

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 would like to share an inspirational poem by Edgar Guest. Its title is '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?

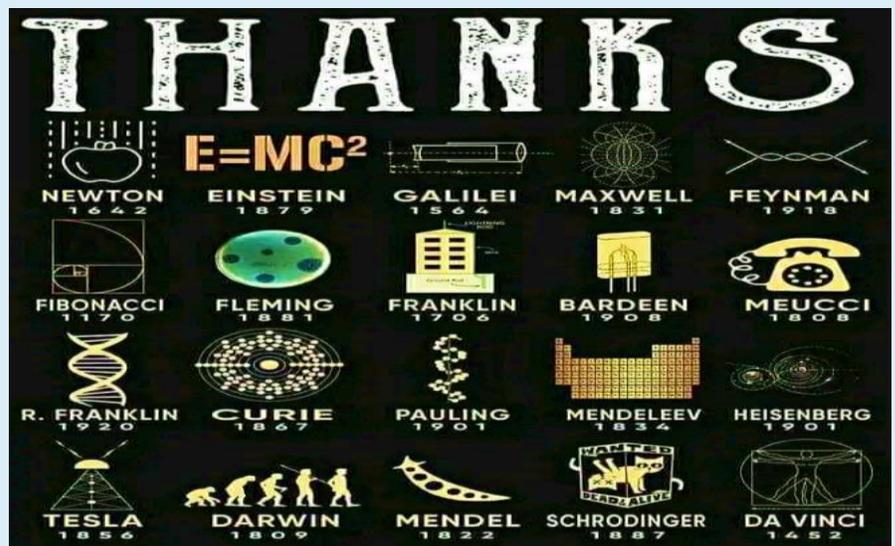
Did you waste the day, or lose it, was it well or sorely spent?

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

Don't say you can't until you prove you can't.
— Les Paul

Experience is not what happens to you; it is what you do with what happens to you.
— Aldous Huxley

One good way to test your memory is to try to remember the things that worried you yesterday.
— Toronto Star



Thinking is the hardest work there is, which is the probable reason why so few engage in it.

— Henry Ford

Article of the Week

Alison Rodriguez

President, International Federation of Translators

Overcoming Babel: Why Translation is Key to Lasting Peace and Development

On 30 September, the feast of St. Jerome—a translator of the Bible and patron saint of translators—the translation community celebrates International Translation Day (ITD). Each year since 1991, the International Federation of Translators (FIT) carefully chooses a theme for ITD and invites everyone to join in celebrating the observance around that topic. This year's theme is 'A World Without Barriers: The Role of Language Professionals in Building Culture, Understanding and Lasting Peace'.

This important role was officially recognised by the 71st session of the United Nations General Assembly, which unanimously adopted [resolution 71/288](#), declaring that International Translation Day would be celebrated each year on 30 September across the United Nations system. The observance honours the contribution of professional translators, interpreters and terminologists in connecting nations, in fostering peace and global development and for the important political and cultural role of translation in multilateralism.

The age-old trope of the translator as invisible and duplicitous perhaps stems from the quiet, unseen and largely misunderstood nature of the work that translators and interpreters do. In discussions around tables, in back rooms, at formal dinners and informal meetings, wherever nations and cultures meet, translators and interpreters are there connecting worlds. We are at our best when smoothing out potential misunderstandings and bridging divides. Translators are essential actors in the dialogue, and they are becoming increasingly visible. As globalisation flows into every corner of the virtual and physical worlds, and geopolitical and cultural tensions rise, accurate, professional translation mediates the potential cultural and language barriers in politics, national security and diplomacy, as well as between communities.

In diplomacy, your interpreter is your reputation abroad, but in humanitarian settings, your interpreter is your lifeline. They ensure that you will understand what is going

on around you and that you will be understood. Critical communication requires and relies on trained, highly professional translators and interpreters in order to ensure that politics is not overshadowed by linguistics.

The global development agenda is built on a wide range of factors such as economic growth and sustainability, security, health, human rights and environmental protection. Their successful delivery depends on equitable access to information and open dialogue with individuals and communities, as well as genuine engagement and lasting relationships. For many, participating in their language of proficiency in an international setting requires the presence of a translator or interpreter, especially for speakers of minority languages. Language rights—the right to use your own language as an integral expression of your identity and agency—are part of the human rights agenda. Global, multilingual institutions and non-governmental organisations (NGOs) must recognise the importance of language in achieving their aims and design coherent, sustainable linguistic policies in the early stages of their work to allow them to plan for overarching language management and facilitate access, thus enhancing their reach. This would also address other issues of language needs and inclusion as well as entrenched biases of the majority language dominance and the use of *lingua franca*.

Research indicates that mother-tongue language participation increases equitable outcomes in the areas of education, employment, media, justice, housing and health care. Translation enables community inclusion and empowerment by providing both access to information and services, and a way for a community and its members to be heard.

The role of translators, interpreters and terminologists in building culture, understanding and lasting peace cannot be underestimated. Like the air that we breathe and the electricity that powers your devices we cannot see, it does not mean we can do without it. And like air and power, we don't think of it until it is gone, or notice it until something goes wrong. And errors can be fatal.

We translators and interpreters care deeply about our work and the people we serve. During the height of the COVID-19 pandemic, we regularly saw citizens and governments celebrating the health workers who fought on the front lines at great personal risk and personal cost. We did not hear much about the translators and interpreters who fought bravely alongside them, staying at their hospital posts to ensure that patients could understand their doctors and that doctors could treat their patients. We gladly share our professional skills

to benefit our clients. We stay at the negotiating table as long as the delegates do. And we will drag ourselves from our beds to ensure that a person who needs health care or legal services can receive the help they need. Culture, development and lasting peace are human concerns that are best served by professionals who know and care about that role.

Increasing advances in technology have led many to believe that translators and interpreters can be overtaken by machine translation. The human vs machine rivalry is a false binary, and while humans are harnessing the power of machines in some spheres, that change remains limited in others. Unmediated computer translation poses real risks, especially in entrenching and exacerbating existing bias and dominance—the very issue translation aims to mitigate.

Machine translation is tone deaf to cultural differences, unable to deal with ambiguity, and as it is built on data, raises serious questions of ethics and cultural rights concerning the use of that data. This is a particularly important question when it comes to indigenous and minority languages, and can lead to further exclusion and discrimination, especially for indigenous women. Technology may effectively recognise when a situation of hunger is about to deteriorate into famine, but technology alone cannot make decisions about who is most vulnerable or what they need. Those in highly vulnerable situations are not often able to verbalise how they feel or what they need, especially without professional, impartial translators and interpreters. Speakers of minority and indigenous languages are vulnerable to exclusion and discrimination simply due to the status of their mother tongue. Equal access to health care, legal processes, fair treatment and a safe environment should be less taken for granted.

Translation and interpretation, especially for minority languages, are key to inclusion and global development, supporting the Sustainable Development Goals (SDGs) by enabling access to education (SDG 4), health care (SDG 3), legal services and the right to fair treatment (SDGs 10, 16), gender equality (SDGs 5, 8, 10) and a safe and sustainable environment and communities (SDGs 9, 11, 13). Yet language and language services are not considered part of the deliverables in global development.

It's hard to argue that international peace and development are anything other than a universal goal. In order for the tide of global development to rise evenly, it must reach all corners of the planet. Translators, interpreters and terminologists are key actors in ensuring that peace and development can reach each and every one of us.

Source: [Link](#)

Websites of the Week

- 🕒 [What is Computer Vision?](#)
- 🕒 [What are Leadership Models?](#)
- 🕒 [Business Analytics Tools](#)
- 🕒 [Project Management Tools](#)
- 🕒 [Pillars of Information Security](#)

Videos of the Week



Stuck in the past?!!



How to Speak so that people want to listen



Amazing Business Advice

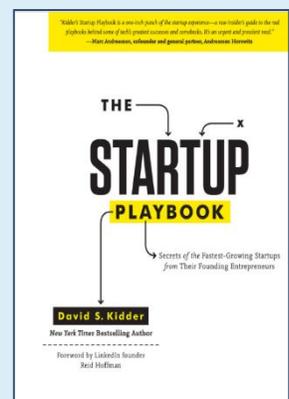
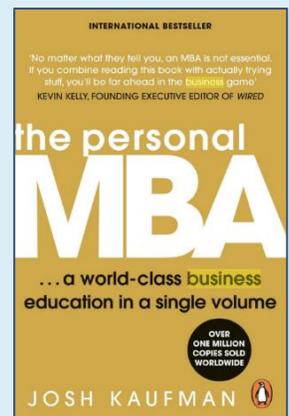
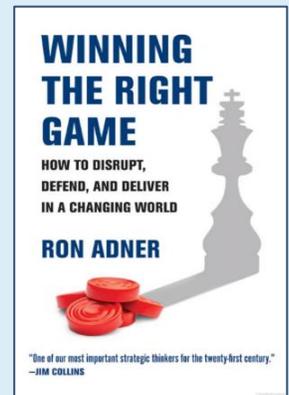
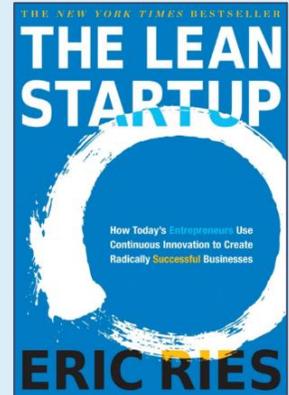


The power of passion and perseverance



Do what others do not do ...

Books of the Week



BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters



Flavio Andrew Santos
Lecturer

Areas of expertise:

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

TOURISM GEOGRAPHIES

A new podcast is available! Want to keep up to date with the latest tourism research? Not always at your PC/laptop to read the latest literature? Looking for some academic nourishment while on your daily gym sessions/walks? Sick of listening to the same old podcasts? We have the solution for you! Tourism Geographies, An International Journal of Tourism Space, Place and Environment, is launching its podcast series. Every week, the Tourism Geographies Podcast team will be interviewing an author of a recently published article in Tourism Geographies. Each episode will be about 15 minutes long in which the researcher shares the motivation, findings and challenges of doing their research. Brought to you by the Tourism Geographies Podcast team: Joseph Cheer, Producer, Jaeyeon Choe, Producer, Jamie Gillen, Producer, Mary Mostafanezhad, Producer, Stephen Pratt, Executive Producer.

Here is the [link](#).



Dr Duraisamy Balaganesh
Lecturer

Areas of expertise:

Database Systems, Artificial Intelligence, Li-Fi
Technology

AI TECHNOLOGIES

THE AI & ROBOTICS EFFECT TO IMPROVE SCM.

Many businesses around the world are optimistic about the future of AI and ML (machine learning) and are in active testing and implementing phases to improve their operations. Companies which have taken the lead and implemented AI in transportation and logistics are already enjoying profit margins greater than 5% compared to non-adopters, as per a Mckinsey report.

As a consumer, you are already interacting with robots. A lot of supply chains have already implemented Robotic Process Automation (RPA) in customer touch points like contact centres, company portals and mobile apps, which essentially automates repetitive tasks traditionally done by humans.

RFID: Implementation of RFID in warehouse and distribution centres can lead to better inventory management and will help further reduce labour costs and improve spares availability resulting in improved efficiencies. Further, the benefits of having AI-based technologies like RPA, RFID and Internet of Things (IOT) gives organisations access to structured data which supply chain should be able to utilise in making strategic decisions to ensure continuous process improvements, improve demand forecasting that results in lower inventory investment, improve operations and optimising routes.

VR and AR: There are a host of AI technologies making a valuable impact in supply chain globally like virtual reality (VR) and augmented reality (AR) which are helping supply chain executives make informed decisions that are assisting them to see the future automation processes before they're implemented.

Blockchain: It will be unfair if Blockchain isn't mentioned here, which is already making waves. A World Economic Forum report predicted that by 2025, 10% of GDP will be stored on Blockchain or Blockchain-related technologies. Globally, big businesses are already conducting trials of these technologies in supply chain.

To ensure transformation in supply chain, we will need the right talent to assess, test and implement AI successfully. There's an immediate need to relook at the existing curriculums to ensure that they are relevant to this fast-changing environment and educational institutes have a dedicated curriculum with experienced faculty that will lead to increase the employable talent base.

Source: [Link](#)



Dr Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business
Management, Tourism, Customs

HUMAN RESOURCE

Until today, we mentioned two important trends of 2023 in the previous issues: The great retention, The Liquid workplace (if you missed these two, be sure to read the previous issues of the Gazette). In the following, a brief reference will be made to the trend that is 'Business with a reason'.

The recent events (COVID-19 pandemic) forced everyone to reevaluate what is important to them in their lives. They started to pay more attention to their health, their commutes, the impact on the environment and how and why they worked at all. A dramatic shift has occurred between the old work-life balance and created this unique type of mindset. Now everyone's attention is on spending their time consciously and they are very sensitive and precise in this matter. Finding a new purpose for work was a major component of many people's recovery after the pandemic. Businesses quickly realised that if they didn't start integrating their brand mission into the lives of their employees and explain their brand purpose, they would struggle to both hire and keep employees. The group that was most affected are the youth, and by the way, the group that will supply the workforce for the companies in the future are also the youth. they work from a completely different set of ethics and professional morals than older generations. They're more activist, less beholden to traditional patterns of career building, more aware of sustainable cultures of work and much more confident at calling out poor management behaviour. The intelligent and talented young generation will no longer seek to apply, but will seek to use the great opportunities provided. They will choose and not be chosen. Therefore, in order to attract talents and keep them, we must make our business meaningful and rational. Reasons that are closely related to the life of the new

generation of employees. The war for talent now has two fronts - the competition within your own industry and the cult of the side hustle. How you approach, it will speak volumes for how you look after your people and continue to hire the best in class. In this context, suggestions are made: Rediscover the Why, Involve to Engage and Beware of Moral Injuries. Infuse everything you do with purpose and make sure you communicate why you do what you do across your business functions. Create systems and forums for discussion and idea sharing where people can engage with operations beyond their day-to-day tasks. Make sure you follow through on any plans you make and any changes you make. Be careful of violating personal ethics. Creating a more humane work environment where employees and business thrive is one of the methods that works in this field. An interesting report has been provided by the SHRM Foundation, which is worth reading. You can read it [here](#).



Prof. Dr Ahmad Farhat
Lecturer

Areas of expertise:

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

NEURODIVERSITY

The importance of neurodiversity in the workplace. The definition of neurodiversity has been widely debated, but in general, it refers to the variation in the way that brains function. Some characteristics associated with neurodiversity include epilepsy, dyslexia, autism and ADHD. For people who have these disabilities, workplace accommodation can help them be more productive and successful in their jobs.

In a recent study at the Salveson Mindroom Research Center, Dr Katherine Crompton and Professor Sue Fletcher Watson found that autistic research participants were more likely to interact with each other than mixed groups of autistic and non-autistic people. A new project will closely monitor these interactions to determine the characteristics and effectiveness of interactions between people with autism. Some people on the autism spectrum find it refreshing, open and honest; however, people with autism can appear rude because of their direct communication methods, not because they don't care about others. Researches show that most employees with Autism Spectrum Disorder enjoy their jobs

despite their disability. Furthermore, Autistic Spectrum Disorder is not a barrier to employment for people with the condition. Literatures in concerns for example, suggest that employees with ASD may want to join the workforce and can be productive if employers are willing to make the changes necessary to accommodate them. In addition to helping people with disabilities be more successful in the workplace, accommodating their needs also helps create an inclusive environment for all workers, which is vital for organisations that want to attract and retain talents.



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

HOSPITALITY

Building on the UNWTO Agenda for Africa – Tourism for Inclusive Growth, the new agreement will see the two parties work together around shared goals and priorities. As a multichannel platform with reach across the continent, Ojimah will advocate for 'Brand Africa', enhancing the image of the region on the global stage through positive stories from across the tourism sector.

The agreement will also see UNWTO and Ojimah collaborate in supporting the digital transformation of African tourism, with the aim of both enhancing the tourist experience and helping destinations become more competitive and resilient as they recover from the impacts of the pandemic. Additionally, recognising the sector's potential to advance sustainable development and growth, the partnership will focus on supporting local communities, including through the creation of jobs. For more information click [here](#).

Looking beyond the short-term recovery of African tourism, the Memorandum of Understanding signed by UNWTO and Ojimah also sets out plans to work with African governments to enhance connectivity across the continent. Priorities include embracing innovation to improve visa facilitation policies, above all through the expansion of e-visas, allowing for smooth and seamless travel between destinations. To advance all these goals, the partnership will also focus on capacity building, with key stakeholders from both public and private sectors, to be supported in their shift to digital and branding initiatives.

The MoU between UNWTO and Ojimah was signed within the framework of the 65th

UNWTO Regional Commission for Africa, Arusha, and will remain in force until the end of 2024.



Athanasia Kairou
Academic Officer

Areas of expertise:

Educational Psychology, Systemic and Family Therapy, HRM, Coaching

PSYCHOLOGY

The bond between infant and mother has concerned many psychologists and experts in related sciences. Bowlby was the pioneer of the Attachment Theory, which is one of the most important theories about the emotional relationship between mother and infant. More specifically, the Attachment Theory refers to the emotional bond that develops between the infant and the caregiver as well as the tendency of the infant and toddler to lean on their parent for safety, comfort, support when experiencing fear, anxiety or illness ([Link 1](#)).

In recent years, the literature has increasingly focused on this phenomenon, deepening our understanding of the emotional relationship between caregiver and infant. For example, research showed that in certain emotional situations, both the mother's and the baby's brain work in tandem, forging together what is called an interpersonal neural connection. In short, there is connectivity between their neurons even though they are in two separate brains ([Link 2](#)). However, new findings add to the existing literature, suggesting that when caregivers sing to infants, they provide a means to support their social development and interaction. In short, singing to a newborn paves the way for his/her emotional connection and social learning ([Link 3](#)).

According to all the above, scientists highlight ways to strengthen the remarkable relationship between mother and child, which is the model on which all subsequent interpersonal relationships of the individual are formed.



Mostafa Khaki
Lecturer

Areas of expertise:

Artificial Intelligence, Deep Learning,
Computer Vision

REINFORCEMENT LEARNING / BRAIN SCIENCE

Reinforcement learning shares many similarities with the human brain. Let me explain reinforcement learning. What is it because it is based on neither supervised nor unsupervised learning? Simply put, in reinforcement learning an algorithm learns to react independently to its environment.

More specifically, reinforcement learning is a type of learning based on interaction with the environment. It is growing rapidly and produces a variety of learning algorithms that can be used for various machine learning applications.

First, agents (AI control systems) always have a start state and an end state. However, like a maze, there may be different ways to reach the final state. This is a scenario where reinforcement learning can find solutions to problems. Examples of reinforcement learning include self-navigating vacuum cleaners, self-driving cars and elevator scheduling. Also, in unsupervised learning, machines are trained without guidance on unlabelled data. Reinforcement learning is when a machine or agent interacts with its environment, performs actions and learns in a trial-and-error manner.

SOURCE: [Link](#)



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

SOCIAL MEDIA FINANCE

Elon Musk announced on Tuesday 1 November, that he planned to charge \$8 a month for Twitter's subscription service, called 'Twitter Blue', after facing criticism for his plan to charge users \$19.99 a month to get or keep a verified Twitter account. In addition to this statement, Musk came with the promise to let anyone pay to receive a coveted blue check mark to verify their account.

Twitter had been previously reported by media that was working to update its existing subscription product, which currently costs \$4.99 a month, to include the verification feature. According to internal information, Twitter could also take away the blue check marks of currently verified users if they don't start paying the higher price for the subscription product. This 'bad' news quickly prompted outrage and disbelief among some longtime Twitter users. For many of them 'it ain't the money, it's the principle of the thing'. After some thought, Musk reiterated the \$8 price point and shared more details for his new plan informing subscribers that they would get priority in replies, mentions and search, as well as the ability to post longer videos and audio content while getting half as many ads as free users. While the blue check mark has emerged as a status symbol for users, it's also designed to ensure authenticity, particularly for celebrities, brands and other influential accounts.

Musk acquired Twitter for \$44 Billion, an 'obviously overpaying' amount for the company that had also lined up a substantial amount of debt financing to pay for the deal. For further information you can visit [Link 1](#), [Link 2](#) and [Link 3](#).



Dr Elif Vozar
Lecturer

Areas of expertise:

Tourism Management, Sustainable Tourism,
Socio-cognitive Mindfulness Theory

TOURISM MANAGEMENT

Recorded Videos of Tourism Naturally Conference. As mentioned a few weeks ago, the Tourism Naturally 2022 conference brought together researchers, practitioners, private sector partners and interested communities to discuss how we could shape protected areas and tourism for the improvement of nature and the human condition. If you couldn't attend the virtual conference, all of their plenary sessions are now available online. The playlist of each day of the conference can be watched on YouTube. This is a very good opportunity to see the interesting talks and presentations from the conference. All the sessions can be found [here](#).