

BSBI Gazette

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Editorial



Professor Dr Kyriakos Kouveliotis FRSA

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For this week's Editorial, I'd like to share an amazing inspirational poem by Niderah called *Success*:

The road to success is not straight.

There is a curve called Failure,

A loop called Confusion,

Speed bumps called Friends,

Red lights called Enemies, and

Caution lights called Family.

But if you have a spare called
Determination,

An engine called Perseverance,

Insurance called Faith, and

A driver called Jesus,

You will make it to a place called Success!!

Photo of the Week



Inspirational Quotes

In the end, it's not the years in your life that count. It's the life in your years.

— **Abraham Lincoln**

Many of life's failures are people who did not realize how close they were to success when they gave up.

— **Thomas A. Edison**

I find that the harder I work, the more luck I seem to have.

— **Thomas Jefferson**



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

— **Ralph Waldo Emerson**

Article of the Week



Azadeh OveisGharani
Lecturer

Areas of expertise:

Circular Economy, Regenerative Business, Sustainable Leadership, Business & Human Rights

IS IT POSSIBLE TO IMPROVE PRODUCT SUSTAINABILITY INFORMATION IN E-COMMERCE?

The Sustainability Annual Trends report implies that e-commerce has experienced rapid growth in recent years leading to an unprecedented environmental impact. More than two billion tons of waste end up in landfills worldwide annually. All those cardboard boxes, plastic packaging and Styrofoam cups have to be disposed of somewhere. Unfortunately more often, that “somewhere” is the Great Pacific Garbage Patch. To change toward sustainable consumption, it is vital to address the world’s acute environmental issues and achieve the United Nations Sustainable Development Goals.

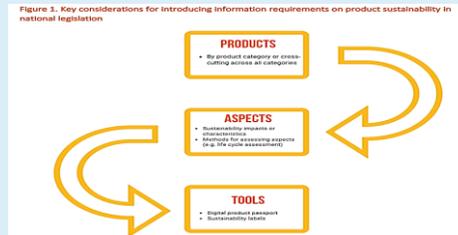
Without a doubt the challenges in sustainable consumption are astounding. The trillions of products produced in millions of locations and sold to billions of consumers is a well-known fact. Essential progress requires a structural shift for consumers, retailers, and manufacturers. There are two trends which offer opportunities to speed up the shift. First is the number of consumers who are growing globally who are concerned about their environmental footprint and are eager to change their patterns of consumption to be more sustainable. Second is the compelling growth of e-commerce. E-commerce will continue to configure consumption around the world after COVID-19 Pandemic. Policymakers need to emphasize and realise the potential that e-commerce has to accelerate sustainable consumption.

Policymakers should support reliable and straightforward product sustainability information for online consumers. There are five core and three supporting actions for policymakers who should regulate product sustainability information.

Core Action 1: Set requirements for product sustainability information

The focus is to categorise products which will be

covered by information requirements. We need to look at which product sustainability aspects will be covered by information requirements. There will be methods for assessing product sustainability aspects, to comply with information requirements. These methods are quantitative to assess sustainability impacts, as well as qualitative methods to assess sustainability characteristics. Also, some tools should be selected to communicate mandatory information to consumers. Another important aspect is to leverage technology to reduce compliance and the administrative burden of information requirements (see Figure 1).



Core Action 2: Allocate responsibilities for providing product sustainability information

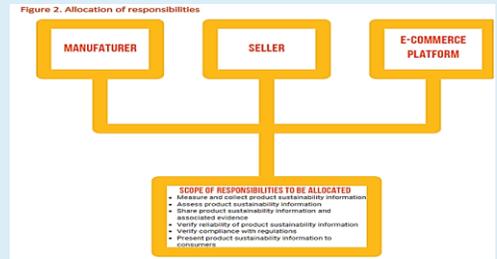
The second core concentrates on identifying relevant actors and actions. In order to determine means to allocate responsibilities: we need to use legislation to introduce mandatory product sustainability requirements. To Use rules or guidance on misleading sustainability claims, then use voluntary commitments by marketplace actors. For international marketplace provide guidelines and principles regarding the allocation of responsibilities for the provision of product sustainability information to consumers (see Figure 2).

CORE ACTION 3: Encourage sustainable consumer behaviours in e-commerce

It is important to encourage efforts to improve the clarity and accessibility of online product sustainability information. For doing so we should develop national-level research programmes to identify optimal consumer behaviour change interventions across different product categories and demographics. It should also be facilitated by the exchange of best practices on consumer behaviour change policies and clarify the ethical use of digital consumer behaviour change interventions. The projects should get funds that test new ways for digital innovations to drive consumer behaviour change.

CORE ACTION 4: Strengthen the reliability of sustainability labels

To adopt a national and international agreement for sustainability labels we need to follow internationally recognised standards and codes. This can happen if we establish minimum requirements for the governance of sustainability labels and encourage their adoption across standards, regulations, and codes when missing. It is required to provide standard guidelines for



effective development and use of sustainability labels and establish incentives for their adoption. A public accreditation scheme for labelling bodies should be created. The use of ISO 14024 Type I ecolabels by manufacturers, sellers, and e-platforms should be encouraged. Policymakers can set up a mechanism to categorise and benchmark sustainability labels, this is enhancing the requirements for businesses to provide additional information on sustainability labels.

CORE ACTION 5: Combat misleading sustainability claims

It is essential to produce detailed guidance and rules on sustainability claims. This is to promote international harmonisation of guidance and rules on sustainability claims. As well as to introduce an advance approval procedure for sustainability claims. It should also be possible to ban claims that are impossible to substantiate.

How to support the actions?

To support these actions, consumer education programmes should be implemented to impose mandatory requirements to raise consumer understanding. This action is to legislate for consumer rights to education. Another support relating to CORE ACTION two is to make regular compliance checks and increase enforcement action. To introduce bigger penalties and create enforcement networks internationally. This can be achieved only by getting support from consumer groups and providing training to businesses. To support consumer behaviour, we ought to promote a coherent policy framework for sustainable consumption. This is a whole-government approach to creating an international policy framework. All of these will bring preparation for change and urgency to address capacity-building needs.

The interest in sustainable e-commerce is growing, and customers are becoming increasingly aware of environmental issues and the role of e-commerce in tackling these concerns. Customers not only show great importance to environmentally friendly shipping and sustainable fulfilment but also insist on receiving sustainable information in e-commerce. The remaining topic is how fast governmental approaches will be created and how an international policy framework would maintain the urgent change in our consumption behaviour.

References

1. [Policy Action Framework: Improving product sustainability information in e-commerce | International Institute for Sustainable Development \(iisd.org\)](#)
2. [policy-action-framework.pdf \(consumersinternational.org\)](#)
3. [What's Next? 2020 \(sustainability.com\)](#)
4. <https://education.nationalgeographic.org/resource/great-pacific-garbage-patch>

Websites of the Week

- 🕒 [What is Gap Analysis in Project Mgt?](#)
- 🕒 [What is Procurement Management?](#)
- 🕒 [What is a Neural Network?](#)
- 🕒 [Defining & Measuring Intelligence](#)
- 🕒 [What is Capitalism?](#)

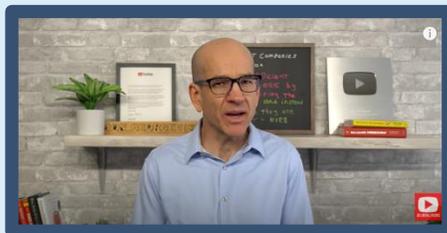
Videos of the Week



What makes a good researcher?



Improve your thinking



How to become a great manager?

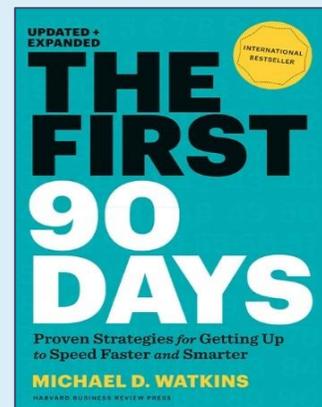
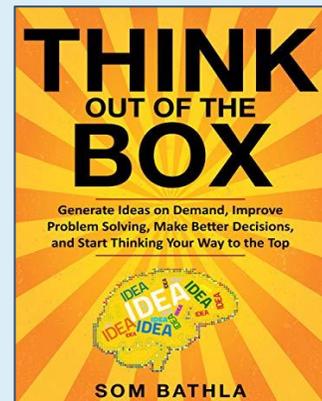
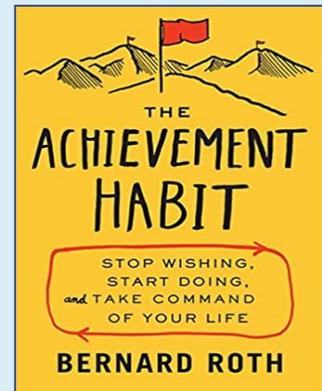
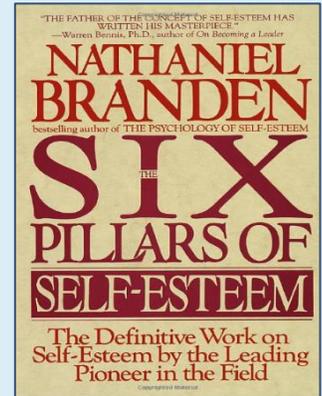


Steve Harvey Motivation



Interview question:
"What are your weaknesses?"

Books of the Week



**BERLIN SCHOOL OF
BUSINESS & INNOVATION**

Week in Review

All you need to know about everything that matters



Dr Niloufar Aminpour
Lecturer

Areas of expertise:

Gender Studies, 20th Century American
Drama, Literary Criticism

PERSONALITY THEORIES

There are different theories relating to human beings' personalities. Three of them are the most important ones, including: psychodynamic, humanistic, and behaviourist theories. To explain Psychodynamic theory, it should be explained how past experiences influence the behaviour of persons in later stages of life. It emphasizes the systematic study of the psychological forces that underlie human behaviour, feelings, and emotions and how they might relate to early experiences. The major issues that are being discussed include our behaviour and feelings as adults being rooted in our childhood experiences.

Psychoanalysis is an example of psychodynamic theory which has been established by Sigmund Freud and involves the free-flowing communication of emotional experiences and feelings to a therapist. What happened in the person's childhood becomes particularly important within psychoanalysis. Humanistic psychology is a kind of perspective that puts emphasis on the study of the whole person. Humanistic psychologists look at human behaviour not only through the eyes of the observer, but through the eyes of the person doing the behaviour. Group therapy for families is an example of a humanistic approach. This type of therapy allows families to talk about their relationships with one another to encourage and strengthen those relationships, especially when families are going through difficult times, such as periods of substance abuse or divorce. Behavioural psychology, or behaviourism, is a theory suggesting that the environment shapes human behaviour. In the most basic sense, behavioural psychology is the study and analysis of observable behaviour. This field of psychology influenced thought heavily throughout the middle of the 20th century.

Behavioural personality theory, also known as behaviourism, is the study of human behaviour that connects personality to one's environment. Behaviourists believe that people learn behaviours through reward and punishment and that a person's behavioural development is rooted in external forces in one's environment. An example of behaviourism is when teachers reward their class or certain students with a party or special treat at the end of the week for good behaviour throughout the week. The same concept is used with punishments*. The teacher can take away certain privileges if the student misbehaves.

*Different approaches to psychotherapy (apa.org)



Dr Mariusz Dramski

Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Artificial Intelligence, Data and Process
Mining, Project Management

INFORMATION TECHNOLOGY / MILITARIES

ARPANET. In 1958, the USSR launched the Sputnik satellite, which caused great concern among the US and its allies. The US Department of Defense (Pentagon) reacted in the best possible way, the effects of which we can see to this day. It was decided to support the monitoring of all initiatives of military importance at American universities. The government agency ARPA was established, and in 1966, financed the work on an experimental network that initially connected only two computers. A year later, a scientific conference was held on the possibility of building a larger network. In 1969, the first broadcast on the network was made. In the first half of the 1970s, the ARPANET network connected all major American universities. The breakthrough was the introduction of the TCP/IP protocol in 1971, which is still in use today (in an updated form, of course). ARPANET is regarded as the progenitor of the modern Internet. Ultimately, this network was

with the Government to maximise its potential as a pillar of sustainable and inclusive growth. The official visit to the UNWTO headquarters took place within the framework of the 2023

shut down in 1990, but the contribution of its creators to the development of modern communication is invaluable. The above information is of course easily accessible, and anyone can find it. However, one thing is worth noting. Most of the innovations in the IT world come from the military. In the 21st century, military applications of information technology do not surprise anyone. The natural process is military first, then civilian applications. We can be sure that the world's largest armies have technology that is currently unavailable to us, but that can change in a moment. Anyway, the future looks interesting.



Dr Kamyar EsmaeiliNasrabadi

Lecturer

Areas of expertise:

Human Resource Management, Business
Management, Tourism, Customs

ORGANISATIONAL COMMUNICATION

As I already mentioned last week, I am going to discuss some important communication skills in several editions of the BSBI Gazette. Active listening and its importance were discussed in last week's edition, issue 36. In this issue, I am going to review nonverbal communication. Nonverbal communication refers to gestures, facial expressions, tone of voice, eye contact (or lack thereof), body language, posture, and other ways people can communicate without using language. With nonverbal communication, people can express happiness, engagement, concern, gratitude, and confidence throughout their workday. In fact, non-verbal communication is a tool that highlights (and gives colour to) the message you are trying to convey. To understand the importance of this tool, I shall say that the world without colour has no soul. A relaxed, open stance (e.g., arms open, legs relaxed) and a friendly tone will make you appear approachable. So, you will be able to encourage others to speak openly with you. Your nonverbal communication skills can create a positive (and even a negative) impression. For example, crossed arms can seem defensive, poor posture may appear unprofessional, or a

downward gaze or avoiding eye contact can detract from you being seen as confident. Employers will evaluate what you do as well as what you say, and you can use your nonverbal communication skills to make the best impression. If your skills are not top-notch, you can practice them. Thereby, you can make a positive impression on everyone you meet in the workplace and beyond. There are many examples of the impact of nonverbal communication. For example, when you have a job interview or when you are in an important business meeting, your nonverbal communication is almost as important as your verbal responses.

The anthropologist Ray Birdwhistell's study of kinesics found that over 65% of communication is nonverbal. Therefore, learning, awareness and timely use of non-verbal communication are of the most important skills of professional human resources which all should be developed regularly. Here I shall draw your attention to the following research works:

1. [The Importance of Non-Verbal Communication in Organizations](#)
2. [Nonverbal Communication in the Workplace](#)



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

UNWTO has identified the potential of tourism to drive economic growth and social opportunity across its newest Member State, Antigua and Barbuda. The Ambassador of Antigua and Barbuda to Spain, Dr Dario Item, along with the embassy's Advisor, Daniel Yakovlev, were welcomed to the UNWTO headquarters in Madrid to build on the friendly cooperation in place since the Caribbean destination became the organisation's newest Member State and eighth in the Caribbean region when it joined in 2021. Since then, Dr Dario Item has served as his country's Permanent Representative to UNWTO, alongside his Ambassadorial role. For more information click [here](#).

In 2021, Antigua and Barbuda welcomed around 170,000 international arrivals and revenues from the sector reached US\$490 million. As with many Small Island Developing States (SIDS), tourism is a key economic sector for Antigua and Barbuda and UNWTO is working

FITUR tourism trade fair in Madrid. To conclude, Dr Dario Item and his delegation extended an invitation for UNWTO Secretary-General to visit Antigua and Barbuda, with details to be confirmed in due course.



Mostafa Khaki
Lecturer

Areas of expertise:

Artificial Intelligence, Deep Learning, Computer Vision

ARTIFICIAL INTELLIGENCE

Microsoft Unveils Toolkit for Teams: Improving Math and Conversation with AI. Microsoft introduced a new AI-based tool in the Teams app for classrooms. The tech giant's new tools, called Learning Accelerators, are designed to help students improve their speaking and math skills, as well as help teachers. Speaker Progress is a new AI classroom tool for teachers. Microsoft says the tool saves students, groups, and classrooms time by "simplifying the process of creating, reviewing, and analysing speaking and presentation assignments." It can also provide regular summaries of presentation-based skills while identifying areas for improvement.

In addition, it allows teachers to review student presentations, identify their needs, and track their progress. In fact, this tool will be a companion to Speaker Coach, a feature that Microsoft launched in 2021 for the Teams app, which can provide guidance and feedback to the user while speaking. Let's say Microsoft's AI for math is called Math Coach, which can break down problems and guide students step-by-step while also encouraging their critical thinking. Additionally, another tool called Math Progress is designed to assist teachers by helping them create practice questions and also provide more efficient feedback.

According to Microsoft, these two tools work in interaction with each other. In fact, Math Coach uses teacher input in Math Progress to develop new lessons. In addition, the tech giant claims that schools can use the math-related data from these tools to track student progress and better meet their goals. All AI tools introduced will be added to Microsoft Teams for Education in the 2023-2024 school year. Speaker Coach is also now available on Teams and PowerPoint. You can find out more about it [here](#).



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

TURKEY - SYRIA EARTHQUAKE

On Monday the 6th February, nine hours apart and with magnitudes of 7.8 and 7.5 on the Richter scale, quakes rocked Turkey and Syria. They were the region's strongest earthquakes in nearly a century. Turkey's president, Recep Tayyip Erdogan, has said that the death toll from the devastating event has surpassed the seventeen thousand, bringing the combined total of fatalities in Turkey and Syria to more than forty thousand. A total of more than five thousand people have been reported injured across both government-controlled and rebel-held Syria at the moment. Thousands of buildings collapsed and aid agencies are particularly worried about northwestern Syria, where more than four million people were already relying on humanitarian assistance. Erdogan said that almost sixty five thousand people had been reported injured in Turkey, while experts have said the toll of both dead and injured is expected to continue to rise sharply in the coming days.

This year will serve as a critical inflection point for Turkey, as it approaches a presidential election on 14th May 2023. Erdogan's response to the disaster and potential calls for accountability as to why so many Turkish buildings collapsed so quickly, may play a major role in his political future. The result of that election, whether the current President stays in power or not, will have massive consequences for Turkey's population, economy, currency, and democracy. As the earthquake death toll soars, so does the criticism of Turkey's government response. Despite the fact that Turkey collected earthquake taxes for over 20 years, many see the government's lack of preparation and sluggish response to the tragedy. For further information regarding this tragic event, please visit [Link1](#), [Link2](#), [Link3](#) and [Link4](#).



All students are kindly invited to send their original articles to

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