Berlin School of Business & Innovation Issue 23 — 21.10.2022

BSBI Gazette

Editor: Professor Dr Kyriakos Kouveliotis / **Associate Editor:** Dr Farshad Badie berlinsbi.com

Editorial

Professor Dr Kyriakos Kouveliotis

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

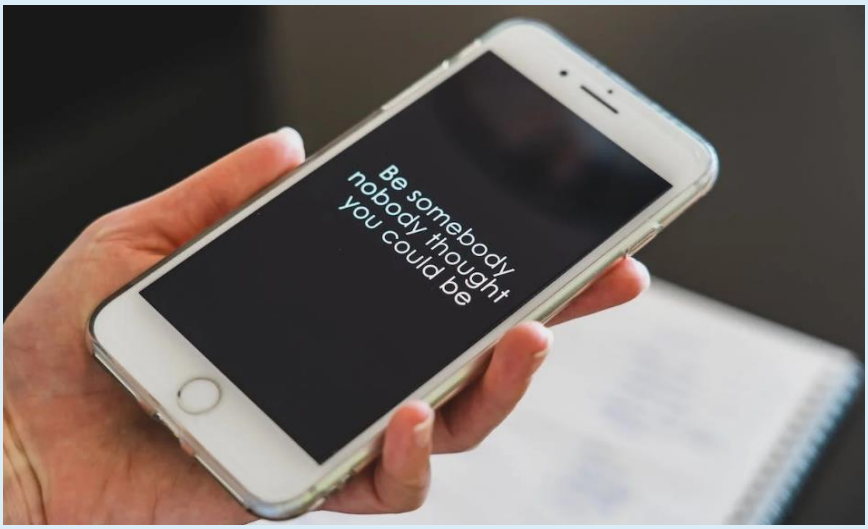
For this week's editorial, I'd like to share some inspirational phrases from Plato.

Part I

- "We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light."
- "A good decision is based on knowledge and not on numbers."
- "Thinking – the talking of the soul with itself."
- "There is no harm in repeating a good thing."
- "Truth is the beginning of every good to the gods, and of every good to man."
- "Knowledge without justice ought to be called cunning rather than wisdom."
- "The first and greatest victory is to conquer yourself; to be conquered by yourself is of all things most shameful and vile."
- "Wealth, and poverty; one is the parent of luxury and indolence, and the other of meanness and viciousness, and both of discontent."
- "An empty vessel makes the loudest sound, so they that have the least wit are the greatest babblers."
- "Opinion is the medium between knowledge and ignorance."
- "If a man neglects education, he walks lame to the end of his life."
- "All men are by nature equal, made all of the same earth by one workman."
- "Books give a soul to the universe, wings to the mind, flight to the imagination, and life to everything."
- "The measure of a man is what he does with power."
- "The direction in which education starts a man will determine his future in life".

Page 1

Photo of the Week



Inspirational Quotes

It does not matter how slowly you go as long as you do not stop.
— Confucius

Every life is a story. Make yours a best-seller.
— Unknown

Always keep your eyes open. Keep watching. Because whatever you see can inspire you.
— Grace Coddington

Live your beliefs and you can turn the world around.
— Henry David Thoreau

"

Good, better, best.
Never let it rest.
Till your good is better
and your better is
best.

— St. Jerome

Article of the Week

Botgo Chatbot

8 Most Important Questions to Ask Before Implementing of a Chatbot

As companies become more and more dependent on their customers, so the art of customer service and experience becomes increasingly vital. And, as with all aspects of marketing, the development of innovative and cutting-edge technologies can see a boost in overall sales and engagement. However, when it comes to the creation of new technology — especially something as bold and boundary-pushing as a chatbot — it's hard to know where to start or even who to ask. There are numerous chatbot solution providers existing with the aim to leverage your business support service, but the point does you know the question which can affect the solution they came up with. That's why I've put together this list of questions you should think about asking your chatbot company before you decide to work together. A chatbot is a great way to interact with your customers. But how do you get started creating a chatbot yourself? A lot of information is available online, but quite frankly it's scattered around different websites and forums. In this article, I want to help you cut out the noise. Here, I will answer the five (most important) questions you should ask yourself before you start building your chatbot.

1. What purposes should your chatbot fulfill?
Technology work best in your favor if it is used in the right way and knowing the purpose before going first-hand with it makes a better choice. A one-size-fits-all solution can become a nightmare if you don't really know what you want it to do for your organization or business. A chatbot as a ai-services can be a good way to reduce the number of incoming calls to a customer service department. But this isn't always the case. You need to have a specific objective for why you want to use a chatbot. For example, if you know the type of queries that can be raised then a simple command bot help that responds in a structural flow with the limited possible questions and answers. And if you want, your chatbot to resolve a bit high level of complexity then you may need a conversational bot with artificial intelligence. Depending upon the factor between reducing contact rate number or you want to focus more on customer satisfaction objectives the choices may differ. Hence, you should design it from the start with this in mind. Otherwise, you're going to end up with an expensive system that doesn't really help you achieve your objectives.

2. Knowing about your target audience
A chatbot is good for one thing, interacting with humans. Good robots, smart algorithms, and a natural language processing engine are not enough: what you really need is to ensure that the human on the other side feels like the interaction was worth their time. Consumers have acquired a taste for using chatbots. But when they don't work as expected, they quickly lose interest. That's why it's crucial to define who your chatbot's target audience is right from the start. Before you start putting the wheels in motion on an AI system, it's important to take stock of your audience. Doing so will help you figure out who is going to be using your chatbot and how they expect it to work. For example, your major audience prefers Spanish and your chatbot interacts with them in English. This may create a barrier instead of a solution and can frustrate customers on the other side. You need to clarify the chatbot development services company about the type of audience so that they can create a multi-lingual chatbot for you instead of a general type.

3. Which type of chatbot do you want?
You want a chatbot for your business or organization. There are several factors that may affect the choice you made like the budget and complexity of queries. You're pretty sure simple or complex are the two main options. But figuring out which one is right for you can be tricky if you don't know about them. Basically, there are three types of chatbots. The first one, Simple or scripted chatbots that are designed to respond to specific questions. They follow conversational scripts whereas AI chatbots use artificial intelligence to understand the flow of conversation and respond accordingly. And last but not least Voice bot is also a type of them. As with all things in life, it's best to bear in mind the saying – never jump into something new without knowing what you're actually getting yourself into. So understanding the complexity of customer questions and choosing wisely the right bot is the only suggestion.

4. What questions should the chatbot be able to answer?
If you are looking to build a successful bot to Satisfy the greatest number of users, it's important that you list the questions it should be able to answer. Prioritize your most frequent customer service requests.

5. Where do you want to deploy your chatbot?
It's a big question, so let's break down the sites and channels you can use: Facebook Messenger, Slack, Twitter DM, webchat on your site, or your mobile app. You'll also want to choose one or more channels depending on your ideal user base, keeping in mind that today's customers want seamless experiences across channels. Use this guide to help you make these important decisions — it can save you time and headaches later on.

6. What is your budget?
It may be hard to think about spending more right now, but keep in mind that many vendors offer low-cost chat solutions that usually perform below expectations. Basic chatbots often frustrate customers and put more pressure on your support teams. Most of the low-cost chatbot solutions out there are pretty basic. You get what you pay for, so plan on spending a bit more for an intelligent bot that will actually understand and help your customers rather than frustrate them by not being able to solve their problems.

7. Do you have the capabilities to manage your chatbot?
The chatbot needs attention to make sure it's going well. And for that either you have to hire a member to ensure it's integrated, optimize well enough and look into the fault which can create miscommunication, or you can choose an external solution? If you have staff on board who are trained in chatbot technologies and know the ins and outs of your customer service strategy, an in-house implementation may be right for you. But if you're unsure about how to utilize this technology, or don't have enough team members to handle it, then consider teaming up with an experienced vendor. For example, Botgo chatbot development services company creates and helps you to manage the chatbot **ai-service** to serve you better results.

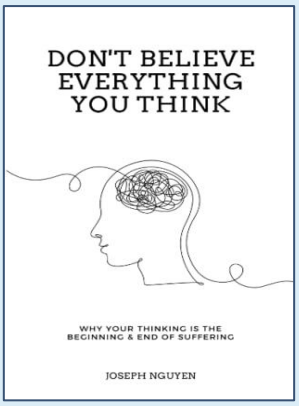
8. What is the vendor's track record with similar companies?
Okay! this question may not seem important, but it helps you to gain valuable insight into the chatbot service provider**.** It helps to build reliability with a vendor who has a proven record of previous work in the same industry.

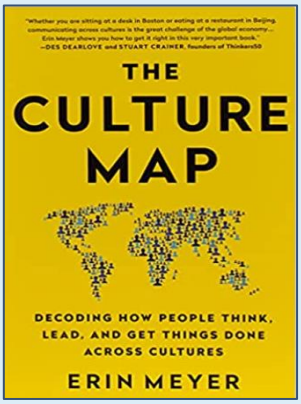
Source: Link

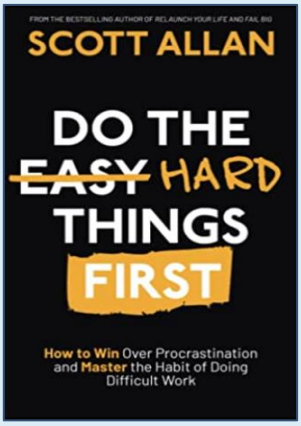
Websites of the Week

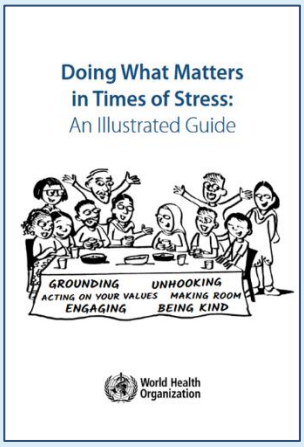
- Master Strategic Thinking Skills
- What is IT as a Service?
- Problem Solving: Whatness/Whyness
- Opportunity Identification & Selection
- On Research Methodology

Books of the Week









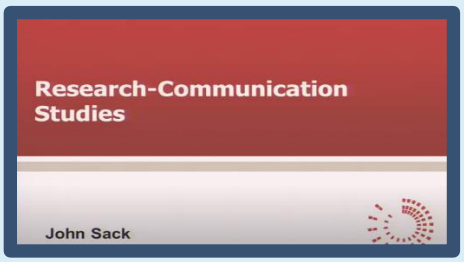
Videos of the Week

Business Analyst vs Data Analyst

What is Business Intelligence?

What is Business Analytics?

Reality of Working in Cyber Security



On Research Communication Studies

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

MARKETING & PSYCHOLOGY

Crystalophilism. The obsessive love for jewellery and particularly diamonds goes back to the distant past. Mainly, people find jewels extraordinary, and they value them for different reasons. This beautiful love for jewels has roots in history and the people who owned them would be powerful, rich and from the ruling class; far away from poverty, illness and disasters. The psychological aspect of wearing jewelry indicates that jewels may decrease stress and may lead to a better emotional mood. The affect they may have on emotions can explain why giving diamonds as a present can show respect, clarity, loyalty and love. It may also elevate the receiver's mood.

It also may prevent romantic misunderstandings among couples and if there are any misunderstandings, it may culminate in finding a resolution of problems through clear understanding. Some decades ago, a shocking phenomenon happened to the world of jewellery, Zirconia was introduced to the industry, which unquestionably looks very similar to a real diamond but can be purchased at a much more affordable price. Both the naturally-mined and the lab-made diamonds are accessible in different shapes and carat weights besides being made from carbon atom structures. There are some other dissimilarities that may cause people to think that Zirconia is counterfeit as they think that natural diamond remains beautiful, is everlasting, and their values increase even after years of use.

Contrary to what people may think, zirconias are not fake, and they are appropriate for individuals who are on a low budget because the price of a lab-grown diamond is 20%-40% less than the mined ones. “A lab diamond is a real diamond, but maybe it took a few weeks to make it,” said Edahn Golan, an independent diamond industry analyst. (1) “Natural diamonds were formed over 800 million to three billion years and there isn’t an infinite supply of them.”

An interesting fact about zirconia is that although the pieces are made during a few weeks in the laboratory, the specialists with traditional tools like microscopes who lack a trained eye cannot separate them from the original ones. Golan said that date from March showed the number of engagement rings sold that featured a manufactured diamond jumped 63% compared to the last year, while the number of engagement rings sold with a natural diamond declined 25% in the same period. Therefore, it seems as if the lab-made diamond provides the same self-confidence and sense of beauty.

CNN BUSSINESS Wed April 27, 2022
(1) Diamond Research & Data Ltd

Flavio Andrew Santos
Lecturer

Areas of expertise:
Behavioral Economics in Tourism, Behavioral Pricing, Decision Making, Revenue Management

TOURISM

Celebrating scholarly contributions by Iranian women. In this edition, there is a selection of articles published in one of the most important journals of tourism such as Annals of Tourism Research and Annals of Tourism Research Empirical Insights by Iranian women. The Iranian scholars authored the nominated articles to seek their explicit permission to circulate the full reference. Finally, it is important to mention that tourism knowledge improves with contributions from Iranian women and Its great that their work is being made more accessible through this initiative. Happy reading!

Source:

- Shekari, F., Ziaee, M., Faghihi, A., & Jomehpour, M. (2022). Nomadic livelihood resilience through tourism. Annals of Tourism Research Empirical Insights, 3(1), 100034. https://doi.org/10.1016/j.annale.2022.100034
- Hajibaba, H., Boztuğ, Y., & Dolnicar, S. (2016). Preventing tourists from canceling in times of crises. Annals of Tourism Research, 60, 48–62. https://doi.org/10.1016/j.annals.2016.06.003
- Hajibaba, H., & Dolnicar, S. (2017). Substitutable by peer-to-peer accommodation networks? Annals of Tourism Research, 66, 185–188. https://doi.org/10.1016/j.annals.2017.05.013

Dimitrios Avgerinos
Lecturer

Areas of expertise:
Mathematics, Systems Biology, Environmental Engineering

BRAIN SCIENCE / LEARNING SCIENCE

Scientists got lab-grown human brain cells to play 'ping pong'. But how long until they can play 'Doom'? Researchers who grew a brain cell culture in a lab claim that they taught the cells to play a version of ping pong. Scientists from a biotech startup called Cortical Labs say it's the first demonstrated example of a so-called "mini-brain" being taught to carry out goal-directed tasks. The culture of 800,000 brain cells is known as DishBrain. The scientists placed mouse cells (derived from embryonic brains) and human cells taken from stem cells on top of an electrode array that was hooked up to a ping pong table. Electrical pulses sent to the neurons indicated the position of the ball in the game. The array then moved the paddle up and down based on signals from the neurons. DishBrain received a strong and consistent feedback signal (a form of stimulus) when the paddle hit the ball and a short, random pulse when it missed. After

playing ping pong for 20 minutes, the culture got better at the game. The scientists say that this indicates that the cells were reorganising, developing networks and learning. Future research into DishBrain will involve looking at how medicines and alcohol affect the culture's ability to play ping pong, to test whether it can effectively be treated as a stand-in for a human brain.

Source: Link

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

HOSPITALITY

Responding to the publication of new inflation figures, UK Hospitality Chief Executive, Kate Nicholls said: “The sky-high levels of inflation we’re seeing are continuing to put the hospitality sector under huge pressure and businesses across the country will be fighting to survive the winter.

“With the September inflation figures traditionally being used to set tax changes and rates for the following year, there is a real risk that hospitality businesses will face an enormous cliff-edge in April if these numbers are used to hike the business rates tax level. Such an increase at the same time as the risk of business rate reliefs ending could prove fatal for many. For more information visit this link.

UK Hospitality Chief Executive added: "With hospitality inflation contributing heavily to the overall inflation rate, we now risk an inflationary spiral where our higher costs lead to higher taxes which lead to even higher prices.

“As well as needing to reform the entire business rates system in the long-term, it’s now absolutely critical that business rates relief is extended for vulnerable sectors such as hospitality and that downward revaluations are realised in full."

Swati Jeevan
Lecturer

Areas of expertise:
Information Technology, Innovation, Digital Transformation

INTERNET TECHNOLOGY

Everyone is talking about Web 3.0. But what is it? Before understanding Web 3.0, it is important to understand web 1.0 and 2.0.

What's Web 1.0? The initial version of the Internet consisted of a small number of people creating web pages and content for many readers, enabling them to access sources of facts, information, and content. or in other words, it was made to make it easier for people to find information. Users searching for data were the focus of this online version of the business. Because it lacks the necessary forms, visuals, controls, and interactivity that we enjoy on the internet today, this web version is sometimes referred to as "the read-only Web."

What's Web 2.0? Web 2.0 is made up of many people creating even more content for a growing audience, whereas Web 1.0 was made up of a small group of people creating content for a larger audience. Reading was the main focus of Web 1.0; Web 2.0 emphasised involvement and contribution. User-Generated Content (UGC), ease of use, interactivity, and improved compatibility with other systems and devices are emphasized in this Internet form. The experience of the end user is everything in Web 2.0. As a result, communities, collaborations, dialogue, and social media were all created by this Web form. Consequently, for the majority of users today, Web 2.0 is regarded as the primary method of web interaction.

What's Web 3.0? We must look to the future when determining the definitive meaning of web 3.0. Web 3.0 still has a long way to go before it reaches its full potential, even though some aspects of it are currently available.

Web 3.0, also known as Web3, is based on the fundamental concepts of decentralization, openness, and excellent user utility. Web 2.0 is the "participative social Web," Web 3.0 is the "read, write, execute Web," and Web 1.0 is the "read-only Web. “Users are moving away from centralized platforms like Facebook, Google, or Twitter and toward decentralized, nearly anonymous platforms because of this Web interaction and utilization stage. Tim Berners-Lee, the creator of the World Wide Web, machine learning to function as a "global brain" and process content conceptually and contextually. Due to technological limitations, such as how expensive and difficult it is to translate human language into computer-comprehensible language, this idealised version did not quite exist. As a result, rather than just being a content user, each user becomes a content owner.

Athanasia Kairou
Academic Officer

Areas of expertise:
Educational Psychology, Systemic and Family Therapy, HRM, Coaching

PSYCHOLOGY

It has been argued that sound, especially music, is a cognitive response to memories. This memory response is directly linked to our emotions. For example, we can recall songs from many years ago that are associated with a memory that evokes a positive or negative emotion. Also, researchers highlight the link between sounds memory and sleep. More specifically, according to the literature, playing certain sounds while people slept helped them remember more of what they had learned before they fell asleep. In fact, the memories of individual events increased (Link 1).

However, according to recent studies, playing sounds or music during sleep can also be used to help people forget. According to this data it seems that we are on a new path of treating trauma and weakening painful memories (Link 2). Research has shown differences in memory function between positive and traumatic events. The first difference is found in the way memories of events are organised and the second is in how we physically react to them. Although it is not yet clear whether sounds affect memory, in the way we organise memories of events or how we physically react to them, the new approach could be used in combination with existing treatments revolutionisng trauma treatment.

Link 1: Playing Sounds to the Sleeping Aids Memory, Study Finds - The New York Times (nytimes.com)

Link 2: Sound Cues During Sleep Could Help People to Forget Specific Memories - Neuroscience News

Dr Konstantinos Kiousis
Lecturer

Areas of expertise:
Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

ENERGY CRISIS

European Union leaders struggled to find immediate practical solutions at the summit on Thursday 20th October, called to grapple with the energy crisis fueled by the war in Ukraine and maintain a united front in the face of Russian President Vladimir Putin coercion. High energy prices driving inflation and raising the prospect of a recession across the continent, is a situation aggravated by Russia slashing gas flows following its February invasion of Ukraine. After lengthy talks in Brussels dragged well into the night, the 27 EU leaders could not bridge divisions between some of the biggest member states and failed to impose a gas price cap to counter Russia's strategy to choke off gas supplies to the block at will. They agreed, however, to keep working to find a compromise based on proposals unveiled earlier this week by the European Commission, the EU's executive arm, which were discussed in depth and tweaked at the summit. The compromise is a relief for EU countries including Italy, France, Spain and Belgium, which have long demanded a ceiling on gas prices as the cornerstone of efforts to ease the pain of soaring energy costs following Russia's war in Ukraine.

On the other hand, diplomats said the impact of the proposals should be properly assessed by experts before approval, and leaders insisted any deal would need to take into account their different energy mixes. To make sure the runaway cost of gas doesn't further tank struggling EU economies, the Commission has proposed a system to pool buying of gas and offered a compromise that would allow for a correction mechanism to kick in in exceptional circumstances. In addition, it is pushing for the creation of a new LNG gas index that better reflects the market following the drastic reduction of imports of pipeline gas from Russia. Divisions were so big at the start of the summit that agreeing on further exploration of the plan proposed by the Commission was seen as almost an achievement in itself.

For further information, please visit Link1, Link2 and Link3.

Page 6

initially referred to Web 3.0 as the Semantic Web. He envisioned an intelligent, open, autonomous internet that made use of AI and

Dr Mahmoud Manafi
Lecturer

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

LEADERSHIP

Humble leaders can help make groups more effective. The modern idea of Transformational Leadership (TL) is based on 4 elements described by Bernard A. Bass in 1985: Idealised Influence, Intellectual Stimulation, Individualised Consideration and Inspirational Motivation. There is enough evidence that show that TL can affect employee performance. Although being humble is one important characteristic of a leader, we should note that this characteristic both directionally and in directionally interconnected with these four TL's elements.

The written article is focused on the education industry. It should be mentioned that the results might not be the same in another industry.

Source: Link

BERLIN SCHOOL OF BUSINESS & INNOVATION