

BSBI Gazette

Editor: Professor Dr. Kyriakos Kouveliotis FRSA / Associate Editor: Dr. Farshad Badie

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Editorial



Professor Dr. Kyriakos Kouveliotis FRSA

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

For the week's Editorial, I want to share a great inspirational poem by Douglas Malloch.

It is called "Good Timber":

The tree that never had to fight
For sun and sky and air and light,
But stood out in the open plain
And always got its share of rain,
Never became a forest king
But lived and died a scrubby thing.

The man who never had to toil
To gain and farm his patch of soil,
Who never had to win his share
Of sun and sky and light and air,
Never became a manly man
But lived and died as he began.

Good timber does not grow with ease,
The stronger wind, the stronger trees,
The further sky, the greater length,
The more the storm, the more the strength.
By sun and cold, by rain and snow,
In trees and men good timbers grow.

Where thickest lies the forest growth
We find the patriarchs of both.
And they hold counsel with the stars
Whose broken branches show the scars
Of many winds and much of strife.
This is the common law of life.

Photo of the Week



Inspirational Quotes

Life is too important to be taken seriously.

— Oscar Wilde

Happiness is when what you think, what you say, and what you do are in harmony.

— Mahatma Gandhi

The happiness of your life depends upon the quality of your thoughts.

— Marcus Aurelius

The positive thinker sees the invisible, feels the intangible, and achieves the impossible.

— Winston Churchill



Life is either
a daring adventure or
nothing at all.

— Helen Keller

Article of the Week



Professor Dr. Kyriakos Kouveliotis FRSA
Provost & Chief Academic Officer

Areas of expertise:

International Relations; Political Integration;
Leadership; Crisis Management; E-Learning;
Modern Educational Systems



Dr. Farshad Badie

Vice-Dean of the Faculty of
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Areas of expertise:

Logic; Symbolic Artificial Intelligence;
Information Science; Cognitive Science;
Theoretical Computer Science

The Future of Artificial Intelligence: Towards Transparent, Ethical, and Human-like Systems

INTRODUCTION

The field of artificial intelligence (AI) has witnessed remarkable advancements in recent years, revolutionising various industries and shaping the way we live and work. However, as this rapidly evolving phenomenon continues to unfold, it is crucial to acknowledge that we are still on a journey of exploration and understanding. The complexity and potential impact of AI necessitate diligent research, allowing us to reach informed assumptions and draw meaningful conclusions.

THE DISTINCTION AND CHALLENGE OF ARTIFICIAL GENERAL INTELLIGENCE (AGI)

Bill Gates, an influential figure in the world of technology, has drawn attention to the distinction between artificial intelligence and Artificial General Intelligence (AGI). While artificial intelligence refers to models created to solve specific problems or provide particular services, AGI represents a more ambitious concept. AGI encompasses software that possesses the ability to learn any task or subject, exhibiting cognitive capacities comparable to human intelligence. However, AGI remains a futuristic goal, and the computing industry is currently immersed in a robust debate regarding its feasibility and the methods to achieve it.

ENSURING TRANSPARENCY, EXPLAINABILITY, AND ACCOUNTABILITY

As AI systems become increasingly integrated into our lives, addressing concerns around their decision-making processes is paramount. To foster trust and mitigate potential risks, it is crucial to develop AI systems that are transparent, explainable, and accountable. Transparency refers to the ability to scrutinise the inner workings of AI systems, ensuring that their decision-making processes can be audited, validated, and verified. This transparency allows for a deeper understanding of how AI systems arrive at their conclusions and enables human oversight. Moreover, explainability is essential in bridging the gap between the "black box" nature of AI algorithms and human comprehension. By providing explanations for AI-generated decisions, we empower users and stakeholders to trust and effectively collaborate with AI systems. Additionally, accountability ensures that AI systems can be held responsible for their actions, mitigating potential biases, errors, or malicious behavior. Establishing Ethical Guidelines and Regulatory Frameworks In parallel with transparency and accountability, it is imperative to establish ethical guidelines and regulatory frameworks surrounding the development and deployment of AI systems. Ethical considerations are crucial to ensure that AI technologies are designed, used, and governed in a

responsible and equitable manner. These guidelines should address issues such as privacy protection, fairness and bias mitigation, informed consent, and the prevention of harm. By adhering to ethical principles, we can maximise the positive societal impact of AI while minimising the potential risks and negative consequences.

UNDERSTANDING HUMAN LEARNING AND COGNITION

To advance AI systems towards human-like capabilities, it is imperative to gain deeper insights into how human beings learn, understand concepts, and make decisions. While current AI systems excel at pattern recognition and correlation analysis within data, they often lack the fundamental understanding and reasoning abilities that humans possess. Therefore, further research is required to bridge this gap and develop AI systems that can emulate human cognition. Drawing from fields such as cognitive science and psychology, researchers can unravel the intricacies of human learning processes and leverage these insights to inform the design and development of AI systems. By studying how humans reason about causal relationships, make judgments based on incomplete or ambiguous information, and exhibit creativity, we can enhance AI systems to operate in a manner that aligns more closely with human intelligence. This deeper understanding can unlock the potential for AI systems to exhibit genuine comprehension, creativity, and adaptability.

CONCLUSION

As we navigate the promising yet complex realm of artificial intelligence, it is crucial to approach its development with a comprehensive and responsible mindset. The future of AI lies in the pursuit of transparent, ethical, and human-like systems. By prioritising the development of AI systems that are transparent, explainable, and accountable, and establishing robust ethical guidelines and regulatory frameworks, we can ensure that AI technology is deployed in a manner that serves the greater good while minimising potential risks. Simultaneously, deepening our understanding of human learning and cognition will enable us to design AI systems that possess the qualities of comprehension, creativity, and adaptability. Through these efforts, we can shape a future where AI technology empowers and augments human capabilities, driving progress and fostering a more inclusive and prosperous society.

Websites of the Week

- [All About Project Management](#)
- [All About Agile Project Management](#)
- [9 Mental Models that Help you Think Clearly](#)
- [What Makes for An Effective Leader?](#)
- [The Pros and Cons of Edgy Marketing in the Digital Age](#)

Videos of the Week



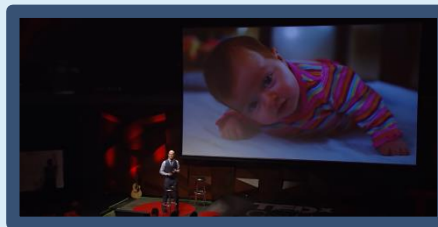
The Hidden Path to Creativity



How to Protect your Brain from Stress?



The 110 Techniques of Communication and Public Speaking

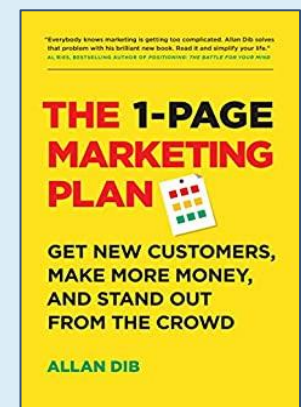
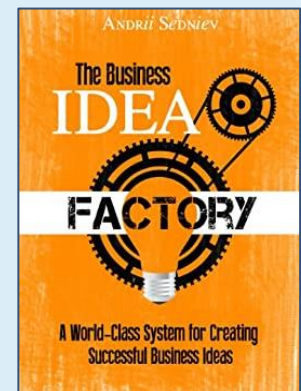
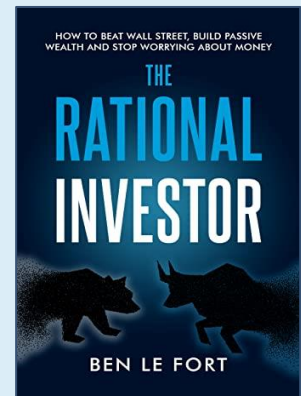
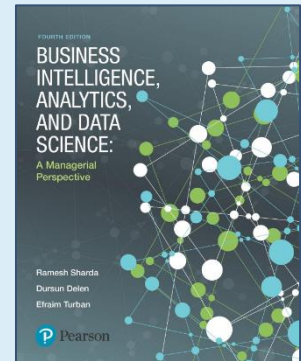


The First 20 Hours – How to Learn Anything?



Faster than a Calculator

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

MYTHOLOGY / PSYCHOLOGY

In ancient times, human consciousness was consistently shaped by myths. Thanks to their profound impact, myths directed the actions, beliefs, and identity of individuals, significantly influencing their psychological aspects. The psychological influence of myths is two-folded: on an individual and collective level. On an individual level, myths provide unique psychological frameworks. The existence of archetypes that individuals can embody affects their self-perception and understanding of their role in the world. For instance, myths centered around heroism can inspire individuals to display bravery in everyday life. They can also serve as moral compasses, defining acceptable behavioural patterns and actions, thus contributing to personal growth. Collectively, myths affect social psychology. Myths unite groups, and provide collective models of behaviour, thereby influencing social cohesion and shared values. The psychological effects are profound, influencing interpersonal connections, social roles, and even intergroup dynamics. They create shared understanding, symbols, and narratives that aid in the formation of cultural identity and societal norms. Also, myths can work for therapeutic purposes as they offer a foundation that helps individuals navigate complex life conditions, thereby reducing fears and providing solace. They often contain narratives of overcoming adversity, enhancing resilience, and providing hope in times of despair. However, myths can also have negative psychological consequences. When uncritically internalized, they can lead to rigid thinking, limiting perspectives, and stifling an individual's creative potential. They can even influence harmful behaviour, especially, if they perpetuate discriminatory beliefs or practices.

Overall, myths considerably shape our psychological frameworks.. They mould our personality, convey meaning and purpose, offer moral guidance, and foster social cohesion. However, their influence is two-sided, and we must approach them with caution and careful interpretation. By understanding the psychological impact of myths, we can better comprehend why people are inclined to create and sustain these captivating narratives.



Dr. Samuel Tabot Enow
Lecturer

Areas of expertise:

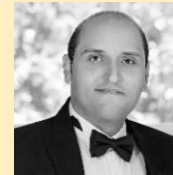
Corporate Finance; Investment analysis; Accounting

INTERNATIONAL DIVERSIFICATION

International diversification is a free lunch

International portfolios have trailed their country based counterparts for more than a decade although some country specific based portfolios are still well diversified and accounts for a large chunk of the global stock market. These country portfolios are comprised of home based stocks and still provide a lot of revenue exposures. Some academics and industry experts argue that international diversification has been less effective over the past decade as correlation across markets have increase significantly. However, international diversification across imperfect correlated assets allows investors to increase their expected returns without increasing their risk. Also, international diversification is the only free lunch in investing because increasing expected returns typically requires taking more risk. All assets in an efficient portfolio are priced such that the market portfolio is the mean variance optimal portfolio. From this theoretical perspective, excluding international stocks during portfolio construction is suboptimal. One of the issues in portfolio construction is that investors mostly rely on historical data to select stocks and ends

up with the best and worst performing stocks. Unfortunately, it is not always possible to predict future performance by looking at historical data. In some cases, historical data can be misleading because past returns are not always a good gauge the future and presents a noisy relationship. Also, long term data makes international diversification appealing although global integration have increased and markets have become increasing connected to each other. This also emanates from the increasing correlation from discount rate shocks in the past two decades. Hence, the benefits for global equity diversification have not decline for long horizon investors. In concluding, international diversification protects investors from holding concentrated positions in countries that end up with poor long term returns. Constructing a portfolio with only country specific stocks may be appealing to some investors but it cannot be fully replicated using domestic firms. Therefore, international diversification is theoretically and empirically important for portfolio construction.



Dr. Kamyar Esmaeili Nasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

WORKPLACE SKILLS

Important workplace skills to transfer

Nurturing Critical Thinking Skills: A Crucial Asset for the Workplace

"The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking." - Albert Einstein
In today's rapidly evolving work environments, organizations are seeking individuals who possess the ability to make informed decisions and solve problems effectively. Critical thinking skills are of paramount importance in enabling employees to analyse information, evaluate alternatives, and make sound judgments. Critical thinking involves objectively analysing and evaluating information, identifying biases,

and drawing logical conclusions. It encompasses skills such as logical reasoning, questioning assumptions, problem-solving, and creative thinking. Individuals with strong critical thinking skills can navigate challenges, adapt to change, and make informed decisions based on evidence and reasoned judgment.

The importance of critical thinking skills in the workplace cannot be overstated. These skills enhance problem-solving abilities by enabling employees to identify root causes of problems, consider multiple perspectives, and propose innovative solutions. By promoting effective decision-making, critical thinking reduces the risk of making hasty or biased decisions, leading to better outcomes for organizations. Furthermore, critical thinking skills foster effective communication by encouraging individuals to articulate their thoughts clearly, listen attentively, and engage in constructive dialogue.

To transfer critical thinking skills effectively, organizations can adopt several strategies. First, incorporating critical thinking training programs and workshops can help develop these skills. Techniques for evaluating evidence, analysing arguments, and applying logical reasoning to real-life scenarios can be taught. Additionally, fostering a collaborative work culture that encourages employees to seek diverse perspectives and challenge assumptions promotes critical thinking and problem-solving. Group discussions, brainstorming sessions, and cross-functional projects provide opportunities for employees to practice critical thinking. Mentoring and coaching are also effective methods, as experienced employees can guide junior staff members in developing critical thinking skills. Finally, incorporating critical thinking as a core competency in performance evaluations can motivate employees to cultivate and showcase their critical thinking abilities.

Link: [here](#)



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

Africa Day 2023: Message by Unwto Secretary-General Zurab Pololikashvili

Africa is home to the world's youngest population, as well as to a rapidly expanding middle class. It is a vast and diverse continent, with vibrant cities and rich cultures. Africa is

also a hub of entrepreneurship and innovation and boasts some of the most exciting tourism destinations on the planet.

For many millions of people across the continent, tourism is a real lifeline. But the sector's potential is still to be truly realized. Managed properly, tourism can accelerate socio-economic recovery and growth. It can spur wealth creation and inclusive development. For more information visit this [link](#).

The removal of tariff barriers and the implementation of the African Continental Free Trade Area undoubtedly brings new opportunities for Africa. Facilitating the free movement of individuals for business, for work or for studies, will help reduce economic disparities between regions, and deliver more opportunities, particularly for the most vulnerable, including women, who form most of the tourism workforce. At the same time, regional collaboration, and harmonized aviation policies in line with the Single African Air Transport Market will help us achieve the objectives of the African Union's Agenda 2063 and the UN Agenda 2030.

We have also realigned our UNWTO Agenda for Africa: Tourism for Inclusive Growth. It aims to directly support our Member States responding to the current challenges of tourism, particularly the need for more trained workers, more decent jobs and more and better-targeted tourism investments. Above all, we will continue to advocate for tourism as driver for positive change and a pillar of economic growth for the continent. On behalf of everyone at UNWTO, I wish you all a happy Africa Day.



Dr. Ali Kamali
Lecturer

Areas of expertise:

Information Systems, Project Management, Supply Chain Management, Research Methodology

EDUCATION

Flipped Classroom:

Redefining the Way We Teach

Introduction

As a revolutionary teaching strategy, the flipped classroom model has attracted a lot of attention lately. The lecture-based material delivery is moved outside of the classroom in this cutting-edge educational style, which reverses the conventional learning structure by using class time for interactive discussions, problem-solving, and practical exercises

instead. The purpose of this article is to examine the idea of the flipped classroom, its advantages, and the studies demonstrating its efficacy.

1. Definition and Application of Flipped Classroom: The flipped classroom concept comprises assigning or pre-recording lecture materials, such as videos or books, for students to access prior to class. Students can learn the fundamentals at their own pace with the help of this pre-learning, which frees up in-person class time for group projects and application-based activities. Teachers are essential conversation facilitators, guiding students through class topics and offering specialized support.
2. Advantages of a Flipped Classroom a. Increased Engagement: The flipped classroom promotes active learning by having students actively engage in conversations and problem-solving exercises, which boosts learning retention. a. Personalized Learning: To accommodate various learning preferences and styles, students are given the freedom to study at their own speed and return to material as necessary. c. A deeper grasp of the material is encouraged by the interactive aspect of flipped classrooms, which gives students more chances to ask questions, clarify concepts, and participate in insightful discussions. d. Student-Centered Approach: Flipped classrooms promote a learning atmosphere where students are encouraged to take charge of their education and hone their communication, teamwork, and critical thinking abilities.
3. Research in Support of the Flipped Classroom Approach: a. According to research by Bergmann and Sams (2012), flipped classroom students outperformed their traditional classroom counterparts in terms of test scores and conceptual knowledge. b. Hew and Lo's (2018) meta-analysis of 70 studies found that flipped classrooms significantly increased student achievement and satisfaction when compared to conventional teaching strategies. c. According to a 2012 study by Strayer, students who participated in flipped classrooms showed higher levels of engagement and active learning, as well as more interaction with classmates and teachers.

Conclusion

With many advantages over conventional lecture-based methods, the flipped classroom model has emerged as a successful educational approach. Students actively participate in the learning process through pre-learning and in-class interaction, which improves understanding, engagement, and collaboration. The usefulness of flipped classrooms in raising student success and satisfaction is backed by extensive research. The flipped classroom strategy is an innovative way to reshape the

future of education as educators continue to investigate cutting-edge teaching techniques.

References

- Bergmann, J., & Sams, A. (2012). Flip your classroom: Reach every student in every class every day. International Society for Technology in Education.
- Hew, K. F., & Lo, C. K. (2018). Flipped classroom improves student learning in health professions education: A meta-analysis. BMC medical education, 18(1), 1-15.
- Strayer, J. F. (2012). How learning in an inverted classroom influences cooperation, innovation and task orientation. Learning environments research, 15(2), 171-193.



Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:

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

STEM EDUCATION

NASA and the United States Department of Education signed a memorandum of understanding on Wednesday, May 24th 2023, strengthening in this way the collaboration between the two agencies. The MOU includes efforts to increase access to high-quality STEM (Science, Technology, Engineering and Mathematics) as well as Space Education to students and schools across the nation. In addition, the agreement enhances and expands the agencies' long-standing partnership that promotes STEM to students from diverse backgrounds to pursue an interest and a career in Space Industries. NASA priorities are STEM, Climate, Space exploration, Diversity, Equity, Inclusion and Accessibility. Both agencies participate on the White House National Science and Technology Council Committee on STEM Education and the White House National Space Council. NASA and the US Department of Education are currently working on upcoming collaborations which include the development of an agreement to provide NASA STEM content and technical assistance for the 21st Century Community Learning Centers Program. This initiative funds afterschool programming across the nation. NASA also is providing content for both the US Department of Education's YOU Belong in STEM initiative and Your Place in Space student challenge.

For more information regarding this topic, please visit [Link1](#) and [Link2](#).



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

PHILOSOPHY

The Three Metamorphoses – Nietzsche

150 years ago was the time of Friedrich Nietzsche, a German philosopher well-known for his uncompromising disapproval of European morality and religion. He believed that Science was starting to take over the view that we are the center of the universe and that God had a plan for all of us. In his famous quote, he said, "God is dead, and we have killed Him." He believed that people are going to be lost, because if there is no meaning they are going to have to find their own purpose. (see [here](#))

Nietzsche introduces the three metamorphoses in his book Thus Spoke Zarathustra. The metamorphoses describe the process of spiritual transformation that characterizes his vision of the flourishing life. The phases of spiritual metamorphosis are symbolically represented by the camel, the lion, and the child.

Camel:

Nietzsche begins with a camel. The camel is a strong-spirited load carrier which is happy to take on burdens. The camel says, "Load everything on my back. All the joys, the sorrows and the knowledge. I want to experience everything." The camel goes through the most difficult things that happens in life. Perhaps we inevitably become camels when we take on the labor of philosophical thinking. Eager to prove ourselves capable of embracing the truth, we seek out the heaviest and most burdensome insights, and force ourselves to dwell on them as a rite of passage. "What is heavy? Thus asks the weight-bearing spirit; thus it kneels down like the camel and wants to be well laden." Nietzsche describes the camel spirit as a collector of burdens, conquests, and scars. The camel asks: "What is heaviest ... that I may take it upon me and rejoice in my strength" (Z, 54). The world, the camel has discovered, does not have essential or universal values. There is no one meaning of life. The camel then metamorphoses into a lion to unburden itself and to create its own meaning.

Lion:

In order for the lion to be free and to rule over the desert, the lion needs to overthrow the existing lord, the dragon. The dragon is an obstacle to the freedom the lion seeks. On this dragon are scales, and on every of its attractive, golden, glittering scales the words "thou shalt" are written. What does this mean? The words "Thou shalt" translate to "you shall" and this dragon represents the institution that determines the moral laws and values that are accepted by society which governs how we should act and tells us who we are. To Nietzsche this dragon represents religion, the government, parents, or basically anyone telling you, "This is your purpose. This is what you must do. This is how you must act."

The lion, which had metamorphosed from the camel carrying all the burdens and knowledge earlier, is confronted by the dragon and the lion says "I will". But the dragon responds, "The values of 1,000 years glitter on those scales." What it meant was that for the longest time, we've been governed by the same kinds of values, and told what our purpose is. We have no choice, in other words. The lion fights the dragon and roars "No" and slays the dragon. This act represents Nietzsche's rejection of all the values brought forth by the dragon. He believed that the true individual has to build his purpose on his own terms.

The Child:

Now that the lion wills its own will, it metamorphoses one last time into a child. As Nietzsche says, "The child is innocence and forgetfulness, a new beginning, a game, a self-propelling wheel, a first motion, a sacred Yes." What he means, is that the child has a new, fresh beginning, an opportunity to create his own purpose in life. The child is unburdened by rules and conventions of society, wills his own destiny and exists freely in a state of creativity and play. The child is free to discover the meaning in things for himself .

Other References: [Link1](#), [Link2](#), [Link3](#)



Dr. Noah Mutai
Lecturer

Areas of expertise:

Applied Statistics, Econometrics, Business Analytics

HR ANALYTICS

Unveiling Human Resource Analytics' Potential

Human resources (HR) departments are undergoing substantial transformation due to the introduction of human resource analytics. This emerging field amalgamates data science, statistical analysis, and HR expertise to derive profound insights from vast troves of employee-related data. Organizations can leverage human resource analytics to make data-driven decisions, optimize workforce strategies, and enhance overall HR efficacy. In this article, we will delve into the realm of human resource analytics, exploring its core concepts, methodology, and practical applications. By comprehending the transformative potential of HR analytics in personnel administration, employee engagement, and organizational performance, businesses can attain a competitive edge and foster enduring success.

The utilization of data and analytical tools to obtain profound understandings of diverse HR processes, challenges, and potentials is commonly known as human resource analytics. This practice empowers HR professionals to transcend subjective decision-making and anchor their strategies in information. By leveraging HR data, organizations can elevate their personnel acquisition, retention, development, performance management, and employee well-being.

To fully actualize the potential of HR analytics, it is imperative to carefully select and monitor the appropriate Key Performance Indicators (KPIs). Common HR metrics include employee attrition rates, time-to-hire, training and development efficacy, diversity and inclusion indicators, and employee engagement ratings. HR analytics draws data from various sources such as HR information systems (HRIS), applicant tracking systems, performance management software, employee surveys, and external data like market trends and labour market data.

Predictive modelling holds great significance in HR analytics as it utilizes historical data to forecast future outcomes. These models facilitate the prediction of employee attrition, identification of high-potential candidates, optimization of workforce planning, and identification of variables influencing employee

performance. Widely employed techniques in HR analytics for developing predictive models include regression analysis, decision trees, and machine learning algorithms.

Human resource analytics significantly impacts employee engagement and performance management. Through the analysis of employee feedback, performance data, and other relevant indicators, organizations can uncover the drivers of engagement, design targeted interventions, and improve overall employee satisfaction. Data-driven performance management systems offer real-time insights into employee performance, enable fair assessments, and allow for tailored growth plans.

HR analytics aids in maximizing talent acquisition and retention efforts by identifying factors that contribute to effective recruitment and employee retention. By analysing data on candidate sourcing channels, application qualities, and attrition patterns, organizations can optimize their recruitment strategies, improve candidate selection processes, and establish successful retention programs. Predictive models assist HR professionals in forecasting future talent demands and proactively addressing skill shortages.

While HR analytics brings numerous advantages, it also raises ethical concerns. Safeguarding employee privacy and ensuring data security are of utmost importance. Organizations must establish robust data governance policies, adhere to relevant legislation, and ensure data transparency. Additionally, HR analytics should be used judiciously to mitigate biases or discrimination in decision-making processes.

Human resource analytics transforms HR departments into strategic partners, providing actionable insights for effective personnel management and organizational performance. By leveraging data and sophisticated analytics approaches, businesses can make informed decisions, optimize workforce strategies, and enhance employee engagement. However, it is crucial to establish a solid data foundation, select appropriate metrics, and address ethical considerations. HR analytics serves as a powerful tool for unlocking the full potential of human capital, fostering a culture of data-driven decision-making, and gaining a competitive edge in today's volatile economic landscape.



Dr. Goetze Tanrikulu
Lecturer

Areas of expertise:

Marketing, Innovation, Entrepreneurship and Gamification

RETAILING / SUSTAINABILITY

H&M is diversifying its operations by establishing a new enterprise that specializes in textile sorting, with the aim of addressing the issue of waste management in the fashion sector. A joint venture was established by the Swedish retailer in collaboration with the recycling company Remondis. In 2023, Looper Textile Co, a commercial enterprise, is projected to prolong the lifespan of approximately 40 million articles of clothing. Looper Textile engages in the collection of pre-owned and surplus garments, subsequently facilitating their resale to secondary fashion enterprises and the recycling sector.

"What we are doing is taking unsorted waste and transforming it into something usable," Looper Textile CEO Emily Bolon said in a phone interview.

The company Looper Textile engages in the retrieval of garments from municipal containers located throughout Europe, as well as from H&M's in-store collection program. According to the company's estimation, a majority of 60% of the collected items are deemed suitable for resale. These pieces are directed towards online platforms in Europe, secondhand chains that offer discounted prices in Eastern Europe, or importers located in Africa. Approximately one-third of garments are directed towards recycling facilities, where they can potentially serve as insulation for automobiles or stuffing for furniture. The phenomenon is commonly referred to as "downcycling" within the industry. According to Bolon, a proportion of 5% of the total collections comprises garments that are unsuitable for reuse or recycling, and the organization intends to incinerate them at power plants.



Dr. Gemma Vallet
Lecturer

Areas of expertise:

Digital Branding & Marketing, Marketing Direction & Strategy, Innovation in Advertising & Media strategy

AI / INOVATION / E-COMMERCE

Alibaba and the Large Language Model

We have been waiting since April 2023 for the answer to ChatGpt from Alibaba, the Chinese e-commerce giant. The answer is here, since 1st of June 2023, Alibaba is rolling out its new artificial intelligence (AI) chatbot, integrating the technology into its suite of apps, including its messaging app DingTalk. This marks the first time the large language model (LLM) will be available to the public, taking the form of a digital assistant that can analyze files and generate text summaries of video and audio files.



Tongyi Qianwen, Alibaba AI, was first announced in April 2023. It is an artificial intelligence large language model called "Synonymous Thousand Questions," which is comparable to OpenAI's ChatGPT or Microsoft's Bing AI or Google's Bard AI. You can try to access Tongyi Qianwen from [here](#)

With this step Alibaba joins a competitive field of tech companies looking to beat the ChatGPT bot developed by OpenAI. *Baidu, Google search competitor in China, also plans to roll out the technology across its products. *Baidu continues to have the lead position in the Chinese internet search market, with more than 70% of the Chinese market, Google remains the undisputed leader globally.

AI: Chinese Opportunity for growth

The rollout of Alibaba's chat AI service comes at a time when Chinese technology giants are talking up their AI capabilities as a way to expand their businesses which have been affected by a slowing domestic economy. Positive news for this market is that China's consumption gradually recovered throughout the quarter ended March 31, 2023. Alibaba In

the quarter ended March 31, 2023 announced a revenue of RMB208,200 million (US\$30,316 million), an increase of 2% year-over-year.

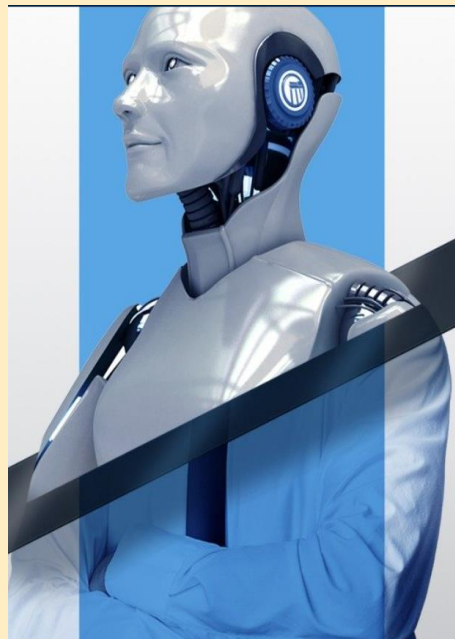
What's Next

Alibaba plans to continually introduce more features for its AI chatbot throughout the year, including real-time English-to-Chinese translation of multimedia content and a Google Chrome extension.

BSBI's 1st International Conference on Artificial Intelligence

Theme: AI for Sustainable e-governance and Business Intelligence

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