

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'd like to share a great inspirational poem by Paul Cookson called: *Let No One Steal Your Dreams*

Let no-one steal your dreams
Let no-one tear apart
The burning of ambition
That fires the drive inside your heart

Let no-one steal your dreams
Let no-one tell you that you can't
Let no-one hold you back
Let no-one tell you that you won't

Set your sights and keep them fixed
Set your sights on high
Let no-one steal your dreams
Your only limit is the sky

Let no-one steal your dreams
Follow your heart
Follow your soul
For only when you follow them
Will you feel truly whole

Set your sights and keep them fixed
Set your sights on high
Let no-one steal your dreams
Your only limit is the sky

Photo of the Week



"Every day we should hear at least one little song, read one good poem, see one exquisite picture, and, if possible, speak a few sensible words."

Johann Wolfgang von Goethe

Inspirational Quotes

Don't judge each day by the harvest you reap but by the seeds that you plant.

— Robert Louis Stevenson

Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it.

— Steve Jobs

Whatever you go, go with all your heart.

— Confucius



The best time to plant a tree was 20 years ago. The second best time is now.

— Chinese Proverb

Article of the Week



Dr Farshad Badie

Lecturer, Associate Editor,
Postdoctoral Research Center Coordinator

Areas of expertise:

Logic; Knowledge Representation;
Artificial Intelligence;
Cognitive Science

What does it mean to have a Data-Driven Analysis of our Business Goals?*

In the digital era, taking into account their specific goal (G), business people need to exercise to learn how to – conceptually, logically, and pragmatically – identify, organise, serialise and prioritise various technical concepts in order to set their future directions, as well as to ensure the most valuable functionality of their future G-based proposals, products and services.

More specifically, business people need to

learn how to;

- See the world from the perspective of G.
- Make G-based descriptions and conceptions of the world.
- Arrange wise G-based interactions and communications with other partners.
- Collect, classify and identify feature data rely on those data for analysing and assessing G.
- Identify, conceptualise, and understand significant requirements for the interpretation of G (based on their information-oriented analysis of their identified and classified data).
- Prepare supportive backbones for their G-based systematic plans and manners (especially in connection with their industry partners).
- Construct conceptual and logical interrelationships between G-based hypothesis and available technologies (as well as industries).

In my view, a business person's (say John's) knowledge of the world (based on his goal of "being efficient") is an insightful and meaningful structure of his information-based (i.e. informative) data collections. In other words, John's knowledge emerges out of the data collections that are experienced and/or perceived by him in order to make him an "efficient" person.

In more specific technical words, John needs to observe the world carefully and precisely in order to describe "being efficient" and what "being efficient" means for him. Accordingly, he needs to collect data based on his

conception of "efficiency".

His collected data must be, quantitatively as well as from a quality point of view, identified by John. Correspondingly, John can describe his identified data to characterize and personalize his views of the world. Accordingly, he can typify his personalised data and, respectively, organise his various typified data. Now he can logically model his organised typified data to construct some informative data. He needs to describe his informative data based on his organised typified data. John can conceptualise his own description of his informative data based on his organised typified data. Consequently, he can specify the conceptualisation of his descriptions. Now he can analyse "being efficient" based upon his specification of the conceptualisation of the description of informative data based on the organised typified data.

In my opinion, in this framework, John will become concerned with his creative activities based on his conception of "being efficient" and rely on his analysed data. Correspondingly, he will be able to learn how to deal with the development of his innovative activities, how to plan and conduct his relevant communications, how to plan and manage his relevant collaborations, and how to deal with innovative strategical modelling of his industry partners' technical projects, and how to analytically justify and make decisions in order to find his best possible solutions for his industry partners' technical projects.

*This article is already published by "Global Banking & Finance Review" (GBAF Publications LTD, UK).
URL: [Click Here](#)



Websites of the Week

- 🔗 [Definition of Knowledge](#)
- 🔗 [Leadership in 21st Century](#)
- 🔗 [Effective Leadership](#)
- 🔗 [Who is Sophia?!!!](#)
- 🔗 [Neural Networks in MIT's Words](#)

Videos of the Week



How to stay calm when you know you'll be stressed



What makes the highest performing teams in the world?



On managing people

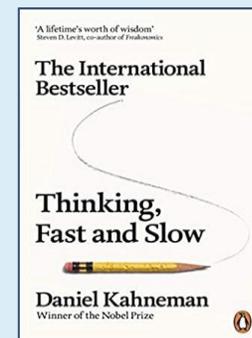
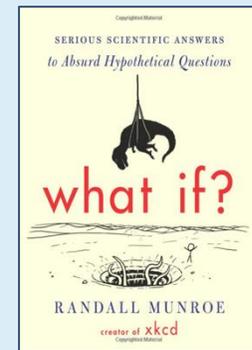
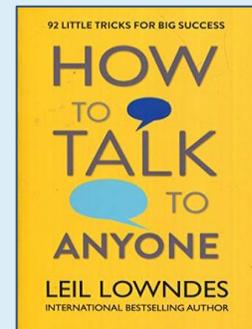
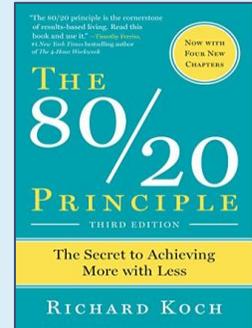


How to motivate yourself to change your behaviour



How to lead?

Books of the Week



Week in Review

All you need to know about everything that matters



Dr Duraisamy Balaganesh
Lecturer

Areas of expertise:

Database Systems, Artificial Intelligence,
Li-Fi Technology

Data Science

IGEL Disaster Recovery Program

We're all familiar with cyber attacks through malware and ransomware. We now have a good solution thanks to IGEL. IGEL provider created the Disaster Recovery Program, enabling organisations to quickly regain control of malware-affected devices to mitigate the impact of an attack.

IGEL can provide secure data to any device within minutes of an attack. The UD Pocket in IGEL OS runs self-sufficiently from the USB to secure the infected endpoint. IT administrators can easily organise it by using IGEL's universal management suite.

The IGEL Cloud Gateway supports secure and encrypted connections to the remote user device without VPNs. IGEL Disaster Recovery Program is a revolution for the speed deployment of cyber attacks.

Source: [Link](#)



Liz Fernando
Faculty of Creative Industries – Hamburg

Areas of expertise:

Contemporary Art, Art Market,
Post-colonial Research

Contemporary Art Market

Andy Warhol's college paintings finally on auction

For every groundbreaking idea, career or invention, most of the time the roots are paved within the educational framework - which was also the case for world famous artist Andy Warhol. This Autumn will see the auction of Warhol's portfolio of paintings produced while he was enrolled at art school.

Works titled *Nosepicker 1* (1948) and *Living Room* (1947) are among the paintings on sale. The gloomy, mysterious still lifes and portrait paintings, featuring no close resemblance of the familiarity of his distinct sleek and beloved silkscreens, but at the same time this is the most stirring element of this collection for sale.

Warhol produced the paintings while studying at the Carnegie Institute of Technology (now Carnegie-Mellon University) between 1945 and 1949. Estimated values of the auction tranche have not been disclosed.



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

Tourism

UNWTO has warmly welcomed the first data on summer arrivals from its Member States and Dominican Republic Among UNWTO Members Reporting Strong Tourism

As international travel returns in many parts of the world, several members are starting to report strong numbers both for arrivals and tourist spending. This is in spite of the fact that the sector continues to face a number of challenges, among them the ongoing pandemic, rising interest rates and cost of living levels, and heightened economic and geopolitical uncertainty. From the Dominican Republic, Minister of Tourism, David Collado, has advised UNWTO of record arrival numbers for April, May, June and July. Notably, arrivals in July were 24% higher than in 2019, putting the country on course for its best year on record, including in terms of sales taxes and income generation. In response, UNWTO has sent its congratulations to the Minister and commends the Dominican Republic for its strong and ongoing support for tourism. For more information visit [here](#).

This growth comes even as destinations across the Dominican Republic continue to miss tourists from Russia and Ukraine, two historically strong source markets. In recognition of its leading status as a resilient destination, the Dominican Republic was the focus of the first UNWTO Investment Guidelines publication, released at the start of 2022.



Mostafa Khaki
Lecturer

Areas of expertise:

Artificial Intelligence, Deep Learning,
Computer Vision

Artificial Neural Networks

In computer science, 'Neural Networks' are the algorithms that provide machines with the ability to learn. In this field of study, instead of writing explicit codes for each task, we try to mimic the human brain by designing a Neural Network model and letting it learn the objectives by taking feedback (rewards or penalties) from a supervisor. Undoubtedly, two similar neural networks will learn different tasks if we train them with dissimilar feedback or in uneven situations.

That sounds great! Less effort for us, but more for computers. Just wait for them to learn. This idea dates back to 1943, but for many years the computational complexity of neural networks has defeated computers. We measure the complexity of a neural network by discussing the number of neurons or learning parameters in each model. A 10-neuron model gets trained in approximately less than 1 minute using an ordinary computer. But, it takes months to train a thousands-neuron model using powerful supercomputers. More powerful computers become, more complex neural networks evolve.

By inventing the smallest possible electronic transistors which are the core elements of digital computers, it seems that they have almost reached the maximum computation power. Fortunately, researchers and scientists at MIT university are working on developing a new generation of processors using analogue resistors rather than transistors that make it 1 million times faster than digital computers in the case of training neural networks. This new area of artificial intelligence called 'analogue deep learning' promises faster computation with a fraction of energy usage.

We will see more amazing and overwhelming applications of deep neural networks in the near future. This is just the beginning. Read more: [Link1](#) and [Link2](#)



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

Finance/Subsidies

SpaceX, which was founded in 2002, designs, manufactures and launches the world's most advanced rockets and spacecraft. Recently, in a high-stakes decision, the company denied nearly \$900 million in broadband subsidies (Starlink). The reason behind the refusal was the fact that its satellite-based service is a still developing technology and the company failed to demonstrate that it could deliver the promised service.

The announcement came from the Federal Communications Commission (FCC), stating that this was the agency's largest-ever subsidy programme in a total of \$20 billion - the Rural Digital Opportunity Fund. Furthermore, the FCC said in a public notice that allowing SpaceX to participate in the subsidy programme was controversial in the first place.

For its part, SpaceX has been able to raise more than twice that \$900 million through routine fundraising so far in 2022. As we speak, the company has more than 400 million customers across the globe and has already launched more than 3000 Starlink satellites. At the moment the company with the goal of reducing space transportation costs to enable the colonisation of Mars is valued at more than \$125 billion. For more information on this interesting topic, please visit [Link1](#), [Link2](#) and [Link3](#)



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