

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 an inspirational poem by M. Tarun Prasad. It is called "Don't Quit":

When times are hard,
you might stop for a bit,
But it's not over until the moment you
quit.
On a river's bridge, failures are the
planks;
Take one step at a time until
you reach its banks.
Don't give up on your dreams;
chase them instead;
You will find, one morning,
as you wake up from bed,
That you are the person about
whom you dreamed,
And you can reach great heights,
impossible though it seemed.
When things go wrong and
your back is to the wall,
Try to stand up;
no more can you fall.
Life is full of ups and downs;
take them in your stride.
You will discover
your little star hidden inside.

Photo of the Week



Inspirational Quotes

Always remember that you are
absolutely unique. Just like everyone
else.

— **Margaret Mead**

It is never too late to be what you
might have been

— **George Eliot**

Only those who dare to fail greatly can
ever achieve greatly.

— **Robert F. Kennedy**

Play by the rules, but be ferocious.

— **Phil Knight**



If you don't like
something, change it.
If you can't change it,
change your attitude.

— **Maya Angelou**

Article of the Week

Gabriela Suhoschi

Gabriela Suhoschi is Director, World Water Week and Prizes, Stockholm International Water Institute.

World Water Week 2022: Revealing the Importance of Unseen Water

The world's water encompasses much more than what we can see around us in rivers, lakes and oceans. The hydrological cycle also includes water that we may not be able to see easily but which plays a crucial role in our pursuit of a sustainable future. The importance of this "invisible water" is one of the main topics to be addressed during World Water Week 2022 (23 August–1 September).

As the leading conference on global water issues for more than 30 years, World Water Week serves as an important catalyst for change. It attracts leading researchers, decision makers, business representatives, non-governmental organizations (NGOs), students and international organizations from all over the world, and provides a dynamic format for collaboration, shared learning and joint action to tackle some of the greatest challenges of our time.

This year, World Water Week will once again feature an on-site section in Stockholm. Last year's successful online event has become an integral part of the conference; it will also return with three scene-setting days of exclusive online content, followed by an opportunity to join and interact with the on-site sessions via the digital conference platform. In total, 4,000 participants are expected

to join the conversation during more than 300 sessions and a range of other collaborative formats. This year's conference will place particular focus on what can be described as "invisible water"—groundwater, soil moisture and atmospheric water. Being invisible to the naked eye, these occurrences of water are often forgotten, even by experts in the water community, and their potential is therefore not fully explored. In the face of the global water crisis, this must change if we are to realize the Sustainable Development Goals and build an inclusive and better future for all.

One of most urgent international challenges is the food crisis currently affecting many parts of the world. In East Africa alone, over 50 million people suffer acute food insecurity, primarily due to drought. Several European countries and almost half of the states of the United States are also reporting drought.

But according to a recent report from the United Nations Convention to Combat Desertification (UNCCD), drought can be tackled through land restoration and improved water management. The key is to restore and protect the moisture and fertility of the soil, for example, through smarter farming practices. The report argues that making this shift should be a top priority, since the frequency and severity of droughts have already increased by nearly a third in the past 20 years. By 2050, the problem could affect more than 75 per cent of the world's population.

Following the pandemic years, World Water Week 2022 will honour the three most recent laureates of the prestigious Stockholm Water Prize. Two of the laureates have dedicated much of their lives to helping us better understand the importance and potential of invisible water.

The 2020 laureate, Dr John Cherry, is one of the world's most prominent groundwater experts. He has stated that the planet's groundwater is being dangerously mismanaged, and that this poses an immediate and very serious threat to ecosystems and food production. Almost half of the world's human population relies heavily on groundwater

for survival, and as that population continues to grow, many more people will come to depend on this water source.

Dr Cherry was awarded the Stockholm Water Prize for his pioneering research on groundwater contamination. His work has shown that contamination, together with over-abstraction (taking too much water from a ground source), is the biggest threat to the world's groundwater supply.

The 2022 laureate, Dr Wilfried Brutsaert, is also recognized for his work on invisible water, specifically groundwater and evaporation. Understanding evaporation is increasingly important in an era of growing water scarcity, as it helps decision makers assess how much water is available. Dr Brutsaert, affectionately known as Mr Evaporation in the hydrology community, is the world's leading expert on terrestrial evaporation. His research has led to models of unrivalled accuracy that can help us quantify evaporation.

This information is of particular importance to exposed local communities needing to predict how much water is available today and how much will be present in the future. Speaking after the Stockholm Water Prize announcement earlier this year, Professor Brutsaert explained: "This is essential information to have when planning our societies. We must know how much water we will have in order to understand how much more a city can expand, or if we can allow industries to settle in a certain area."

The programme of World Water Week 2022 is organized in three focus areas, each with a dedicated online day and on-site day. The focus areas are Finance and Economy, People and Development, and Nature and Climate. The organizer of World Water Week, the Stockholm International Water Institute (SIWI), curates the programme; the sessions are hosted by a wide range of convening organizations.

SIWI is also organizing a series of seminars tied to the overarching theme—"Seeing the Unseen: The Value of Water"—and serves as the backbone of the conference. The seminars are aimed at generating concise policy messages and solutions from cutting-edge scientific and practitioner debates on urgent topics. The content is relevant to decision makers around the world and framed to suit that audience, making the sessions an important part of the global agenda for a more water-wise world.

Resource: <https://www.un.org/en/un-chronicle/world-water-week-2022-revealing-importance-unseen-water>



Gabriela Suhoschi, Director,
World Water Week and
Prizes, Stockholm
International Water Institute
(SIWI). Georgette Mrakadeh-

Websites of the Week

- 🕒 [What Is Creative Thinking?](#)
- 🕒 [What is an AI Chatbot?](#)
- 🕒 [On Leadership Communication](#)
- 🕒 [On Successful Thinking Strategies](#)
- 🕒 [ICT and Business Systems](#)

Videos of the Week



Corporate Culture - The asset of leaders



Being your own life coach



Why comfort will ruin your life?

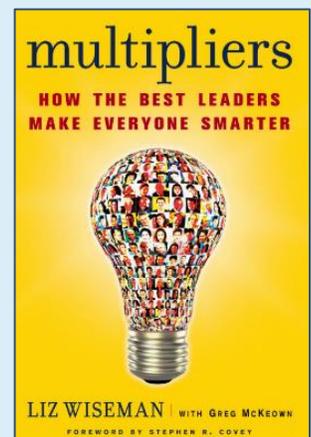
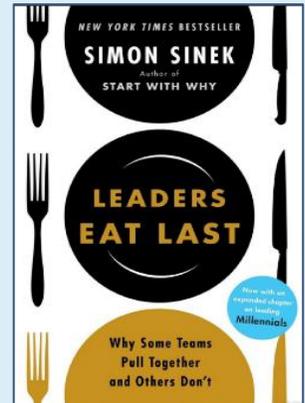
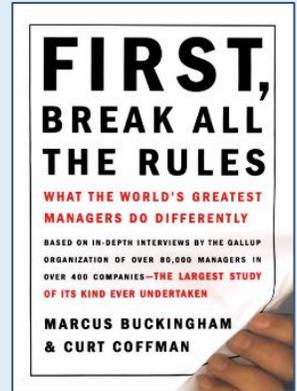


Compliance and Risk Management - Some of the best careers



Risk identification techniques

Books of the Week



Week in Review

All you need to know about everything that matters



Flavio Andrew Santos
Lecturer

Areas of expertise:

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

Tourism

New book published called **Festivals and the City: The Contested Geographies of Urban Events.**

The book focuses on Western European cities and features 15 chapters written by 27 contributing authors. There are chapters by some of the world's leading festival experts (including a chapter on Venice by John and Maggie Gold), as well as contributions from some of the best early career academics in the field. It is published by Diamond Open Access where neither the readers nor the authors must pay anything. This seems particularly important when writing about issues regarding social inclusion and access to public spaces.

You can download the book for free here: <https://www.uwestminsterpress.co.uk/site/books/e/10.16997/book64/>



Dr Duraisamy Balaganesh
Lecturer

Areas of expertise:

Database Systems, Artificial Intelligence, Li-Fi Technology

Disease Prediction/Diagnosis; RE-DNN

Cloud-based healthcare service became more popular due to centralised Electronic Healthcare Record (EHR) and uninterrupted service facility to patients remotely. Internet of

Things (IoT) centric Healthcare applications are used to collect the necessary data such as frequent changes in health parameters on time and it updates the severity of the medical parameters during a standard time interval. The combination of cloud and IoT based applications works better than the ordinary cloud-based applications in terms of efficiency.

The disease prediction and diagnosis model has been developed for IoT-Cloud-based critical health care system, a Medical Information Database (MDB) is constructed from the EHR which is a collection of detailed information about each critical illness including the symptoms and medical parameters, for each patient. To predict the diseases based on these databases, Random Forest Deep Neural Network (RF-DNN) based classification model is used. This model is implemented using IFogSim It can assimilate several resource management methods which will be additionally modified based on the investigation part. It is a high-performance stimulant which is related to CloudSim. From the experimental results, it can be concluded that the RF-DNN classifier achieves the highest accuracy in the case of all diseases.



Prof. Dr Ahmed Farhat
Lecturer

Areas of expertise:

NGOs and Non-Profit Management, Organizational Behaviour and Psychology, Coaching, Training and Development.

Neuroscience

A new study by Yale University attempts to reveal some clues about the long-lasting question of what makes the human brain different from other primate species. And why are humans more susceptible to neuropsychiatric disorders? The researchers investigated the dorsolateral prefrontal cortex (dlPFC), a brain region distinctive to primates and essential for "higher-order" cognition. Using a single-cell RNA-sequencing technique, the researchers managed to profile consider

expression levels of genes in hundreds of thousands of cells collected from the dlPFC of adult humans, chimpanzees, macaques, and marmosets. The analysis of gene expression in the microglia (which is a type of neuroglia, a non-neuronal cells in the central nervous system (brain and spinal cord) and the peripheral nervous system that do not produce electrical impulses) were located throughout the brain and spinal cord} revealing another human-specific discovery of the presence of the gene FOXP2 (Protein-coding gene on human chromosome 7q31). This discovery raised great interest because variants of FOXP2 are associated with verbal dyspraxia (a condition in which patients have problems saying sounds, syllables, and words). Other studies have also shown that FOXP2 is associated with neuropsychiatric diseases, such as autism, multiple-personality disorders, and epilepsy.

Source:

<https://news.yale.edu/2022/08/25/what-makes-human-brain-different-yale-study-reveals-clues>



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

Tourism

The American Hotel & Lodging Association (AHLA) Yesterday announced it has established 1st September as National Hotel Employee Day in the National Day Calendar.

National Hotel Employee Day will be celebrated annually to thank hotel employees for their hard work and dedication and recognize the integral role they play in our nation's travel, tourism, and hotel industries. This year, National Hotel Employee Day will take on added significance, as hotels across the nation are working to quickly fill more than 120,000 open hotel jobs. To attract more talent, hotels are offering current and prospective employees higher wages, with better benefits, and more flexibility than ever before. For more information, visit this [link](#).

Nearly all hotels are experiencing staffing shortages, and half report being severely understaffed, according to a member survey conducted by AHLA. Ninety-seven percent (97%) of survey respondents indicated they are experiencing a staffing shortage, 49% severely so. The most critical staffing need is housekeeping, with 58% ranking it as their biggest challenge.

These staffing challenges coupled with strong summer travel demand are resulting in historic career opportunities for hotel employees. National average hotel wages have increased from \$18.74/hour before the pandemic to \$22.25/hour in May 2022, and hotel benefits and flexibility are better than ever.

The hotel industry offers more than 200 different career paths and many opportunities for upward mobility, with 80% of entry-level workers eligible for a promotion in less than one year and 50% of hotel general managers having started in an entry-level position.



Athanasia Kairou
Academic Officer

Areas of expertise:

Educational Psychology, Systemic and Family Therapy, HRM, Coaching

Psychology

In an effort to combat misinformation, a group of psychologists in collaboration with Google researchers created educational videos that can "inoculate" people against this phenomenon. More specifically, in their post last week the researchers presented videos aiming at teaching basic critical thinking skills that can lead people to resist five manipulation techniques: "emotionally manipulative language, incoherence, false dichotomies, scapegoating and ad hominin attacks."

The paper's authors concluded that the videos could improve recognition of manipulation techniques and increase people's ability to discern trustworthy from untrustworthy content. Based on the findings Google, will start a "pre-bunking" ad campaign on social media platforms such as YouTube, Facebook, Twitter and TikTok this week. This campaign will be directed towards users in Poland, Slovakia and the Czech Republic aiming at tackling disinformation about Ukrainian refugees (Link 1).

According to the above, these insights can lead to a new prevention perspective to deal with misinformation. However, by analyzing this approach further, it is reasonable to consider

whether we are at a starting point in terms of reducing disinformation or we are dealing with other misinformation content.

The researchers through educational material aim to increase critical thinking. However, we know that such skills take time to develop. In addition, social factors are significantly associated with resistance to misinformation. Since the educational tools were tested on Americans, it remains unknown whether such a method would be effective in other nationalities where people have different educational and cognitive styles, as well as stronger political and religious beliefs (Link 2).

Finally, similar approaches have at times been used proactively to increase the credibility of the source of the disinformation prior to the spread of fake news. At the beginning of the Pandemic, Facebook started using such an approach to prevent misinformation in terms of the restrictions of Covid-19. However, it failed to remove comments from one of the world's most prominent anti-vaccine groups. The main group page was removed from the platform in July 2021 (Link 3).

In conclusion, new psychological tools aiming at countering misinformation could reduce rates of erosion of citizens' trust in democratic institutions, journalism and science. It is expected that the new findings will be used by Google as a new perspective on countering disinformation rather than as a means of perfecting the art of mind control.
· [Link 1](#); [Link 2](#); [Link 3](#)



Dr Konstantinos Kiouis
Lecturer

Areas of expertise:

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

Space Industry

1st September was a 'Historic Moment for Astronomy', as NASA's James Webb Space Telescope images showed exoplanets in unprecedented detail. In the future, James Webb is expected to make detailed observations of more Earth-like distant planets, including those with potentially habitable conditions. In addition, a new way to explore some of the first full-colour infrared images from NASA's Space Telescope has been developed as data was set to sound. Iconic James Webb Space Telescope images turned into music as a team of scientists, musicians and a member of the blind and visually impaired community worked to adapt Webb's data, with support from the Webb mission and NASA's Universe of Learning.

The James Webb Space Telescope cost taxpayers \$10 Billion, but future generations will be glad we spent it. NASA's lifetime project cost \$8.8 Billion on spacecraft design and development and \$861 Million is planned to support five years of mission operations. Morgan Stanley estimates that the global space industry may generate revenue of more than \$1 Trillion by 2040, up from \$350 Billion, currently. The US government is the largest contributor, with NASA's budget being over \$22.5 Billion in 2020. Other major players are the European Space Agency and China, however, their combined spending is just over half of NASA's. For further information regarding this very interesting topic, please visit [Link1](#), [Link2](#) and [Link3](#).



Konstantinos Skamagkas, PhDc
Lecturer

Areas of expertise:

Management and Business Development, Educational Programmes

Maritime; Shipping Logistics

The most significant news in global shipping logistics during the past week was the abandonment of the two giant companies merged, China International Marine Containers (CIMC) and AP Moeller – Maersk (MCI). The merger of these maritime transport companies is considered the most effective way to increase their profitability, expand their international networks as well as reduce their unit costs within their vessel fleet.

Additionally, they have the potential to create a more robust structure that will last in the long term. The acquisition of MIC by CIMC would give them the ability to achieve better terms from their suppliers through their increased negotiating power and as a result to improve their economies of scale. Another positive outcome of the consolidation of these two shipping companies is the favourite for the customer's benefit changes to schedules and services, especially with the expansion of their global coverage. On the other hand, it is rational to assume that following this merger competition and supply will fall and as a result freight rates will rise. Further, the US authorities had planned to take action because the deal would have generated excessive market concentration, potentially leading to higher prices, lower quality and poorer innovation. Thus, US authorities consider the takeover anti-competitive. Consequently, the acquisition of MCI for approximately USD 1bn has been called off by CIMC. [Link](#)