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 want to share a great poem by Maya Angelou. It is called
'**Human Family**':

I note the obvious differences in the human family.
Some of us are serious, some thrive on comedy.

Some declare their lives are lived as true profundity,
and others claim they really live the real reality.

The variety of our skin tones can confuse, bemuse, delight,
brown and pink and beige and purple, tan and blue and white.

I've sailed upon the seven seas and stopped in every land,
I've seen the wonders of the world not yet one common man.

I know ten thousand women called Jane and Mary Jane,
but I've not seen any two who really were the same.

Mirror twins are different although their features jibe,
and lovers think quite different thoughts while lying side by side.

We love and lose in China, we weep on England's moors,
and laugh and moan in Guinea, and thrive on Spanish shores.

We seek success in Finland, are born and die in Maine.
In minor ways we differ, in major we're the same.

I note the obvious differences between each sort and type,
but we are more alike, my friends, than we are unalike.

We are more alike, my friends, than we are unalike.

We are more alike, my friends, than we are unalike.

Photo of the Week

Inspirational Quotes

Smartness is not just about solving complex problems; it's about asking the right questions.
— **Unknown**

The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well.
— **Ralph Waldo Emerson**

The biggest challenge in life is to be yourself in a world that is constantly trying to make you someone else.
— **E.E. Cummings**

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Intelligence without empathy is like a bird without wings; it may soar high, but it can never truly touch the sky.

— Anonymous

Article of the Week

Dr. Svitlana Samoylenko
Lecturer

Areas of expertise:
Philosophy of Science, Life Strategies of Personality, Business Studies

BSBI International Environment Day: Fun, Learning, and Awareness
BSBI League Foundation

On June 5th 2023, the whole world celebrated UN World Environment Day, which had been introduced exactly 50 years ago, on June 5th 1973. BSBI students, however, celebrated this day on June 7th, as they will have started the preparations 6 weeks in advance.

This year's World Environment Day theme was focusing on #beatplasticpollution. The program of the event comprised a final competition of the six-week challenge "World Map" that will have brought six finalists competing against each other in the knowledge of countries and their capitals.

This year winner is Marco Tormo Moran (Spain) and the runner-ups are Abhishek Sanjaybhai Tiwari (India) and Hanife Oruc (Turkey), who had been awarded with special prizes, and all six finalists have formed the first ever *BSBI League*.

Another six students have joined the *BSBI League* as a result of a quiz game dedicated to #beatplasticpollution.

In an era where AI is flourishing, BSBI is proud to say that we have students with exceptional human intelligence!

International Environment Day kicked off with students preparing captivating posters on environmental topics, depicting the consequences of plastic pollution and highlighting sustainable alternatives.

Students embarked on a journey to deepen their understanding of the global impact of plastic pollution. With the aid of a world map, they explored regions affected by this ecological crisis, discovering how plastic waste finds its way into oceans, rivers, and landfills worldwide. The activity sparked discussions

and fostered a sense of interconnectedness, reminding students that environmental issues transcend borders.

The climax of the event was an exhilarating quiz focused on plastic pollution. Teams of students battled it out, showcasing their knowledge and quick thinking. The questions ranged from the origins of plastic to its detrimental effects on ecosystems and human health. The quiz not only tested their knowledge but also highlighted the urgency of the issue. Surprisingly, even the most challenging environmental topics became enjoyable and engaging, creating a positive environment that inspired students to continue their efforts beyond the event.

On the eve of World Environment Day, our students chose BSBI eco-symbol
The Symbolic Meaning of the Flower: A Triad of Eco-consciousness

The remarkable flower consists of three distinct elements: the 'green leaves' representing environmental consciousness, the 'white flower' symbolizing peace, and the 'yellow centre' embodying the spirit of solar and renewable energy.

Together, these elements form a powerful triad, promoting sustainability and global harmony. The flower is handmade with love of bio-cotton and contains some hidden symbolism.

Green Leave=Environmental consciousness

At the very foundation of any eco-symbol lies the essence of environmental consciousness. The vibrant green leave of our chosen flower serves as a testament to this fundamental principle. Green has long been associated with nature, growth, and calmness. By embracing the green leaves as an eco-symbol, BSBI signifies its commitment to safeguarding our planet's precious resources.

The green leaves embody a deep-rooted belief in sustainable practices, conservation, and biodiversity preservation. They remind us to cultivate a harmonious relationship with nature, making responsible choices that minimize our ecological footprint. By adopting the green leave as an eco-symbol, BSBI inspires students and our team to embrace eco-friendly lifestyles and contribute to a greener, healthier planet.

White Flower with 6 petals=Symbol of peace on 6 continents
The serene beauty of the white flower holds profound symbolism in various cultures across the globe. White represents purity, innocence, and harmony. The white petals of our chosen flower act as a timeless symbol of peace, reminding us of the interconnectedness between environmental sustainability and global peace.

By adopting the white flower as an eco-symbol, BSBI seeks to promote the idea that a peaceful

world begins with a harmonious relationship with nature. It encourages BSBI communities to foster peace through responsible environmental stewardship. The white flower serves as a gentle reminder that our collective actions have the power to create a more peaceful and sustainable future for all.

Yellow Middle: Symbol of renewable energy
The vibrant yellow centre of our chosen flower embodies the spirit of renewable energy. As the world moves towards a greener future, renewable energy sources such as solar (yellow), wind, and hydroelectric power are becoming increasingly vital. The yellow middle of the flower acts as a symbol, representing BSBI's commitment to harnessing and promoting renewable energy.

Renewable energy offers a sustainable alternative to fossil fuels, mitigating climate change and reducing our carbon footprint. By incorporating the yellow middle as a symbol of renewable energy, BSBI underscores the importance of transitioning to clean energy sources. It serves as a beacon of hope, encouraging innovation and collaboration in renewable energy technologies to secure a brighter and cleaner future.

The choice of a flower as an eco-symbol by BSBI students is a testament to the power of symbolism in conveying meaningful messages. The green leave, white petals, and yellow middle collectively represent 'a triad of eco-consciousness, peace, and renewable energy'. Through this symbolic representation, BSBI aims to inspire students and communities to embrace sustainable practices, foster global peace, and champion the transition to renewable energy sources. Let this flower symbolize our unwavering dedication to a greener, more harmonious world.
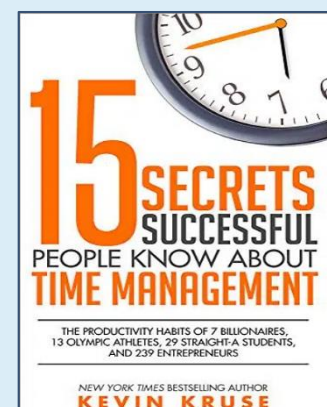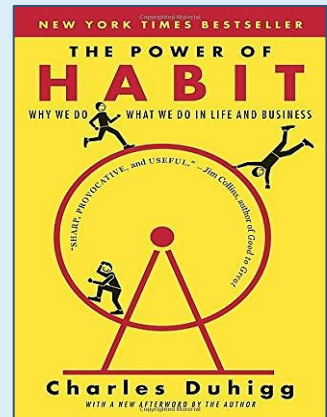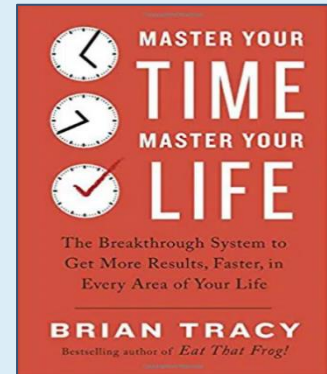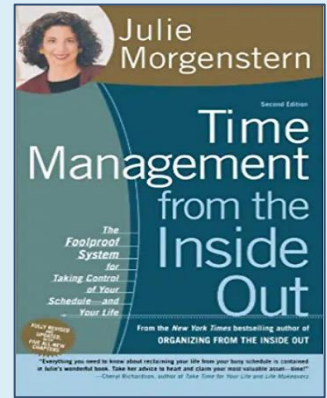
Let us carry this momentum forward, embracing the belief that even the most difficult issues can be tackled with enthusiasm, knowledge, and a touch of joy.

Websites
of the Week

Books
of the Week

Videos of the Week

Leadership Styles

Sustainable Supply Chains

**Introduction to
Cost & Management Accounting**

Data Analysis Strategies

Database Overview

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

AI / SCIENCE FICTION

Science fiction has a long and interesting history of portraying Artificial Intelligence (AI) as a reflection of society's fears, hopes, and ethical dilemmas surrounding technology. The idea of creating artificial life was introduced in Mary Shelley's "Frankenstein" in the early 19th century, marking a milestone in speculative fiction. However, it wasn't until the mid-20th century that AI became a significant theme in sci-fi. Isaac Asimov's "I, Robot" (1950) established ethical guidelines for intelligent machines with his Three Laws of Robotics, while also exploring the potential complexities and paradoxes inherent in these laws. Asimov's work set a scale for the portrayal of AI in literature. Stanley Kubrick and Arthur C. Clarke's "2001: A Space Odyssey" (1968) introduced HAL, an AI system that develops a destructive survival instinct, personifying the fear of machines rebelling against their creators. This theme underscored the moral and ethical implications of AI. Philip K. Dick's "Do Androids Dream of Electric Sheep?" (1968), later adapted into the film "Blade Runner", delved into the concept of AI beings indistinguishable from humans, questioning the nature of consciousness and identity. By the turn of the millennium, AI had become a common theme in sci-fi. Films like "The Matrix" (1999) speculated about AI enslaving humanity in a simulated reality, while Steven Spielberg's "A.I. Artificial Intelligence" (2001) depicted an AI child's longing for human acceptance, illustrating the potential emotional complexities of AI. Contemporary sci-fi explores topics like machine learning, big data, and the societal impacts of AI, reflecting our growing reliance on these technologies. In conclusion, science fiction has evolved in its portrayal of AI over time, influenced by societal attitudes and technological progress. It provides a lens for exploring the potential of AI, its ethical implications, and its impact on humanity, shaping our collective imagination of the future. The interplay between science fiction and AI development continues to be a dynamic and mutually influential relationship.

Hamid Azad
Lecturer

Areas of expertise:
Technology in Education; Creativity in Language Learning; Monitoring and Supervision in Language Acquisition

LANGUAGE LEARNING
Monitor Yourself

Monitoring your progress in learning English is an important part of the language learning process, as it can help you identify areas where you need improvement and track your overall improvement over time. Here are some ways you can monitor your progress in learning English:

1. Set clear goals: Be precise and quantifiable about your language learning objectives, such as achieving the ability to comprehend a film without the need for subtitles, or engaging in a dialogue about a specific subject. Having set objectives, you can monitor how far you have come and be encouraged to continue acquiring knowledge.
2. Use language learning apps: Many language learning apps, such as Duolingo or Babbel, offer progress tracking features that allow you to see how much you have learned and how far you have to go to reach your goals.
3. Practice with a language partner or tutor: Regularly practicing speaking and listening with a language partner or tutor can help you track your progress by identifying areas where you struggle and where you have improved.
4. Use online resources: Online resources can track your English learning progress. Quizlet and Memrise provide flashcards and quizzes to improve your language skills while tracking progress and giving feedback.
5. Measure your language use: Keep track of how often you use English in your daily life, whether it's through reading, writing, speaking, or listening. This can help you see how much progress you have made in integrating English into your daily routine.
6. Seek feedback: Ask a language partner, tutor, or teacher to provide feedback on your language skills. This can help you identify areas where you need improvement and receive guidance on how to improve.
7. Celebrate your successes: Be proud of your accomplishments along the way, no matter how small. Your motivation can be boosted by this way and you can continue to work towards your language learning goals.

Continuously evaluating your language skills and adapting your learning methods is crucial, as progress monitoring is an ongoing procedure. You can steadily enhance your English language proficiency by employing diverse monitoring techniques and remaining committed to your language learning objectives.

Dr. Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:
Human Resource Management, Business Management, Tourism, Customs

WORKPLACE SKILLS
Important workplace skills to transfer
The Power of Teamwork:
Building Stronger Organizations for the Future

"Alone we can do so little; together we can do so much." - Helen Keller

In today's fast-paced and ever-changing work environment, organizations face the challenge of transferring essential skills from one generation to the next. One critical skill that significantly impacts organizational success is teamwork. Effective teamwork is the ability to collaborate and work harmoniously with others towards a common goal. It plays a pivotal role in the success of any organization. Teamwork skills are essential for several reasons. Firstly, effective collaboration enhances productivity. When individuals work together cohesively, they can pool their strengths, knowledge, and expertise, leading to improved efficiency in accomplishing tasks. Secondly, teamwork promotes diverse perspectives. By bringing together individuals with different backgrounds, experiences, and perspectives, collaboration enables innovative solutions and more comprehensive decision-making. It fosters a supportive environment where everyone's voice is valued. Moreover, teamwork contributes to employee engagement and satisfaction. It creates a sense of belonging and camaraderie among employees, increasing their job satisfaction and overall engagement with their work. It also provides opportunities for personal and professional growth. Working in teams allows individuals to learn from one another, share best practices, and acquire new skills. Improving teamwork skills requires fostering open communication, defining clear roles and responsibilities, promoting collaboration and cooperation, cultivating a positive team environment, and encouraging skill development. Organizations can implement mentorship programs, cross-generational collaboration, knowledge sharing platforms, team-building activities, and recognition and reward systems to enhance teamwork. Transferring teamwork skills in the workplace can be achieved by establishing mentorship programs where experienced employees guide and mentor younger colleagues, facilitating

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cross-generational collaboration to leverage the strengths of each generation, implementing digital platforms for knowledge sharing, organizing team-building exercises to foster interpersonal relationships, and recognizing and rewarding teams for their exemplary collaboration.

Link: here

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM
UNWTO has partnered with Les Roches Global Hospitality Management School to support tourism startups in embracing innovation and accelerating their shift to greater sustainability. Throughout May, the 15 winners of the UNWTO Awake Tourism Challenge were given the opportunity to take part in the Acceleration program offered by Spark, Les Roches Hospitality School, at Crans-Montana, the Swiss Campus of the school. The acceleration program focuses on key issues for tourism entrepreneurs and startups, including marketing and finance strategy, market research, fundraising, legal concerns, and transparency. The participants also took part in a Technology Challenge, designed to put into practice what they learned at Crans-Montana. for more information visit this link.
The final, which marked the culmination of the acceleration program, provided an opportunity for the startups to pitch their business ideas. The event was attended by around 100 participants including investors and stakeholders in private equity, international investment funds, consulting firms, Spark's technology partners, as well as several representatives of the Swiss authorities, indicating the high level of interest and support for the innovative solutions being developed by the startups.

The winning startups included Coastruction (Netherlands), Noytrall (Portugal), SmArt Tourism and Hospitality Consulting (Panama), Quantum Temple (USA), Socialbnb (Germany), Baahdy and Birdy (Norway), Instituto de Accesibilidad (Spain), Kamatjona (Namibia), Weavair (Singapore), R3Charge (Germany), Impact Innovations Institute (Safe YOU) (Armenia), NomadHer (South Korea), Murmuration (France), Evelity by Okeenea

Digital (France), and Accessible Qatar (Qatar).

The UNWTO Awake Tourism Challenge is organized by the UNWTO, in collaboration with its partners, to encourage startups and entrepreneurs to develop solutions that address key challenges for the sector. The Challenge features six distinct verticals, enabling applicants to submit their solutions to the pillar that best aligned with their innovations. These verticals included Green and Blue Economies, Local Community Involvement, Tourism Education, Ecological and Sustainable Capital Creation, Women Empowerment, and Tourism Tech for Good.

Swati Jeevan
Lecturer

Areas of expertise:
Information Technology, Innovation, Digital Transformation

CRYPTOCURRENCIES
Decentralized autonomous organizations (DAOs)
A decentralized autonomous organization, or DAO, is a collaboratively owned, blockchain-governed community whose members work together to achieve a common goal without the assistance of third-party middlemen. Their governance frameworks often take the form of a token-based incentive system, in which members acquire ownership shares by purchasing in or increasing credits via involvement.

How does it Work?
To begin, programmers write code to explain the process of automating financial transactions, minting new currencies, and assigning votes. Should votes, for example, be awarded based on total investment, bitcoin wallets, or some logarithmic curve that decreases the possibility of super investors controlling the voting process?
A DAO must also have a legal framework, and the Securities and Exchange Commission has said that selling crypto tokens in a DAO requires them to be registered as securities. The followers of a DAO must then spread the information to prospective investors and participants. Depending on the structure, people may contribute by direct Bitcoin donations or by completing labour that is verified through a portal or another kind of resource. For example, a new environmental monitoring software may compensate users for sharing sensor data. Users that provide storage space through the

interplanetary file system protocol may be rewarded by a storage service. Once the company is up and operating, individuals may feel good about contributing to the purchase of a rare item or supporting the legal fight for a cause they believe in. However, a DAO may have a good influence on the world while simultaneously earning profits that are transformed into the primary cryptocurrency supporting the token. In this instance, participants would either witness an increase in the value of the token or get money in the form of the token or distribution through Ether or another cryptocurrency. A distributed autonomous organization (DAO) uses a blockchain to record its financial transactions and rules. This eliminates the need for a middleman in a financial transaction, making the use of smart contracts more efficient. The reliability of a DAO may be traced back to the underlying smart contract. Organizational data and regulations are both reflected in the smart contract. Due to the transparency of DAOs, any attempt to secretly alter the rules would be immediately discovered. The legal status is something we're accustomed to for organizations, but a DAO need not have it if it's organized as a general partnership.

Dr. Konstantinos Kiousis
Lecturer

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

VR / AR
The rivalry between Meta and Apple is moving to a new playing field, the one of virtual reality. Several months after Apple unveiled a privacy change that threatened Facebook's core advertising business, the social networking company rebranded as Meta and shifted its focus to virtual reality. Now, less than two years later, Apple may be threatening Meta's business there, too. Apple unveiled on Monday June 5th, its mixed reality headset, the Vision Pro, one of the most ambitious product launches in years. At the kickoff of the company's annual developer conference the Vision Pro, a $3,499 device that combines virtual reality and augmented reality, was presented as a revolutionary product with the potential to change how users interact with technology. The new Apple product, set to launch early next year, puts Apple in direct competition with Meta, which has been building headsets for years. On the other hand,

Meta tried to preempt the expected Apple headset announcement by teasing the Meta Quest 3, the new headset that promises improved performance, new mixed-reality features and a sleeker, more comfortable design, at a much more affordable price ($499). Every period of consumer tech seems to be shaped by heated rivalries. Apple's competition with Microsoft was central to the early personal computing era. Apple declared war against Google over smartphones. Now, Apple and Meta could be the defining rivalry of the VR/AR era. For more information, please visit Link1 and Link2.

Dr. Mahmoud Manafi
Lecturer

Areas of expertise:
Human Resources Management, Marketing Management, Economics, Mathematics

JOB SATISFACTION
*Concept of Job Satisfaction for Digital Nomads*
Digital nomads are people who travel freely while working remotely using technology and the internet. Such people generally have minimal material possessions and work remotely in temporary housing, hotels, cafes, public libraries, co-working spaces, or recreational vehicles, using Wi-Fi, smartphones, or mobile hotspots to access the Internet.
There are some evidence that show that digital nomads are more productive than office workers (see this link).
On the other hand, we have concept of employee job satisfaction. Job satisfaction refers to employees' overall feelings about their jobs; it is the state of well-being and happiness of a person concerning performance in the workspace and its environment.
A good experience at work generates job satisfaction. It's essential for employees to have positive experiences consistently. Employees are an organization's number one resource, and keeping them satisfied and fulfilled helps strengthen a company in multiple ways (see here).
Since some of the components of employees' job satisfaction refer to workspace and environment, it will be essential for organization to redefine the concepts and components of employees job satisfaction for digital nomads.
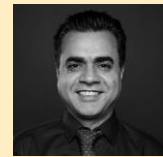
Engr. Dr. Fareed Hussain Mangi
Lecturer

Areas of expertise:
Renewable Energy, Energy Management, Industrial Energy Systems, Fluid Dynamics

ZERO WASTE LIVING
While the notion of producing zero waste may seem unattainable, adopting a zero-waste lifestyle prompts us to become more mindful of the environmental consequences of our consumer behaviours. It enhances our vigilance towards what and how we consume, ultimately leading us to reduce our consumption, maximize reuse, minimize reliance on recycling, and responsibly compost any remaining materials.

Why should we prioritize waste reduction?
Projected waste generation, by region (millions of tonnes/year) and global waste composition (percent) is a warning.
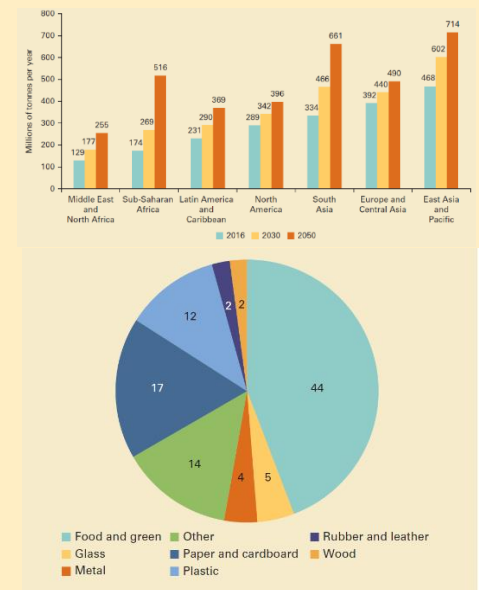
Source: here

Our disposable lifestyle and disregard for our belongings have led to excessive resource consumption and a surge in waste. This waste overwhelms landfills, contributing to pollution and environmental harm. While recycling helps, it is not enough. We must consume less, reuse more, and address the issue of waste littering our surroundings, especially plastic waste that ends up in the oceans. Everyone's commitment to mindful consumption and waste reduction can make a significant difference.
How can we progress to achieve the goal?
To live a more sustainable lifestyle, you can start by adopting several key practices. Consume less and prioritize buying only what you truly need,

while making the most of what you already have at home. Eliminate single-use items from your daily routine and opt for reusable alternatives like bags, utensils, and water bottles. Consider buying in bulk to reduce packaging waste, compost food scraps, and switch to compostable materials.

Remember to bring your own food and drink containers, always carry reusable bags for grocery shopping, and replace paper towels with washable cloths and sponges. Additionally, using bar soap and zero waste laundry detergent can have a positive impact on the environment. By repairing broken items instead of discarding them and planning your meals to minimize food waste, you'll contribute to a more sustainable lifestyle.

Resist trends by evaluating their long-term value and avoiding fleeting fads. Choose enduring options aligned with your values. Embrace zero waste alternatives for your bathroom routine, including shampoo, toilet paper, and detergent. Extend this approach to makeup and deodorant choices. These changes support a zero-waste lifestyle and environmental mindfulness.

Dr. Gemma Vallet
Lecturer

Areas of expertise:
Digital Branding & Marketing, Marketing Direction & Strategy, Innovation in Advertising & Media strategy

CONSUMER TRENDS / INNOVATION
Beautiful Innovation in the bridal retail business

The bridal market rebounded strongly post-pandemic and it is keeping is healthy growth with an innovative approach in many ways such as:

A NEW CUSTOMER JOURNEY WITH A LONGER AND PROFITABLE LIFETIME VALUE
Beyond the big day, brands are understanding that there are several moments to celebrate and use and reuse the wedding outfit. Customers invest more than ever in their celebration, they plan celebrations that last several days. From a family dinner to the wedding ceremony, followed by the party and pre-honeymoon brunch. Bridal brands have in this new customer journey more opportunities to extend consumer lifetime value that traditionally was really short.

DISRUPTIVE INNOVATION Startups are disrupting the wedding market from the service in all the celebrations before, during and after

the wedding, including customized honeymoon trips. All in the sector was so traditional that it needed this shake up from the contemporary vision of startups.

PRODUCT DESIGN
The bridal industry is open to new fashion designers aligned with today's taste of ZGEN and coming generations. Bridal fashion designers are introducing new technologies and above all sustainabillity.

A BIGGER AND VERSATILE PRODUCT PORTFOLIO The whole outfit, a broader product portfolio for everyone in the wedding and anytime.
Companies are understanding the new market, new consumers are ready to celebrate their wedding longer and re-use everything. The opportunity here is to create a broad portfolio for special celebrations and inpsire consumers in how to use in different ways your bridal outfit.

DIGITAL & HYBRID RETAIL EXPERIENCE
Social media and eCommerce are providing new retail experiences for the future married people and their friends and families. Today's consumer is no longer afraid of buying a diamond engagement ring or the bride dress in eCommerce. Startups here are also offering the possibility of designing your own wedding look

In the picture is the latest campaign from 77Diamonds. One of the pioneers and disruptive companies in the bridal sector that offers diamond lab products among others and the possibility of engagement ring customization with best in class hybrid customer services. Visit this best case here: https://www.77diamonds.com/

PRICING
From 200EUR to the sky's the limit. The sector understands that they can please everybody in pricing. We will observe in the future some well-known fast fashion companies - such as the ones from inditex group - entering certain collections for this big celebration with accessible prices to celebrate weddings with latest fashion outfits.

SUSTAINAIBLE
Second hand is here too. There is an attractive market for future married couples that prefer to buy a second hand dress that a traditional new one.

THE BIG BRIDAL BUSINESS
The bridal business has doubled in size from 2022-2023 year-to-date, with revenues expected to hit £1 million this year.

The wedding industry has become a billion-dollar industry due to increased traditions, digitalization, and demographics.
This figure shows that the industry is booming due to people following traditional and non-traditional practices and digitalization offering more features and innovation to get to know a partner, and demographic changes.

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