

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,
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For this week's Editorial, I'm sharing an inspirational poem by Edgar Guest. It is called: *Have you Earned Your Tomorrow*

Is anybody happier because
you passed his way?
Does anyone remember that
you spoke to him today?
This day is almost over,
and its toiling time is through;
Is there anyone to utter
now a kindly word of you?

Did you give a cheerful greeting to
the friend who came along?
Or a churlish sort of "Howdy" and
then vanish in the throng?
Were you selfish pure and simple as
you rushed along the way,
Or is someone mighty grateful
for a deed you did today?

Can you say tonight, in parting
with the day that's slipping fast,
That you helped a single brother of the many
that you passed?

Is a single heart rejoicing over
what you did or said;
Does a man whose hopes were fading now with
courage look ahead?

Did you waste the day, or lose it,
was it well or sorely spent?
Did you leave a trail of kindness
or a scar of discontent?

As you close your eyes in slumber do you think that
God would say,

You have earned one more tomorrow by the
work you did today?

Photo of the Week



Inspirational Quotes

To add value to others, one must first
value others.

— **John Maxwell**

Doing what is right isn't the problem. It is
knowing what is right.

— **Lyndon B. Johnson**

It's fine to celebrate success but it is
more important to heed the lessons of
failure.

— **Bill Gates**

What you do has a far greater Impact
than what you say.

— **Stephen Covey**



The price of greatness
is responsibility.

— **Winston Churchill**

Article of the Week

MKR Techsoftware Sociedad Limitada

Best Digital Marketing Strategies for B2B Business

When some firms consider B2B marketing strategies, they think about the direct and outbound techniques, which include the messages that you straightforwardly send to the clients or prospective buyers. The goal is whatever strategies you are setting up need to be convincing and influential enough that the audiences can react and engage with your services. You might be aware of the importance of having a steady and consistent supply of leads flowing into your business day in and day out. There will be more opportunities when you are getting more leads, and there will be more sales when you are getting more opportunities, and more sales mean more revenue. If the entire thing is going steadily, you have a bigger and better business that is possible with effective strategies. Here are the top strategies that you can use in your agency to help your clients generate more high-quality leads for their businesses –

Do Your Research

The most important and preferable one that anyone needs to consider is to be strategic with your research work, which is a bedrock for any modern marketing efforts. You need to do detailed market and brand research that will help you make informed decisions – it provides you with an objective basis for your marketing. When you conduct your research, you better gain insights regarding your audience, which puts you in place to serve them better. Market research also provides you with insights regarding your process, and you will know the proper aspect of your firm. While doing so, you can better understand the elements of your firm that are performing most successfully and the types of services you should offer.

Create a Niche-driven Strategy

One of the most important business aspects is the nice-based targeting and specialization,

and our research has shown that the firms growing better are specialized ones. The benefit of specialization is that it makes all of your marketing efforts easier because it clearly defines what you do and differentiates you from your competitors. All you need is to understand the area of industry thoroughly, which provides you a space to become an expert and leader.

Get A high-performing website

In today's professional service marketplace, your firm's website is the most crucial asset, which is more than a brochure or the firms that were used to be there in the past. A successful firm is the hub of firms' online presence and an information-rich platform that has successfully gained the attention and trust of the audience. Your website is an essential tool that you can use to build visibility and make sure it appears in the results when potential clients do their research online to find service providers. Having a well-defined website enables you to elaborate your firm's expertise to the customers, and your brand gains awareness throughout the marketplace.

Define your target audience

A strong B2B digital marketing approach starts when you define your target audiences or the buyer persona – the same statics will inform you regarding your everyday marketing activities. It ensures that your content and digital material are absorbed with detailed research and no resources have been wasted.

Optimize your digital presence

Your website needs to be more than educational and attractive – it needs to be discoverable as well – you can do the same with on-page and technical SEO tactics. It includes everything from the image alt-text and meta descriptions, site speed, or structured data. Off-page SEO also plays an important role here, which refers to the external linking strategies and social sharing – SEO tactics work great to enhance your website presence.

Run PPC Campaigns

Finally, you can round out your digital presence with the use of pay-per-click advertising – it allows you to get your content and brand in front of new audiences. It would be great if you could maximize your search engines and other advertising platforms while maximizing your PPC

investments. You can do the same by advertising more than your products or services that include your brand personality, blogs, or social media content, along with the company tagline.

The best way you can use to see an ROI from your paid ads is by incorporating your buyer persona data and boosting content that they can relate to. The customers may be looking for a location-based solution or product features, so you need to give special and deep attention to these points.

B2B Content Marketing

Content marketing is an effective way to align your content to different stages of the buyer's journey, so if you are offering effective content, make sure it educates them on their pain points. For testing your content, you can share the same through webinars, eBooks, or videos to understand the right format that attracts the maximum attention.

B2B Social Media Marketing

Many B2B companies find it extremely difficult to deal with social media marketing, and it is because of the lengthier sales cycle and longer chain of command. Social media is a powerful tool that gives your company the needed online personality and builds your brand image to connect to your customers. Same as email marketing, social media is highly effective for sharing your content and enhancing your brand expertise, so make sure you are using it strategically.

There are enormous tactics you can implement to boost your SEO ranking in 2022, but it can be challenging to know from where you need to start, as more than half of the B2B marketers signify that loading speed optimization is an effective strategy. Your page ranking on Google will depend on the loading speed of your website, which negatively impacts a user's experience. Further, half of the B2B marketers also reported that increasing brand awareness is their first priority, which includes increasing engagement, advertising products, and lead generation. Brand awareness is essential for maintaining trust and long-term loyalty, so our professionals at digital marketing agency Barcelona, feel that it is critical to success in the long term. At last, video content is also an essential yet most popular format when it comes to providing efficient insights to the customers, so it is essential to use video as a primary format. No matter the strategy you are using, always make sure you are using it efficiently, and it is providing you with the needed results.

Source: [Link](#)

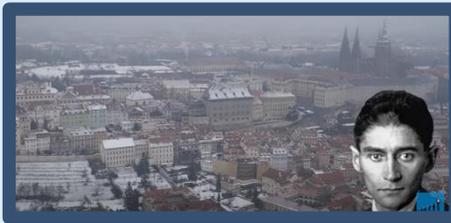
Websites of the Week

- 🔗 [What is quality engineering?](#)
- 🔗 [All you need to know about six sigma](#)
- 🔗 [From data science to logistics](#)
- 🔗 [What is case study?](#)
- 🔗 [What is collaborative learning?](#)

Videos of the Week



Ask better questions to build better connections



Frans Kafka's philosophy



The power of positive disruption

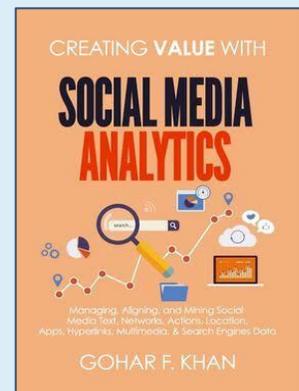
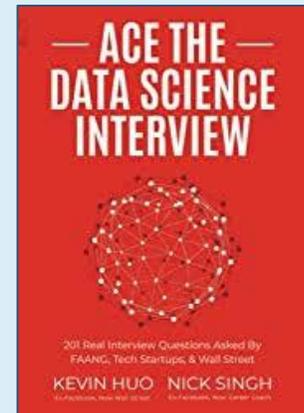
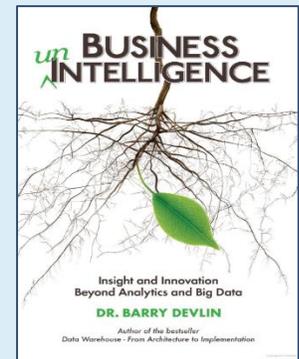
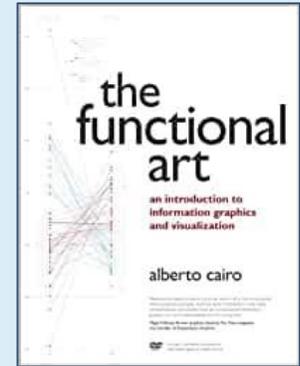


Is the brain a computer?



Humans are unique in the world

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

SUSTAINABLE DEVELOPMENT

A new book was published called *Peer-To-Peer Accommodation and Community Resilience. Implications for Sustainable Development*.

The book focuses on the growth of peer-to-peer (P2P) accommodation and the rapid expansion of the phenomenon has yielded several concerns over its potentially negative economic, social and environmental impacts. This edited book addresses the need to examine the P2P accommodation phenomenon through a community resilience lens. Through a collection of chapters presenting a range of empirical and conceptual perspectives from urban and rural communities, the book considers the implications of P2P accommodation growth on the resilience of local communities and the sustainable development of places.

You can download the book here:

<https://cabidigitallibrary.org/doi/10.1079/9781789246605.0000>



Dr Anastasios Fountis
Head of Undergraduate Studies

Areas of expertise:

Business, Cybernetics, STEM

SHIPPING & MARITIME TRANSPORT

Around 90% of traded goods are transported over the oceans as the primary route of transportation for international trade. As a result, the oceans serve as the primary means of transportation for the majority of goods around us.

Opportunities and difficulties result from this. Global freight demand is expected to rise, tripling maritime commerce volumes by 2050. Global events and national ambitions are causing maritime flashpoints, and the spread of trade protectionism is increasing the hazards for the global shipping industry, which could lead to a disruption of maritime trade. We faced these challenges recently either via the Covid-19 pandemic or via the disruption of cereal supplies, due to the war in Ukraine.

https://unctad.org/system/files/official-document/rmt2021_en_0.pdf

<https://www.oecd.org/ocean/topics/ocean-shipping/>

<https://www.wtco.com/en-GB/Insights/2021/11/how-geopolitics-impacts-the-maritime-industry>

<https://media.defense.gov/2018/Oct/05/2002049100/-1/-1/1/USCG%20MARITIME%20COMMERCE%20STRATEGIC%20OUTLOOK-RELEASABLE.PDF>



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

Under the theme 'What's next? Wine tourism pairs with Innovation...' and building up on the success of the past five editions, this 6th edition will take place on 19-21 September 2022, in Alba in the Piemonte region, at the heart of the 'Vineyard Landscape of Piemonte: Langhe-Roero and Monferrato', a UNESCO recognized Heritage Site.

UNWTO Secretary-General, Zurab Pololikashvili said: "As the sector's recovery gets underway, I am confident that the conference will represent a unique opportunity to learn from experiences that face up these challenging times to ensure a successful and resilient wine tourism sector in the future". For more information visit the following [link: https://www.unwto.org/news/unwto-wine-tourism-conference-innovation-sustainability-creativity](https://www.unwto.org/news/unwto-wine-tourism-conference-innovation-sustainability-creativity)

Massimo Garavaglia, Italian Minister of Tourism, said: "Wine tourism is much more than just selling wine, which clearly is important. When you sell a bottle of wine, you are selling the territory behind that bottle, the culture of that territory, the history of the men who designed these landscapes with the rows of vines."

"Wine-related tourism has a component in environmental sustainability. It is a component of slow tourism, partly different from traditional tourism. And it is no coincidence that 90% of tourists have a food and wine experience during their visit."



Athanasia Kairou
Academic Officer

Areas of expertise:

Educational Psychology, Systemic and Family Therapy, HRM, Coaching

PSYCHOLOGY

Acquiring knowledge is related to the concept of difficulty, as it cannot be easily achieved for everyone. Some of the reasons for difficulty in acquiring knowledge may be: the subject that will be learned, the conditions and method in which learning is pursued, linguistic weaknesses and disabilities as well as psychological barriers.

Nowadays, scientists in the field of educational psychology are trying to find ways to increase the effectiveness of the educational process for people with learning disabilities and neurodevelopmental disorders. The development of technology has accelerated the discovery of new ways to address learning difficulties and low student achievement ([Link1](#)). More specifically, it has been shown that virtual reality can be used to enhance student learning and engagement. In addition, a great number of literature references converge with the fact that virtual reality is an important tool in psychotherapy, contributing to the effective rehabilitation of various disorders such as anxiety, phobias, etc. ([link2](#)).

In this framework, researchers were interested in studying whether mindfulness training can significantly help people with disabilities develop metacognitive skills such as self-observation, self-regulation and adaptation. The research discusses the application of virtual reality as an effective tool for mindfulness interventions, especially for people with learning disabilities, neurodevelopmental disorders, intellectual disabilities and behavioral disorders. Researchers concluded that: "Virtual reality constitutes an effective assistive technology that can facilitate mindfulness training in various contexts, accelerating positive outcomes in mental and physical health, academic performance, and well-being" ([Link3](#)).

By adding a new dimension to the learning experience, virtual reality can revolutionise education at every level. However, such a development marks the beginning of changes not only in terms of the educational process itself but also in the adaptation of educational systems and educators to these developments. In short, in order to benefit from technology in the field of education, educational institutions should invest in the acquisition of both, special technological means and training – in the field- of human resources.



Mostafa Khaki
Lecturer

Areas of expertise:

Artificial Intelligence, Deep Learning, Computer Vision

ARTIFICIAL INTELLIGENCE

How is employment in the era of the artificial intelligence revolution? In the coming years, artificial intelligence (AI) will become one of the strategic tools of most businesses. But there is also a major challenge in this way: recruitment. Indeed, it is difficult to identify the people who can apply this technology perfectly, and even a step further, there is likely to be a fierce battle in Silicon Valley for skilled labour in this field.

The scope of artificial intelligence is much broader than deep learning, and businesses should be looking for employees who are strong in machine learning. Many job seekers who have a background in machine learning theory also have the tools needed to learn a related job.

Many companies invest in training their employees to ensure they stay up-to-date with technology and industry developments. While math and computer technology serve as the backbone of AI-based roles, continuing education and learning in this area is absolutely necessary. Today, many online education solutions offer diverse and relevant academic certificates and degrees to applicants. They help employees develop their knowledge in the fields of programming, machine learning, graphical modeling, and advanced mathematics. It is essential that companies; provide opportunities for the development and advancement of this new workforce, so they can put their skills to good use and learn best practices and tips from their peers.

Source:
<https://www.springboard.com/blog/data-science/careers-in-ai/>



Dr Konstantinos Kiouis
Lecturer

Areas of expertise:

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

FINANCE / ACQUISITIONS & FINES

Google will have to pay the biggest fine ever as the EU upheld the \$4.33 Billion fine for bundling Google Search and Chrome with Android. Google has failed to overturn its biggest antitrust fine, as the decision of the European Union's General Court, on Wednesday the 14th of September, largely sided with the EU regulators. This was Google's second big loss in courts as the company was also fined €2.4 Billion for bundling Google Shopping with Search and €1.5 Billion for bundling Search and Advertising. In total, the Internet giant has been fined €8.25 Billion in the EU.

On the other hand, on Tuesday 13th September, just one day earlier, Google completed its \$5.4 Billion purchase of cybersecurity firm Mandiant. The addition of Mandiant, which will be retained as a brand name, may help Google beef up its online security offerings as it battles Amazon and Microsoft (LinkedIn's parents) in the cloud services competition. It has been said that combining Google Cloud's existing security portfolio with Mandiant's leading cyber threat intelligence will allow the consortium to deliver a security operations suite which may help enterprises globally stay protected at every stage of the security lifecycle.

All these announcements came less than a week after Google's CEO set off alarms by hinting that staff cuts could be made to boost productivity.

Please see more information on the above here:

- [Google Completes Acquisition of Mandiant](#)
- [Google Loses Most of Appeal of EU Android Decision](#)
- [EU upholds Google's 4.1B euro fine for bundling search with Android](#)



Dr. Maryam Mansuri
Head of Postgraduate Studies

Areas of expertise:

Virtual Education, Management, Trend and Forecasting

EARTH SCIENCE

Arctic warming is faster than analysts' expectations. The warming of the northernmost region of the earth is proof of ongoing climate change. Now, Finnish scientists say that the increase in the rate of warming in this region, compared to the average rate of warming in other parts of the earth, exceeds previous predictions. Researchers believe that in the past four decades, the Earth's Arctic has warmed up to four times faster than the global average, which is significantly higher than previous reports of two to three times the speed. Also, some parts of this region, including the Barents Sea in northern Norway and Russia, are warming up to seven times faster.

Manendra Dubey, an atmospheric scientist at the Los Alamos National Laboratory, believes that the rapid warming of the Arctic can be a cause for concern, and the temperature in this region should be constantly monitored. He said: "The temperature of this region needs to be measured accurately and consistently because we are on the verge of reaching many points of no return; things like the complete disappearance of the Arctic Ocean in the summertime."

One of the researchers stated that if the rate of Arctic warming continues to increase, its impact on the North American climate may become more intense. Mika Rantanen, a Finnish researcher at the Helsinki Meteorological Institute, said that previous estimates of the world's climate conditions in the future may need to be revised.

The direction of warming conditions is closely related to the reduction of sea ice. In every region where the highest amount of ice melting has been reported, the highest temperature increase has been recorded.

Source: <https://www.nature.com/articles/s43247-022-00498-3>



Dr. Palanivel Rathinasabapathi Velmurugan
Lecturer

Areas of expertise:

Finance; Human Resource Management; Mixed Research Methodology

FINANCE

Stocks making the biggest moves midday.

Netflix

The streaming stock gained 7% after Evercore ISI upgraded Netflix to an outperform rating and said its stock could rally more than 30% as it rolls out an ad-supported service and cracks down on password sharing.

Adobe

Adobe shares slumped 15% on news that it's acquiring a design software firm known as Figma for roughly \$20 billion in cash and stock. The company beat earning estimates for the period but shares mixed guidance for the current quarter.

Oracle:

Shares of the software company dropped another 2%, extending a 5% sell-off from the previous session on weak earnings. Oracle's earnings came in at \$1.03 per share, adjusted, compared to the \$1.07 per share expected by analysts, according to Refinitiv. Its revenue met expectations, however.

Rail stocks:

Select rail stocks moved higher following the announcement of a tentative, last-minute deal between the railroad companies and the unions that represent their workers. Union Pacific and Norfolk Southern rose 1.6% and just below 1%, respectively. CSX Corp. was down more than 2% despite ticking up in extended trading before the bell.

Wynn Resorts:

Shares jumped 8% after Credit Suisse upgraded Wynn Resorts to outperform, saying the casino stock could nearly double after its hotel convention centre expansion in Las Vegas.

'Buy now, pay later' stocks — Shares of major "buy now, pay later" stocks slipped on the back of a report from the Consumer Financial Protection Bureau calling for more oversight into the sector.

Source: www.cnn.com



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