

# BSBI Gazette

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

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## Editorial



**Professor Dr Kyriakos Kouveliotis**

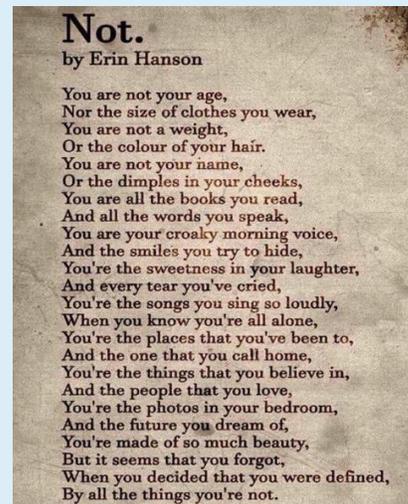
Provost & Chief Academic Officer,  
Berlin School of Business and Innovation

For this week's Editorial, I'm sharing some more inspirational phrases from Plato.

### Part II

- "Opinion is the medium between knowledge and ignorance."
- "Wise men speak because they have something to say; Fools because they have to say something."
- "Do not train a child to learn by force or harshness; but direct them to it by what amuses their minds, so that you may be better able to discover with accuracy the peculiar bent of the genius of each."
- "Bodily exercise, when compulsory, does no harm to the body; but knowledge which is acquired under compulsion obtains no hold on the mind."
  - "Ideas are the source of all things."
- "When two friends, like you and me, are in the mood to chat, we have to go about it in a gentler and more dialectical way. By 'more dialectical', I mean not only that we give real responses, but that we base our responses solely on what the interlocutor admits that he himself knows."
  - "Knowledge becomes evil if the aim be not virtuous."
  - "A library of wisdom, is more precious than all wealth, and all things that are desirable cannot be compared to it. Whoever therefore claims to be zealous of truth, of happiness, of wisdom or knowledge, must become a lover of books."
- "No one is more hated than he who speaks the truth."
- "And what, Socrates, is the food of the soul? Surely, I said, knowledge is the food of the soul."
- "The untrained mind keeps up a running commentary, labelling everything, judging everything. Best to ignore that commentary. Don't argue or resist, just ignore. Deprived of attention and interest, this voice gets quieter and quieter and eventually just shuts up."
- "False words are not only evil in themselves, but they infect the soul with evil."
  - "Writing is the geometry of the soul."
  - "Necessity is the mother of invention."

## Photo of the Week



## Inspirational Quotes

Life is a long lesson in humility.

— James M. Barrie

The way to get started is to quit talking and begin doing.

— Walt Disney

Before anything else, preparation is the key to success.

— Alexander Graham Bell

The question isn't who is going to let me; it's who is going to stop me.

— Ayn Rand

Dream big and dare to fail.

— Norman Vaughan



It is during our darkest moments that we must focus to see the light.

— Aristotle

# Article of the Week

Elena AI

## Blockchain in Accounting and Auditing

Everyone with the right to join Blockchain can view the same information in real time. You can see who added data to each block and when this was done. These blocks cannot be deleted or changed. All Blockchain users own and are responsible for maintaining the blockchain, instead of having only one person controlling it.

In a secure Blockchain, Blockchain users decide who can join these ledgers and access levels. Some information can be encrypted to protect commercial security. A company can have a Blockchain with its suppliers, customers, banks, and tax authorities.

One thing that may be less known is that Blockchain technology has a great influence on the Accounting and Auditing industry and is a technology trend that experts in Finance - Accounting - Testing Math cannot be underestimated in the development-like context of the 4.0 Technology Revolution.

Specifically: Firstly, Blockchain application can help keep accounting information confidential. Blockchain is designed to resist data change. Information in Blockchain cannot be changed and only added with the consent of all nodes in the system. Even if part of the Blockchain system collapses, other computers and nodes will continue to work to protect information. By creating a unique ledger on a computer network; Their companies, customers, banks and tax authorities take notes and share information. When any of them add information, the ledger will automatically verify and adjust the data. Each party involved does not need to maintain their ledger, so accountants will not have to perform all transaction processing and adjustment. Blockchains create a real time traceability record, so if Blockchain technology is widely adopted, the role of auditors in verifying transactions performed in Blockchain will no longer be necessary.

Secondly, Blockchain application helps minimize the possibility of economic mistakes. Blockchain Technology in Accounting - Auditing greatly reduces the possibility of errors when comparing complex and different information from different sources. Moreover, accounting records will not be edited and changed once saved to Blockchain, even if required by the owner of the accounting system.

Because on the Blockchain platform, everyday transactions are recorded and verified, so the integrity of financial records is guaranteed. Blockchain can reduce accounting errors and fraud. When a data block is added to the chain, the rest of the network must verify that data. When we make a transaction on the chain, all computers in the network will identify you and check if you have the right to trade or not. So if we need to pay \$100 and we just transfer \$50 by mistake, the other blocks will point out that mistake.

Thirdly, cybersecurity is tightened thanks to Blockchain technology. A hacker will have to invade the entire computer network at the same time to make any damage. If only one computer is attacked, other computers in the network will be able to detect and respond to the attack. Some other uses of Blockchain technology in the Accounting - Audit industry can be mentioned as Audit evidence can be monitored; Automatic audit process; Verify transactions; Monitor property ownership; Smart contract registration and inventory system for any asset, from raw materials to intellectual property.

Applying Blockchain technology can help financial institutions save money. Application solutions for accounting and auditing in particular may be developed, including:

Firstly, updating Blockchain technology for accountants and auditors through training programs. To promote the application of this technology in the field of accounting, auditing, accountants, auditors who need to be knowledgeable about this application. This new audit service based on this technology aims to encourage customers to access new solutions, allowing service users to view, check and track transactions on Blockchain close to real time. In order to seize the opportunities presented by this development, accountants and auditors must update the trends of these changes in the industry and become familiar with new concepts such as big data), cryptography, ledger system (Blockchain), payment system, payment via mobile devices and new platforms connecting providers and users of financial

services. Therefore, in order to create a competitive advantage for yourself in the field of accounting and auditing in the future labour market, in addition to professional knowledge, it is necessary to update information on technology as well as new applications into the industry's working environment.

Secondly, build companies that provide Blockchain technology applications in accounting and auditing. We are interested in applying Blockchain to what extent, bringing business value, where to start, and how to do it. The programming tools of Blockchain projects are limited, making it difficult to realize the idea of applying blockchain technology. Advanced Blockchain projects need to solve this problem, need complete programming tools to support application developers. To break down barriers in the application of Blockchain technology in accounting, professional organizations are needed to provide services, and access Blockchain technology safely, quickly and effectively.

Third, apply Blockchain to accounting software. The combination of Blockchain technology with accounting software will help accounting to optimize the confidentiality, safety and transparency of accounting information. Most recently, the application of Blockchain technology has been implemented in electronic invoicing software. Pioneering Blockchain development solutions and applications on electronic invoicing software. E-invoice solution applying Blockchain technology helps increase the security, safety and transparency of invoices for businesses. This Blockchain technology is understood as a ledger, recording the entire status and updating the invoice information for all participants to check and validate the information. In the coming time, accounting software companies should further exploit Blockchain applications not only on electronic invoice software but also on accounting software.

In conclusion, in the context of the "Industrial Revolution 4.0" accountants and auditors consider how to work and can provide customers with higher-value work products. involves insights and strategic thinking. Blockchain could open many opportunities for Accounting - Auditing in the future.

Source:

<https://www.articlesfactory.com/articles/business/blockchain-in-accounting-and-auditing.html>



# Websites of the Week

- 🔗 [Knowledge Engineering: Steps](#)
- 🔗 [Ethics of AI in Healthcare Systems](#)
- 🔗 [Business-Orientation: Meaning](#)
- 🔗 [Ethical Exports](#)
- 🔗 [Accounting Management Systems](#)

# Books of the Week

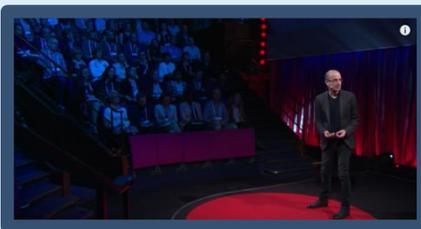
## Videos of the Week



The Power of Purpose in Business



How AI Empowers Businesses?



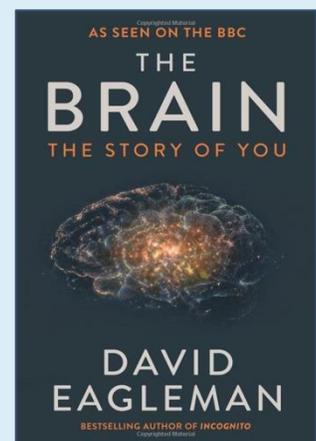
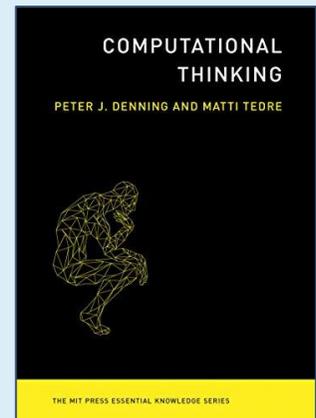
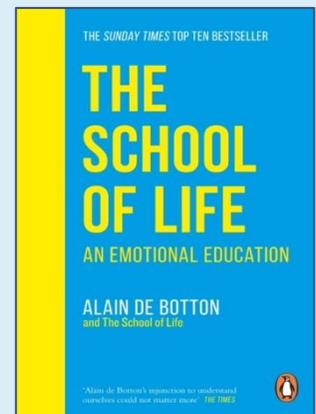
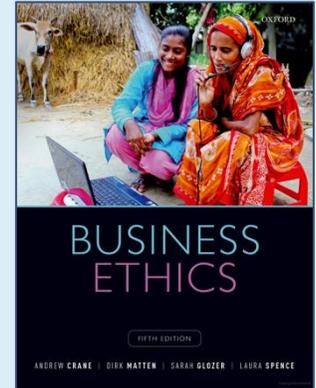
Why Humans Run the World?!



The Paradox of Choice



Automation and AI in HR



# BERLIN SCHOOL OF BUSINESS & INNOVATION

# 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 AND TRAVEL**

The Travel and Tourism Research Collaboratory at New York University will host a global seminar on sustainable tourism and travel, inviting academics, students, practitioners, businesses, NGOs, governments, travelers, journalists, and others to join the conversation. The focus will be on the following themes: Theory and Practice of Sustainability in Travel and Tourism, Monitoring, Evaluation, and Certification, Traveler Education, Integrated Tourism System Design and Implementation, Digital Nomadism, Storytelling and Spirit of Place, Sustainable Tourism and UNSDGs, Entrepreneurship and Technology, Hospitality and Tourism Services, Diversity, Equity, Inclusion, Environment, Energy, and Urbanization, Case Studies, Current Events, and Emerging Projects. The seminar will consist of four 1.5-hour sessions over two days.

This will be a hybrid event, so it is not necessary to be in NYC in order to participate as a speaker or guest. Presentations can be in any language (with subtitles), but discussions will be limited to English. Please click here to subscribe: [RSVP and submissions](#)



**Dr (MD) Ahmed ElBarawi**  
Academic Support Manager

**Areas of expertise:**

Orthopedic Surgery, International Trading (Medical Supplies), Agribusiness

**MENTAL HEALTH**

Have you ever been fearful of public speaking or meeting a new group of people? It's natural to question whether these symptoms point to a less common case of the nerves or a more severe mental health issue. The truth is that sometimes it's difficult to distinguish between differences between the two, and the solutions can vary depending on who you ask. To manage mental health and mental health illnesses, there are some excellent general principles and things to be aware of. Click on this [link](#) to find out more.



**Dr Kamyar EsmaeiliNasrabadi**  
Lecturer

**Areas of expertise:**

Human Resource Management, Business Management, Tourism, Customs

**HUMAN RESOURCE**

In the continuation of the review of the important trends of human resources, the issue of a liquid workplace stands out. We live in the age of the liquid workplace - a time of fluid experimentation in employees and workplace management. But fluidity does not necessarily mean permanent flexibility.

Currently, some companies are trying to bring the workforce back to their post-pandemic workplaces in direct opposition to remote working and using veiled threats to fire remote employees. In contrast, other companies have fully embraced remote working, allowing employees to create their own worlds of hybrid workflows. The concern of the first group is lack of synergy, loss of creative potential, improvement of efficiency, and empowerment of employees in the shadow of social interactions. This is while the second group has understood that, as the great resignation showed us, employees are not afraid of denying companies their labour. In short, it seems that employees have the upper hand in negotiations and employers should be aware of that. How can you create a balance and interaction between the demand for workplace cohesion from managers and the request of employees for flexibility, career advancement,

meaningful work and a more supportive corporate culture – that is the main issue of paying attention to the fluid work environment.

Value co-creation, listen closely, rethink leadership are suggestions that work in this field. A super-effective way of building more collaborative and trusting teams no matter where they work is by co-creating business models with your employees. Mind the gaps between in-office and remote workers, and work to bridge them using the wealth of technological assistance on offer. This is where creating a culture of continuous feedback really helps, as leaders and workers work more closely together. Company owners must enable change at the management level and support leadership teams in executing operations in our changing and hybrid work world.

For more information about hybrid work, the Howspace group has an e-book titled "Hybrid work model playbook", which you can read [here](#).



**Prof. Dr Ahmad Farhat**  
Lecturer

**Areas of expertise:**

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

**PSYCHOLOGY / PSYCHIATRY**

A nightmare is a dream that causes an individual to feel fear. Feelings of anxiety and dread often accompany nightmares. Nightmare content can be highly individualised, but there are some common themes.

Scientifically, sleep disturbance and nightmares [1] (DSM-5) is a psychiatric condition characterised by the recurrent occurrence of specific kinds of dreams (usually of the waking type) that disturb sleep and cause significant distress or impairment in daily life activities (APA, 2013). When patients are asked about their experiences of nightmares, they may describe a wide range of associated physical and behavioural symptoms. Nightmares may occur in children

and adolescents [2], and up to 50% of children experience nightmares. The prevalence of these sleep disturbances tends to decrease with age (Brown et al., 2016).

The American Psychiatric Association reports in the Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition (2013) that a child's fear of the dark can cause him to have a night terror, which occurs when he awakens from a deep sleep with frightened, screaming or a cry for help and attempts to exit his room only to become disoriented and frightened[3]. Night terrors often last only a few minutes.

Nightmares can arise for several reasons—stress, anxiety, irregular sleep, medications, and mental health disorders—but perhaps the most studied cause is post-traumatic stress disorder (PTSD). Some children may [4] have nightmares due to trauma, such as a natural disaster, accident, or injury.

People with PTSD often report having multiple nightmares or waking nightmares, similar to traumatic flashbacks that occur while the sufferer is awake.

According to a study by the Université de Genève, female patients with PTSD experienced more nightmares than male patients. They are considered pathological when they frequently occur (>1 episode per week) and cause daytime fatigue, mood alteration, and anxiety.

In contrast to nightmares, the latter seems to have a useful function in promoting the regulation of emotions. Imagery Rehearsal Therapy (IRT) is frequently used to treat this disorder. Exercises. A piano chord played every ten seconds; a team from the UNIGE and the HUG gathered 36 patients suffering from non-traumatic nightmares. More efficient and lasting impact at the end of the experiment, the frequency of nightmares decreased in both groups, but significantly more in the group where the optimistic scenario was associated with the sound.

References:

1. Sleep problems in university students – an intervention (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5536318/>)
2. Vivid Dream (<https://www.sciencedirect.com/topics/neuroscience/vivid-dream>)
3. Ghosts, Spirits and Psychology, A Halloween Story: (<https://www.mentalhelp.net/blogs/ghosts-spirits-and-psychology-a-halloween-story/>)
4. Nightmares (<https://kidshealth.org/en/parents/nightmare.html>)
5. <https://www.sciencedaily.com/releases/2022/10/221027123923.htm>

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**Mostafa Gaballa**  
Lecturer

**Areas of expertise:**  
Tourism, Hospitality, Travel

#### TOURISM

The World Tourism Organization (UNWTO) and the Tourism Authority of Panama (ATP) have launched the Innovative Community Tourism Experiences Competition to promote innovation through alliances between tour operators and community tourism providers. With the presence of 30 community leaders, adorning their colourful traditional outfits that represent the diversities of the different races and cultures of Panama, the UNWTO and the ATP shared the official details of the competition with the media. For more information visit this [link](#).

The Competition will promote innovative and disruptive tourism experiences that encourage the conservation and regeneration of the natural and cultural heritage of Panama and the empowerment of local communities. The categories of the contest will reflect the five Heritage Routes of Panama established in the Sustainable Tourism Master Plan 2020-2025: (1) Bridge of the World Route, (2) Crucible of Cultures Route, (3) Forests of Life Route, (4) Birds in Paradise, (5) Wonders of the Ocean.

UNWTO Secretary General Zurab Pololikashvili said: "During the pandemic, technology and the growing sense of responsibility have created a need to develop new transformative products that are more inclusive and sustainable, and with this competition we are promoting an effort in this direction."



**Dr Mahmoud Manafi**  
Lecturer

**Areas of expertise:**  
Leadership, Human Resource Management, Digital Marketing

#### LEADERSHIP

*Importance of Knowledge sharing.* Although the focus of the article is the importance of leadership in the education system, there is another interesting concept which needs to be discussed. As explained, one of the main criteria to measure the effectiveness of the

group performance is tendency of professors to share their knowledge. According to the SECI model (Nonaka and Takeuchi, 1995), knowledge sharing leads to knowledge creation (See Rice, J. L., & Rice, B. S. (2005). The applicability of the SECI model to multi-organisational endeavours: an integrative review. *International Journal of Organisational Behaviour*, 9(8), 671-682). Hence, knowledge-based organisations motivate their employees to share their expertise and knowledge with each other. [Please click here for more information.](#)



**Dr. Palanivel Rathinasabapathi Velmurugan**  
Lecturer

**Areas of expertise:**  
Finance; Human Resource Management; Mixed Research Methodology

#### ENERGY

*Europe's 'not out of the woods' despite gas prices falling to a 4-month low.* European gas prices may have dropped to levels not seen in more than four months, but this is far from being the end of the energy crisis.

The Dutch Title Transfer Facility (TTF) is Europe's main benchmark for natural gas prices. Russia's invasion of Ukraine and the subsequent pressures on Europe's energy mix have pushed natural gas prices to trade at historic levels back in August — above 340 euros per megawatt hour. However, these have significantly come down since then, ending Thursday's session at 108.5 euros per megawatt hour. In addition, intraday European gas prices even went negative at the start of the week - meaning that holders of natural gas paid buyers to take the cargo off their hands.

"With gas storage near full, LNG inflows in oversupply and favourable mild autumn weather, prices are doing the work to keep the system balanced as commodities trade in the present," said by Ehsan Khoman, head of commodities research at MUFG Bank.

The latest data compiled by industry group Gas Infrastructure Europe shows that the EU's overall storage levels are at an average of nearly 94% full. That's comfortably above the 80% target the bloc had set for countries to reach by the start of November.

Before Russia's invasion of Ukraine, the EU was obtaining about 40% of all its natural gas from Moscow. That has now fallen below 10%. But Europe's energy crisis isn't over, and analysts are warning European policymakers against complacency.

Source: [www.cnn.com](http://www.cnn.com)