

BSBI Gazette

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Editorial



Professor Dr Kyriakos Kouveliotis FRSA

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

For this week's Editorial, I'm sharing a great inspirational poem by Douglas Malloch. It is called:

"Be the best of whatever you are":

If you can't be a pine on the top of the hill,
Be a scrub in the valley — but be
The best little scrub by the side of the rill;
Be a bush if you can't be a tree.

If you can't be a bush be a bit of the grass,
And some highway happier make;
If you can't be a muskie then just be a bass
—
But the liveliest bass in the lake!

We can't all be captains, we've got to be
crew,
There's something for all of us here,
There's big work to do, and there's lesser
to do,
And the task you must do is the near.

If you can't be a highway then just be a
trail,
If you can't be the sun be a star;
It isn't by size that you win or you fail —
Be the best of whatever you are!

Photo of the Week



Inspirational Quotes

Spread love everywhere you go. Let no one ever come to you without leaving happier.

— **Mother Teresa**

The future belongs to those who believe in the beauty of their dreams.

— **Eleanor Roosevelt**

Do not go where the path may lead,
go instead where there is no path and
leave a trail.

— **Ralph Waldo Emerson**

Life is a succession of lessons which
must be lived to be understood.

— **Ralph Waldo Emerson**



The greatest glory in living lies not in never falling, but in rising every time we fall.

— **Nelson Mandela**

Article of the Week



Dr Nguyen Manh Cuong
Lecturer

Areas of expertise:
Business Administration,
Economics, Diplomacy

Global Innovation Index and Practical Guidelines for Foreign Students and Researchers in Germany

Introduction

Innovation is the key component of German economic leadership in the EU. Global innovation index ranking also reflects some opportunities for students and researchers to choose German education and research institutions for their future career development. This article aims to illuminate the concept and roles of the innovation index as well as assess the opportunities for foreign students and researchers, based on the global innovation index ranking of Germany over time.

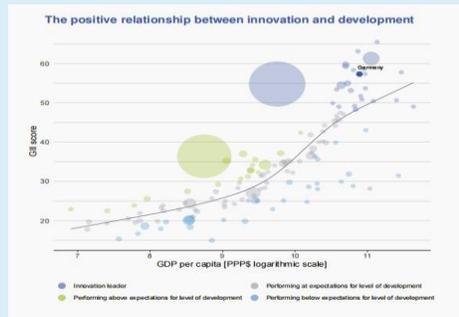
Concept and Roles of Innovation and the Global Innovation Index

Joseph Schumpeter termed “creative destruction” as the process where innovation causes a free market economy to grow and make long-standing arrangements such as inefficient business obsolete, free resources to be employed in greater economic efficiency (DeLong, 2007). Drucker (1985) also considered innovation could transform human and material resources with new and greater wealth-producing capacity and profitable businesses by innovation. Innovation can make radical career changes, where nearly 133 million new jobs might be created by 2022. 75 million jobs have been lost by AI, automation and robotics. At the same time, innovation and economic growth could increase living standards with greater GDP per capita and subjective well-being.

However, not all of the benefits of innovation and growth are evenly distributed to people. It also depends on the capabilities of people who adapt to new changes in technologies and innovation. Companies have an advantage over competitors when they get ahead of the competition through innovation capacities because innovation can bring about both cost-effectiveness leadership as well as more valuable products to the markets (Viima, 2019). Therefore, the Global Innovation Index (GII) was

founded by the business school, INSEAD, in 2007, with the joint support of Cornell University, and the World Intellectual Property Organization (WIPO). This index includes input factors (institutions, human capital and research, infrastructure, market sophistication, and business sophistication) and output factors such as knowledge and technology outputs and creative outputs. (Bras, 2023). Because innovation is a key factor for economic development, the GI provides an innovation ranking and analysis of around 130 economies as a leading reference on innovation and a “tool for action” for national economies and policy implications.

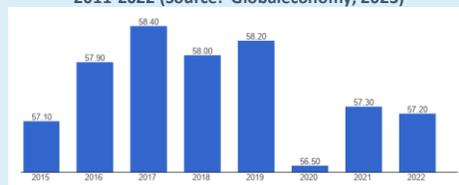
Graph 1. Positive Relationship between innovation and economic development (WIPO, 2023)



The Case of Germany’s Innovation Index

The case of Germany’s innovation index over the period 2011-2022 indicates that the average value for Germany during that period was 56.96 points with a minimum of 54.9 points in 2011 and a maximum of 58.4 points in 2017. The latest value from 2022 is 57.2 points. (Globaleconomy, 2023).

Graph 2. Innovation Index of Germany over the Period 2011-2022 (Source: Globaleconomy, 2023)



The statistical confidence interval for Germany’s ranking is between ranks 7 and 10. Germany’s innovation system is also characterized by particular efficiency. While it only ranks 12th in terms of innovation inputs, Germany takes 7th place in terms of outputs.

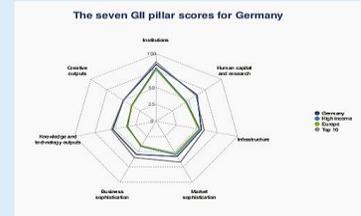
Table 1. Rankings of German Innovation Index (Source: WIPO, 2023)

Rankings for Germany (2019–2021)			
	GII	Innovation inputs	Innovation outputs
2021	10	14	8
2020	9	14	7
2019	9	12	9

Germany is a leading country in invention generation. In comparison with Europe, the innovative outputs of Germany are much better than other countries in the EU on average (in term of three indicators: creative outputs, technology and knowledge output, human capital and

business sophistication). (see graph 3).

Graph 3. Overall Comparison of Innovation Index of Germany and Other Countries (Source: WIPO, 2023)



However, Germany again reveals weaknesses in some areas: digitisation. public-sector online services, and the public’s participation in corresponding electronic services. “The digital transformation is probably the biggest challenge for all economic sectors, both private and public. Germany faces some difficulties in actually transforming such novel ideas into new products and services.

Practical guidelines for foreign students in Germany based on the global innovation index, we can provide some practical guides for foreign students as follows (Writer, 2021): Firstly, the index’s Category 2 “Human Capital and Research” is useful, where education in Germany is the leading factor for the leadership of human development of Germany in comparison with other EU countries. You can join the advanced labour force of Germany by obtaining the BA, MA, and PhD degrees which are important for innovation and development in Germany. Secondly, digitalisation is important for policy change in Germany, thus this sector should be the priority for study choice and career development of foreign students in Germany. Finally, the Global Innovation Index clarifies the strongest R&D abilities of Germany (it is measured by: the number of researchers, expenditure and the quality of scientific and research institutions). It provides opportunities for foreign researchers and students to contribute to the EU and German education and research system (Writer, 2021).

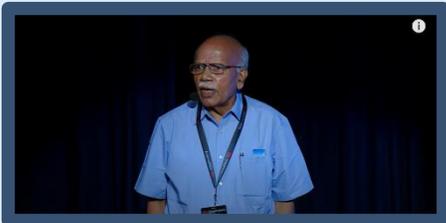
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Websites of the Week

- 🕒 [Data-Oriented or Object-Oriented?](#)
- 🕒 [What is Data Management?](#)
- 🕒 [7 Key Functions of Human Resources](#)
- 🕒 [4 Functions of Management](#)
- 🕒 [5 Qualitative Data Analysis Methods](#)

Videos of the Week



Change is Life



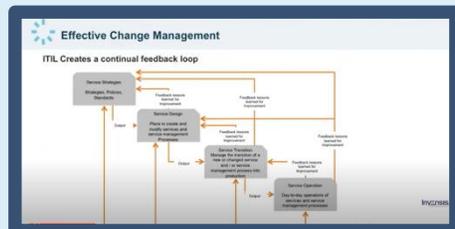
Breathe to Heal



Everything is Connected

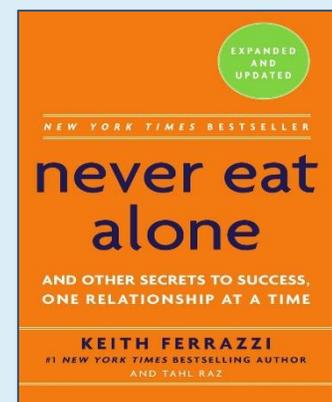
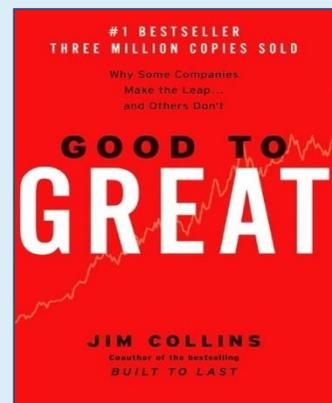
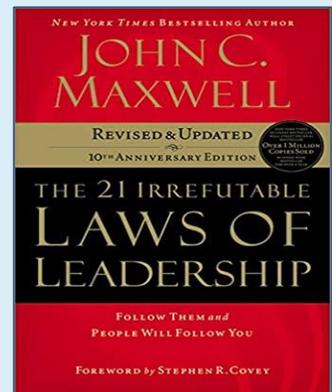
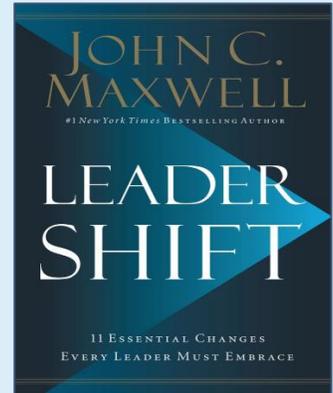


What is Risk Management?



Effective Change Management

Books of the Week



BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters

FROM OUR ACADEMIC FACULTY



Dr Mariusz Dramski

Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Artificial Intelligence, Data and Process
Mining, Project Management

PROGRAMMING LANGUAGES

The greenest programming language. We have all heard about ecology. We sort our rubbish, try to use public transport instead of driving our cars, turn off electronic devices that are not using and so on. Recently, very interesting research has been done on programming languages. Writing a program is nothing more than creating a text file containing instructions to be executed. Such files are then processed through a compilation or interpretation process and then executed. It turns out that depending on the programming language, the computer consumes more or less energy. This comes as no surprise to an experienced computer scientist, but no one has ever considered it in terms of ecology before.

The criterion for selecting a programming language depends not on energy consumption, but on the type of problem under consideration. We will use a different language for creating websites, another for programming embedded systems, and another for machine learning. Currently, only a few or a dozen or so programming languages are commonly used, although computer science knows many more. Returning to the subject of the "greenest" programming language, here we are dealing with three criteria: energy consumption, execution time and memory consumption. The undisputed leader in the category of energy consumption and execution time is the C language. C++ and Java are also in the lead. Naturally, many more languages are classified, but the three listed are among the most popular. Recently, the Python language is very

popular, which is one of the leaders in terms of low memory consumption. But when it comes to execution time or energy consumption, it ranks very low. However, this text should be treated as a curiosity rather than guidelines on the selection of a programming language. A programming language is a tool like a trowel for a builder or a hammer for a locksmith. More on this can be found here: [link](#).



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

At FITUR 2023, UNWTO served as the bridge between public and private leaders to advance plans to build a more diverse, resilient and sustainable tourism sector. With the latest UNWTO data pointing to a return to pre-pandemic arrival levels in some world regions in 2023, Secretary-General Zurab Pololikashvili once again joined King Felipe VI of Spain in opening the major travel trade fair. Reflecting the organisation's priorities, UNWTO placed tourism investments, rural development, diversification, sustainability, and accessibility centre stage over the course of four days. For more information follow this [link](#).

UNWTO recognised the progress made in rethinking the role of tourism in the economies and societies of the region. The President of the Republic of Guatemala, Alejandro Giammattei, and the Executive President of Banco Popular of the Dominican Republic, Christopher Paniagua, were formally recognised by UNWTO for their commitment to mainstreaming tourism in economic policy and financing, respectively. At FITUR, President Giammattei also confirmed the adherence of Guatemala to the UNWTO International Code for the Protection of Tourists. As part of UNWTO's work to diversify the sector and enhance its status as a driver of rural development, the Spanish province of La Rioja

was announced as the host of the 7th UNWTO Global Wine Tourism Conference later this year.



Swati Jeevan

Vice-Dean of the Faculty of Economics &
Business Administration

Areas of expertise:

Information Technology, Innovation, Digital
Transformation

DIGITAL ASSETS

Buy a digital house! Strange right? But it is already has been sold! Many people want a change in their environment since they have spent so much time at home over the past few years. On the other hand, if a new coat of paint or some creative modifications do not do the trick, there is now a more extreme option available: buy a digital house. The Mars House, which is known as the world's first digital NFT (non-fungible token) house, was recently purchased for a price that is greater than \$500,000. NFTs have recently gained a lot of attention since they make it possible to sell online digital artwork and other things like drawings or music. A non-fungible token, or NFT, is a one-of-a-kind digital token that can efficiently verify ownership and validity. The artist's signature is encrypted on blockchains, a digital record utilised in cryptocurrencies such as bitcoin. The new buyer acquired the digital asset by paying digital artist Krista Kim 288 ether, a cryptocurrency with a value of \$514,557.79 at the time of the transaction. In return, the customer will receive three-dimensional files that may be uploaded to their own personal "Metaverse." Kim described the Metaverse to CNN on Tuesday as a "virtual extension of our reality," describing it as a place where digital houses and companies can be constructed and plots of virtual property that can be acquired and exchanged. Consumers may stay and connect in the Metaverse through their digital avatar, and there is a market for digital assets such as fashion and accessories. Users can access the market through their digital avatars. On 11 March 2021, the first NFT artwork was sold at

auction for a startling \$69 million, placing the artist, Beeple, now ranked first on the list of the most valuable living artists. Gucci has even begun offering footwear that is only available digitally at prices that are hundreds of dollars lower than the prices at which their real shoes are typically sold.



Athanasia Kairou
Academic Officer

Areas of expertise:

Educational Psychology, Systemic and Family Therapy, HRM, Coaching

PSYCHOLOGY

Nowadays, the way information is exchanged both locally and globally has changed radically. Social media has become the primary means of learning, communicating and socialising. Considering the convenience that digital technologies bring to individuals, groups and society at large, we could not underestimate the security risks they pose. In this context, Psychology, as the science of human mind and behavior, has a critical role to play in mitigating this risk. More specifically, the development of new technologies and the existence of an increasingly interconnected world, have opened new opportunities in the science of cyberpsychology. Borrowing insights from computer science, engineering, and psychology, cyberpsychology explores the psychological processes associated with aspects and characteristics of technologically interconnected human behaviour. Follow this link for more: (Link1).

In a recent interview, Stephen Schmidt, Amazon's Chief Security Officer, referred to the lack of talent in the field of cyberpsychology. More specifically, he said that although Amazon is looking for cybersecurity experts, there aren't enough qualified candidates. It was also mentioned that IARPA (The Intelligence Advanced Research Projects), has announced that next month it will consider 30 proposals from researchers in specific areas of cyberpsychology, including ways to change and measure the behaviour of cyberattacks, that will contribute to the development of a new security model in cyberspace. According to all the above, our conclusion is twofold. First, cyberpsychology takes a place on the list of "future professions" and second, promising cybersecurity approaches and data will improve our online activities. Follow this Link for more.

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TOURISM MANAGEMENT

Link1: [\(PDF\) The age of cyberpsychology: An overview. \(researchgate.net\)](#)

Link2 : [U.S. Intelligence Wants to Use Psychology to Avert Cyberattacks \(wsj.com\)](#)



Mostafa Khaki
Lecturer

Areas of expertise:

Artificial Intelligence, Deep Learning, Computer Vision

ARTIFICIAL INTELLIGENCE

OpenAI has introduced a non-free version of its controversial AI called ChatGPT Plus. OpenAI has introduced a paid version of its controversial AI, ChatGPT Plus, which costs \$20 per month. The most important feature of the Plus version is the priority in accessing this super smart platform. For example, if you are a regular user of ChatGPT, you have definitely come across a page that says the capacity is full, or after asking a few questions, you will not be able to ask questions for another hour.

Finally, OpenAI announced that users of the Plus service can benefit from the new features and improvements of this platform before the regular users of ChatGPT. Of course, OpenAI has announced that it will continue to offer the normal version of ChatGPT for free, and the sale of this subscription is one of the reasons that it can support the high volume of free users. ChatGPT is a prototype of a dialog-oriented chatbot based on artificial intelligence that can understand natural human language and produce highly accurate human-like written texts.

In fact, ChatGPT is the latest version of GPT, a family of artificial intelligence tools with the ability to generate text. This chatbot is the latest achievement of the OpenAI research company, which Elon Musk is a founder of. This company was founded in late 2015 with the cooperation of a Silicon Valley investor named Sam Altman, with a goal to develop digital intelligence to help humanity.

Link: <https://openai.com/blog/chatgpt-plus/>



Dr Konstantinos Kiouisis
Lecturer

Areas of expertise:

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

AUCTIONS

One of the most ubiquitous inventions of the 21st century, the iPhone, was first introduced by Steve Jobs on 9 January 2007 and 5 months later was released at retail for about \$500. The original iPhone included 4 GB of storage, an innovative touchscreen, a 2 MP camera, and a web browser, while the iconic box featured a life-size image of the iPhone with 12 icons on the screen. Speaking at Apple's annual Macworld expo in 2007, Apple Co-Founder, Steve Jobs, opened his presentation with: "We're going to make some history together today." Jobs called the new smartphone a revolutionary mobile phone that will feature an iPod, phone and what he called an internet communicator.

The iPhone changed the way billions of people around the world communicate, make payments, work, take photos and videos and even how they wake up in the morning. It quickly became Apple's most successful product and forever changed the smartphone industry. The original first-release iPhone in factory sealed condition is widely regarded as an asset amongst high-end collectors. For this purpose, an unopened first-generation iPhone from 2007 has been released in the auction block on Thursday 2 February 2023. The estimated value of the product may reach \$50,000 and Apple enthusiasts will have until 19 February to bid on the tech relic. For further information regarding this topic, you can visit [Link1](#), [Link2](#) and [Link3](#).



Dr Elif Vozar
Lecturer

Areas of expertise:

Tourism Management, Sustainable Tourism, Socio-cognitive Mindfulness Theory

The net result of this almighty crash in living standards led to widespread poverty and radical instability in society and politics. Researchers have worked on the question: why states broke down on a wide scale from 1550 to 1650?. In

There is an interesting podcast by TravelPulse. First, Executive Editor, Eric Bowman, discusses the latest trending news in travel, including the current sentiment towards air travel right now, cruise line muster drills and more. Later, Bowman is joined by Peter Bopp, Director of Research at the Family Travel Association. Bopp shares his insights into the latest family travel trends and which destinations are being booked right now. He also offers up some advice for travel advisors who sell to families. The family travel discussion begins just after the 13-minute mark. It would be nice to hear these different perspectives. Here is the [link](#).

FROM OUR STUDENTS



Saumy Jain
Global MBA Student

Play it like Messi ! Live it like Messi!

Everyone has issues in life. What if one of our legends, the magician of football the 'Lionel Messi' was the one with the issue. He started playing football at age of five and suffered from growth hormone deficiency. As a child, Messi suffered from this condition and it almost jeopardised his football career. But all he cared about was his game, he can't stop himself from playing. Despite going through the complication of his health issue, he didn't drop his passion for football.

He used his obsession, devotion, and willpower as an antidote for his health issues. Now he is the face of football. It goes to show that all you need to do is find your antidote.

WHO KNOWS YOU MAY BE THE NEXT MESSI!

Don't let a dilemma overcome you. Instead, defeat it the Messi way.

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Sandeep Kumar
Global MBA Student

INFLATION

From Stable to Unstoppable: The Story of Inflation. In the 16th century Europe, there was a widespread feeling that the currency was being degraded, leading to a sense of lawlessness in all countries. In England, during Henry VIII's reign, things were falling apart, and beggars were seen everywhere. The root cause was a surge in inflation everywhere. For 300 long years, western Europe had been very stable, with a monetary system that was predictable and inflation remained under control. However, after 1500, everything changed. Inflation arrived and was unstoppable. In just 50 years, prices doubled in England. The same started happening across Italy, Holland, France, and Russia. Even a 3% inflation rate was huge, as growth in nominal incomes was near zero (in the pre-capitalist world).

This period of inflation did not end soon and kept eroding people's incomes in real terms. Some countries suffered more than others, such as Scotland and Holland. Experts disagreed on the causes. Some claimed it was due to excessive spending, while others said that unexpected shocks to the world economy had caused it. To this day, there is still debate on the causes of inflation. But it's true that excess demand played a role, as the population rose fast after the Black Death. Many moved to cities, and more food was needed, while many farmers had died. Meanwhile, monarch Henry VIII did "great debasement" in the 1540s by taking one gold coin and turning it into two by adding useless metal to it (extra money spent on wars and new palaces), which extra demand provoked merchants to raise their prices too.

In southern Lowlands (today's Holland, Belgium, etc.), silver was debased 12 times from 1521 to 1644. Many claim that there had been periods when the debasement of currency had led to no inflation at all. So there must be other reasons, besides demand-side ones. In 1545, vast silver deposits were found in Bolivia, and large imports of silver into Europe started, leading to inflation.

Today, in 2023, inflation has been rising for only a year, and consumer confidence and politics have been affected deeply already. But what the 16th century saw was dramatic. Average real wages just kept falling and falling and did not regain the old purchasing power levels till the late 19th century.

France in 1572, Catholics and Protestants murdered each other in large numbers. The 1590s were years of revolt in Austria, Finland, Hungary, and Ukraine. Russia saw 15 years of trouble from 1598. Charles I of England was killed in 1649, at the end of the 30 Years' War that started in 1618. Conflicts were rampant worldwide, steadily.

The rich were unhappy too, as they depended on fixed payments (e.g. rents) for incomes, and hence experienced inflation more than those who could raise prices on their products. In some places, inequality actually fell, as middle-income people did better but rich landlords got squeezed. But plutocrats started striving for change, as they were not used to economic strife. Governments suffered, as they had no idea of tackling inflation, since it hadn't been so for centuries.

Monarchs used to lease plots of land for 99 years on fixed rents. Customs duties were imposed at nominal prices. So once inflation started rising, the tax revenues came in fixed, but with lower and lower purchasing power. But government expenses were not fixed; rather, they were rising. States got weaker, and debt crises unfolded. So kings started selling state assets. In conclusion, 16th-century Europe saw a widespread feeling of lawlessness due to a surge in inflation that led to a decline in currency value. This inflation phase lasted for a long time, eroding people's incomes in real terms, and leading to radical instability in society and politics.

The causes of this inflation were debated, with some experts pointing to excessive spending and unexpected shocks to the world economy, while others attributed it to the debasement of the currency. However, it is clear that once societies allowed inflation to set in, there were many other consequences that followed, including societal instability, political unrest, and a decline in living standards. It is important for governments and societies to be aware of the potential ripple effects of inflation, and to take steps to prevent it from taking hold.



All students are kindly invited to send their original texts to Dr. Farshad Badie to the email address farshad.badie@berlinsbi.com