

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 of the most important quotes of Socrates. More parts will follow in the next four issues of the BSBI Gazette.

Part I

"A Life without criticism and status is not a worth living."

"Be as you wish to seem"

"Be nicer than necessary to everyone you meet. Everyone is fighting some kind of battle."

"Be slow to fall into friendship, but when you are in, continue firm and constant."

"Be true to thine own self"

"Beauty is a short-lived tyranny"

"Beware the barrenness of a busy life."

"Contentment is natural wealth, luxury is artificial poverty".

"Death may be the greatest of all human blessings."

"Employ your time in improving yourself by other men's writings, so that you shall gain easily what others have laboured hard for."

"Envy is the ulcer of the soul."

"Every action has its pleasures and its price."

"Everything is plainer when spoken than when unspoken."

"From the deepest desires often come the deadliest hate."

"Get not your friends by bare compliments, but by giving them sensible tokens of your love."

"Having the fewest wants, I am nearest to the gods."

"He is richest who is content with the least, for content is the wealth of nature."

Photo of the Week



"For, in the final analysis, our most basic common link is that we all inhabit this small planet. We all breathe the same air. We all cherish our children's future. And we are all mortal."

John F. Kennedy
Commencement Address at American University
June 10, 1963

Inspirational Quotes

The only impossible journey is the one you never begin
— **Tony Robbins**

Love the life you live.
Live the life you love.
— **Bob Marley**

Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better.
— **Jim Rohn**



Stay hungry.
Stay foolish.

— **Steve Jobs**

Article of the Week

Francesco La Camera

Director-General,

International Renewable Energy Agency (IRENA)

Our Words Are Not Enough— Only Bold Action on Renewables Can Help the Planet

As the world slowly emerges from the shadows of COVID-19, other problems haunt the news headlines: rising energy prices, the war in Ukraine, fears over energy security and the constant undertow of the devastating climate crisis.

No one on this planet can hope to escape the climate crisis. From the Americas to Asia, and from Europe to Africa, people and communities are already suffering. As the clock ticks, it sometimes feels as if we have waited until the midnight hour before acting. The window of opportunity is now vanishingly small. With each passing day, the costs of inaction outpace the costs of action.

But this is a race we dare not lose, one in which everyone on this planet must cross the finish line together. Nothing short of profound and immediate action can keep us in the desperate dash to maintain global warming below 1.5°C, or even the far deadlier 2°C—a temperature where humanity and ecosystems will lose out in a catastrophic cascade of deadly tipping points.

The International Renewable Energy Agency (IRENA) is at the forefront of calls for an inclusive, resilient and fair energy transition. We are urging bold, collective action uniting developed and developing, transitional and emerging countries as well as small island States.

IRENA is convinced that only by accelerating action on renewables is it possible to provide climate resilience, build energy security for all, and promote global economic growth and social inclusion.

We are helping. IRENA is working closely with countries on empowering decision-makers and developing policies encouraging the massive scaling-up of investments in renewable energy projects.

We stand on the cusp of [COP 27](#)—the twenty-seventh Conference of the Parties of the United Nations Framework Convention on Climate Change, to be held in Sharm el-Sheikh, Egypt from 6 to 18 November 2022. If we are to stay on the 1.5°C pathway, the world needs to follow a blueprint similar to the one already outlined in the second edition of the IRENA [World Energy Transition Outlook](#).

The plan calls for supercharging green financing, which must become the standard and not the exception. Today, only [6 per cent of the \\$15 trillion in G20 recovery funding in 2020 and 2021 was channelled towards clean energy](#). This is not enough. Much more is needed.

Greater participation from the private sector is also essential if we are to mobilize funds and power the energy transition. Local energy supplies must be diversified. Eight out of 10 people on this planet live in net energy-importing countries. That is far too many.

The current dependence on fossil fuels is also a potential accelerant poured onto the inflationary bonfire many countries are now suffering. Embracing new, renewable options can remove the global craving for fossil fuels and protect nations from the highly volatile ebb and flow of energy markets. Now is also a time for reflection and reassessment: collectively we must ask ourselves if we have the policies and financing networks to turn investments into action on the ground.

New platforms such as the IRENA [Energy Transition Accelerator Platform](#)—ETAF—can help forge fresh ways of facilitating action and build new alliances among the global North and South. Calamity is ever-present, but even before the steep plunge towards climate chaos there are opportunities to step back. We must take them.

Collaboration is crucial. Together youth, civil society and the private sector have a role. Their penetrating voices can help the world understand that renewable energy is part of the solution to the climate crisis.

At COP 27 in Egypt, IRENA will hold a CEO Roundtable meeting of the Alliance for Industry. The Roundtable will serve as a platform for Alliance members to share their decarbonization commitments, visions and strategies, all of which can contribute to achieving net zero emissions by 2050 and limiting rising global temperatures to 1.5°C.

IRENA is also working closely with Egypt in its capacity as the COP 27 President to advance its energy priorities, and is supporting the High-Level Champions and the [Marrakesh Partnership for Global Climate Action](#). As we move closer to the “implementation” COP at Sharm el-Sheikh, our goal must be to deliver bold action on the ground. Our words are not enough.

SOURCE: [Link](#)

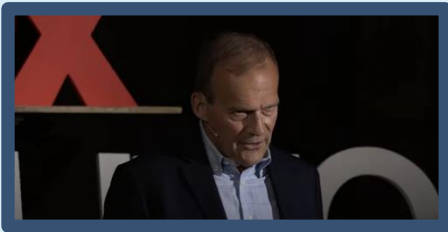


Websites of the Week

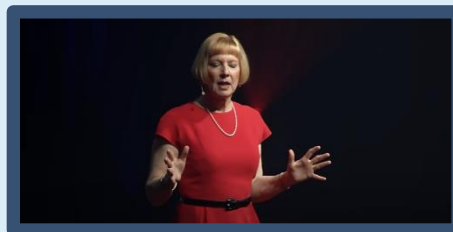
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- 🔗 [What is Political Economy?](#)
- 🔗 [On Data Security](#)
- 🔗 [What are Data-Driven Insights?](#)

Books of the Week

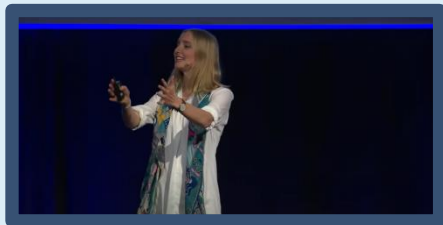
Videos of the Week



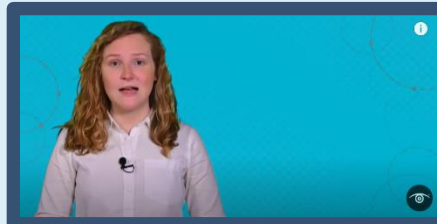
Leaders for the future



Reading minds through body language



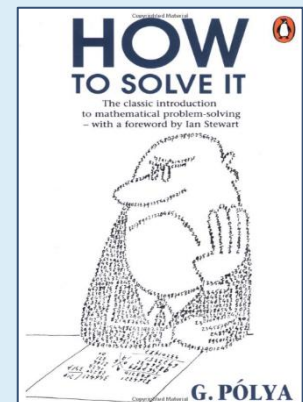
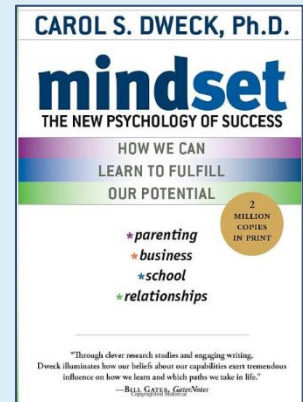
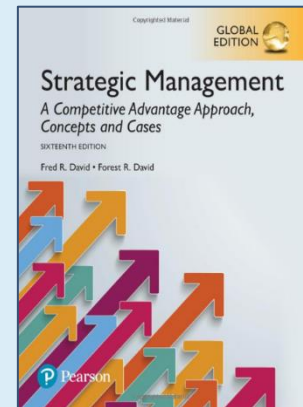
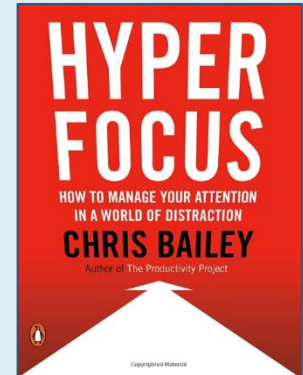
Let's create happiness



What is data protection?



What is GDPR?



**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

MARKETING / CONSUMER BEHAVIOUR

The consumer wants companies to know what they want! Understanding, analyzing, and adapting to consumer behavioral data is critical for businesses looking to influence consumer purchasing habits. 76% of consumers expect companies to know what they want. They want you to understand their behavior. When the economy is booming, consumers feel confident. They'll willingly purchase expensive products, regardless of their financial situation.

By the same token, during a recession, spending will drop. It doesn't matter how persuasive marketing campaigns are, you're not going to persuade a real-ale drinker to change to lager, or a vegetarian to eat a steak, or a Star Wars fanatic to change their allegiance to Star Trek. Consumers' personal preferences - likes, dislikes, morals, life-choices, priorities, and values - are ingrained. Family, friends, colleagues, acquaintances, influencers, and other consumers can manipulate purchasing decisions. Consumer reviews, friends and family, and comparative websites are the most trusted when it comes to sourcing information about a product or service. The bottom of the trust pile is celebrity endorsements and sales reps shoving a hard sell down your throat.

For more information [click here](#).



Dr Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

HUMAN RESOURCES

Longing for belonging is a trend that we discussed this week. People are fundamentally thinking differently about their sense of agency over their own lives. Nowadays, rather than waiting for opportunity, people are now taking the opportunity to reclaim better work/life balance; establish themselves in new fields; create their own future and own their narratives. Individualism and professional independence are two important issues that today account for an important part of the reason why the company is chosen by the workforce. Naturally, this rise in professional individualism and independence has major implications for organisations, their current employees, and their relationship with consumers, users, and future employees. The very fabric of career building is much more individual than it's ever been. The most attractive and compelling employer value propositions are the ones that elevate a sense of community, ideas sharing, creative collaboration, and real-time relationship building. Traditional workplace bellwethers of collaboration - in-office meetings, social events, away days, team building - have to sit simultaneously alongside the demand for more remote work and the post-pandemic honouring of professional individualism.

Therefore, the most contemporary leaders will take stock of the rise of the side hustle and the demand for a little more interdependence amongst workers and learn to combine them into a culture of independent belonging. Companies that value diversity benefits from a more engaged, productive, and happier workforce. Safe-to-self environment is also important. Psychological safety is vital in the modern workplace. No matter where your workers reside or work, they will suffer from

burnout, and unproductivity if they don't feel protected or respected. Finally, workplace support has to reach beyond simply offering a sense of creative belonging. It also has to create open-door policies of ideation that incorporate physical and mental accessibility for all staff, all the time.

[Click here](#) to find out more.



Prof. Dr Ahmad Farhat
Lecturer

Areas of expertise:

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

Flexible Work Arrangements / Human Resources Management

A survey conducted by FlexJobs (a recruitment website that lists pre-selected work-from-home jobs, part-time jobs, flexible schedule jobs, and freelance jobs) in 2021 found that employees want to work remotely even post-pandemic. As the restrictions associated with the COVID pandemic were lessened globally, that does not mean that work conditions necessarily mean "as it was before." Millions, if not billions, of employees worldwide were suddenly shifted into working remotely at the beginning of 2020 when they discovered the benefits of working at home and did not want this new change of work modality ever to end. In 2021, FlexJobs surveyed more than 2,100 participants who had to work remotely during the pandemic to understand their work experiences better. The people surveyed were asked about several key topics, and one thing was made clear: remote work has left an impression; the survey came up with some key findings; for instance, about 85% percent of participating workers said that they would start looking for another job if they could not continue working remotely in their current job. An additional 31% said they are not sure about what to do, and only 11% consider

remote working not to be a big deal. Furthermore, 65% of respondents, want to remain full-time remote workers after the pandemic. Another 33% preferred a hybrid work arrangement, while only 2% said they wanted to return to the office full-time.

With the COVID regulations and restrictions removed/reduced around the globe, returning to the office in most cases became mandatory. However, this survey showed us that in many work settings, full-time office work could be perceived by a number of employees as a less flexible and less work-life balanced option after the pandemic, and therefore, this might be an interesting topic for further studies.

Source: [Link](#)



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

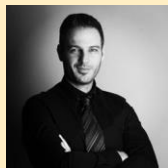
“Our job is to create jobs,” UNWTO Secretary-General Zurab Pololikashvili told tourism sector leaders as education, sustainability, and governance took centre stage at the Ministers’ Summit at the World Travel Market.

This consolidated platform for public and private sector leaders addresses tourism’s most pressing issues and sets the agenda for the years ahead. Held around the theme of ‘Rethinking Tourism’, the 16th Summit gathered Ministers and high-level delegates from 19 countries, alongside business leaders. Reflecting the heightened relevance of tourism for cross-cutting economic and social well-being, this year’s edition was the most successful to date. For more information [click here](#).

Opening the event, Secretary-General Pololikashvili emphasized the unique opportunity to transform the sector. However, UNWTO data shows that global tourism is now at around 70% of pre-pandemic levels. He said: “The window of opportunity will not stay open forever. We need to rethink tourism: as a provider of jobs, an economic pillar, and, against the backdrop of COP27, as a solution to the climate emergency”.

Presenting an overview of UNWTO’s work leading the transformation of tourism, Secretary-General Pololikashvili focused on investing in sustainable infrastructure and in people, most notably through quality education and providing decent jobs. Echoing

stress, UNWTO’s position, Juliette Losardo, Exhibition Director at World Travel Markets, noted that: “A post-pandemic world has revealed exciting opportunities, and given us a once-in-a-lifetime opportunity to reconsider tourism and ask ourselves how we can rebuild and better prepare for the future”. Julia Simpson, President and CEO of the World Travel and Tourism Council (WTTC), which co-organizes the Summit with UNWTO, emphasized the “talent, speed and capital” of the private sector.”



Dr Konstantinos Kiousis
Lecturer

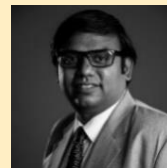
Areas of expertise:

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

SOCIAL MEDIA FINANCE

Wednesday the 9th November was not a good day for Facebook parent company Meta employers as it was said that it is laying off 11,000 employees. This announcement marked the most significant job cuts in the tech giant’s history. The job cuts come as Meta confronts a range of challenges to its core business and makes an uncertain and costly bet on pivoting to the metaverse. In addition it also came amid a spate of layoffs at other tech firms in recent months as the high-flying sector reacted to high inflation, rising interest rates and fears of a looming recession. CEO Mark Zuckerberg wrote in a blog post to employees that this was one of the most difficult changes made in Meta’s history as he decided to reduce the size of the team by about 13%. The job cuts may impact many corners of the company and the recruiting team will be hit particularly hard as the plans to hire people next year would freeze.

In October 2022, the company posted its second-quarter revenue decline and it was said that its profit was cut in half from 2021. Once valued at more than \$1 trillion, Meta’s market value has since plunged to around \$250 billion. Zuckerberg wanted to take accountability for these decisions and for how Meta got there. On the other hand, shares of Meta rose 5% in trading on Wednesday, following the announcement. For more information, please visit [Link1](#), [Link2](#) and [Link3](#).



Dr. Palanivel Rathinasabapathi Velmurugan
Lecturer

Areas of expertise:

Finance; Human Resource Management; Mixed Research Methodology

Finance

Peak inflation in Europe. Peak inflation “is almost within reach” in the eurozone, a European Central Bank Governing Council member told this Thursday.

The eurozone has been battling against surging inflation for about a year, with Russia’s invasion of Ukraine accentuating those inflationary pressures. In September 2021, headline inflation in the euro area stood at 3.4%, which represented a 13-year high. These numbers have, however, moved rapidly higher with headline inflation hitting a historic high of 10.7% last month.

But one ECB member believes that price growth could be about to come down. Peak inflation “is almost within reach,” Edward Scicluna, who’s also the Governor of the Bank of Malta, told. He cautioned, however, that there are a lot of uncertainties and that the central bank remains data-dependent.

The European Central Bank is publishing new economic forecasts in mid-December when it gathers for another rate decision. Back in September, the central bank forecast an annual inflation rate of 8.1% this year and of 5.5% for 2023. The ECB’s mandate is to work toward headline inflation of 2%.

“The fact that the U.S. and Germany are mentioning the word ‘peace,’ not that it is happening tomorrow, but the fact that investors hear that word it’s a positive event in itself,” the senior ECB official said, referring to the Russia-Ukraine war, which could be a possible reason for price rises to cool.

Source: www.cnbc.com



Dr Elif Vozar
Lecturer

Areas of expertise:

Tourism Management, Sustainable Tourism,
Socio-cognitive Mindfulness Theory

TOURISM MANAGEMENT

Virtual NVivo Research Network meetings.
There are two upcoming virtual NVivo Research Network meetings in November and December 2022, to learn best practices for using NVivo with NVivo Certified Trainers and NVivo users. NVivo, is a software for qualitative data analysis and used widely in different disciplines in social sciences. With the help of NVivo, you can organise, analyse and categorise your qualitative data like interviews, open-ended survey responses, journal articles, social media and web content.

Here are the details of some of these meetings:
NVivo Research Network Meeting Options: (1) *Coding Spotlight:* 20 minutes showing ways to code in NVivo followed by questions. (2) *Project Set Up Spotlight:* 20 minutes on ways to efficiently set up your NVivo Project followed by questions. (3) *Cases and Classifications Spotlight:* 20 minutes on ways to create cases and classifications followed by questions. (4) *Teamwork Spotlight:* 20 minutes on how to work as a team on managing project, coding, inter-rater reliability followed by questions.

These are free events. There is no fee required. You can find the information about the registration [here](#).

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