, in the short conversation above,

Simon has expressed the description 'Linux is a software operating system' in view of his knowledge – that is, structured and based on his conception involvement. Ann's knowledge develops as a result and, accordingly, she proposes an extended description of her own conception.

It can be concluded that there is a dynamic interconnection between the descriptions offered by Simon and Ann. Such a dynamic relationship supports the development of Ann's knowledge of 'Linux', 'software' and 'operating system' in the future.

Creative business conversations. It seems plausible that any business professional's conceptions are the primary units of their knowledge and the basic materials from which their creative ideas are constructed and can be developed. Correspondingly, their conceptions are modelled and hierarchically serialised to shape meanings in their minds.

In their conversations, business professionals construct their own meanings with regard to their own conceptions. These constructed meanings become reflected in their personal and meaningful understandings. Business professionals must consider such meanings as the active and dynamic processes of knowledge construction. By constructing meanings in this way, business professionals become connected to each other's constructed models of knowledge.

In my opinion, a creative business meeting is constructive based on the concepts of 'conceptual development' and 'meaningful understanding construction'. In creative business conversations, meanings are interpreted to be related to the value, authentication, authenticity, and precision of what business professionals express.

Accordingly, the meaning of any conception is highly related to the interpretation, explanation, and comprehension of what has been expressed. In creative business conversations, any business professional must be permitted to express, explain, defend, prove, and justify his/her conceptions. In addition, all business professionals must be allowed to communicate their conceptions to each other, as well as to their community, to move towards the most appropriate meanings and, subsequently, towards the most proper meaningful understandings.

*This article is already published by "Business Graduates Association" (London, UK).

URL: <https://businessgraduatesassociation.com/how-to-further-your-teams-knowledge-with-creative-business-conversations/>

Websites of the Week

- 🔗 [The Future of Management](#)
- 🔗 [Fundamentals of Information Systems](#)
- 🔗 [Digital Business Ecosystems](#)
- 🔗 [What does Data Management do?](#)
- 🔗 [New Hardware for AI](#)

Books of the Week

Videos of the Week



Great leadership starts with self-leadership



The courage to trust yourself



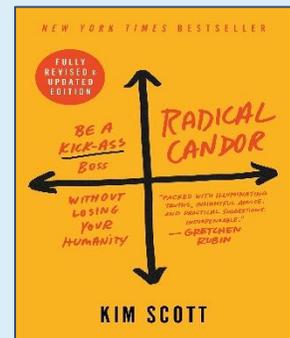
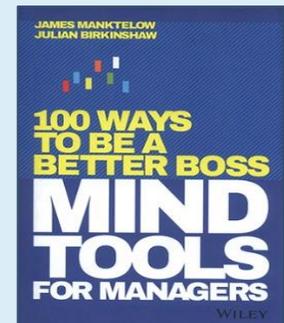
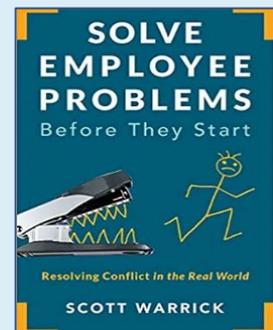
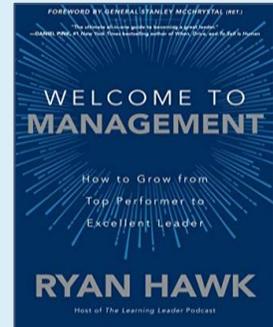
We cannot lead others without first leading from within



The robots of the future



How to reclaim your creativity at any age?



Week in Review

All you need to know about everything that matters



Flavio Andrew Santos
Lecturer

Areas of expertise:

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

Supply Chains

Webinar: The impact of covid on visitor economy supply chains in the ASEAN region. The Victoria University (Melbourne) Business School and School for the Visitor Economy is pleased to invite you to first Webinar of our 'Australia-ASEAN: New Normal for the Visitor Economy Supply Chain' project series funded by the Australia-ASEAN Council, Australian Department of Foreign Affairs and Trade.

It will be held on 18 August, starting at 12:30 pm AEST. Industry leaders, government authorities and leading academics from Australia, Thailand, Malaysia, Vietnam, and Indonesia will share their knowledge and experience on the impact of Covid on the visitor economy supply chain and discuss sustainable recovery strategies. Breakout session topics include (1) Skills, Labor and Business Capabilities, (2) MICE, (3) Digitalisation, (4) Empowering Leadership, and (5) Transport & Aviation. A networking session will follow, where you can meet people from Australia and ASEAN countries to connect and discuss potential collaborative opportunities.

You can find all the available information here: <https://lnkd.in/guUfChDy>



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

Tourism & Travel

The American Hotel & Lodging Association (AHLA) and Questex today announced a collaboration to launch "The Hospitality Show" ("THE SHOW"), an innovative new hospitality event to be held 27-29 June 2023, at The Venetian Las Vegas. THE SHOW will be the only comprehensive hospitality event to bring together industry leaders and procurement specialists from across the hospitality spectrum.

The event is designed to reach AHLA's expansive membership across all segments, including leading service providers and suppliers as well as senior executives of hotel brands, owners, and management companies, including CEOs, CCOs, CIOs, CTOs, CPOs and CMOs. It will also appeal to executives from restaurants, bars, and interconnected businesses, such as travel companies, gyms, spas, clubs, and the experience economy, in which Questex has extensive relationships. For more information : <https://www.ahla.com/press-release/ahla-questex-launch-industry-leading-event-hospitality-show>

THE SHOW is the product of AHLA, America's largest hotel association, with nearly 32,000 members, and Questex, a leading information services and events company with deep expertise in the hospitality industry that operates the publication Hotel Management, with more than 564,000 readers who are engaged in optimizing hotel operations.



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

Finance

Airbnb booking demand is soaring even amid economic uncertainty. Airbnb posted on Tuesday that it had over 100 million bookings on its platform during April - June period. This is a new quarterly high for the company and a 24% increase from the same period in 2019, before the Covid pandemic. A revenue of \$2.1 billion, has been pointed out, 58% higher compared to 2021. In addition, shares gained about 6% in extended trading.

The booking company also reported a net income of \$379 million, marking its most profitable June quarter ever, as it benefited from the higher average daily rates of the period (average daily rate \$164). These results highlighted the revival of the hospitality sector as well as the durability of Airbnb's business, which expects the current quarter (July - September) to be an "inflection point" in its pandemic recovery. Airbnb CEO, Brian Chesky, noted that the company anticipates its highest quarterly revenue ever for this period. Another positive sign for the company was that 4 July was its highest single day of revenue ever. For further information, please check out the following links:

- (1)<https://edition.cnn.com/2022/08/02/tech/airbnb-q2-earnings-travel/index.html>
- (2)<https://www.bloomberg.com/news/articles/2022-05-03/airbnb-sees-substantial-demand-for-travel-exceeding-estimates>



Dr Maryam Mansuri

Head of Postgraduate Studies; Lecturer

Areas of expertise:

Virtual Education, Management, Trend and Forecasting

Educational Systems

The most significant news in the educational system is online education post-covid:

The Covid pandemic has forced students and educators across all levels of education to rapidly adapt to online learning.

The Covid pandemic has forced the world to engage in the ubiquitous use of virtual learning. One key challenge is access. Here, extensive problems remain, including the lack of internet connectivity in some locations, especially rural ones, and the competing needs among family members for the use of home technology. The pandemic is also likely to have a lasting effect on lesson design. The constraints of the pandemic provided an opportunity for educators to consider new strategies to teach targeted concepts. For more information:

<https://www.online-edu.com/europe.html>



Mina Shokri, PhD Candidate

Lecturer

Areas of expertise:

Education, Applied Linguistics, Multilingualism, Pragmatics

Educational Systems

One of the most significant news in educational systems is the importance and types of pedagogy in education.

During an ancient period in Greece, the role of the teacher was first introduced, and teaching was considered an art form. Attending school and getting an education was something that only the wealthiest could afford for their kids. The role of the teacher or an educator was considered the most important one in the learning process as they gave invaluable knowledge and wisdom to the children.

Types of pedagogy are: Social Pedagogy, Critical Pedagogy, Culturally Responsive Pedagogy, and Socratic Pedagogy.

For more information please visit:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/329746/what-makes-great-pedagogy-nine-claims-from-research.pdf



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