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 this week's Editorial I want to post a great picture with
our new colleague!

Photo of the Week

Inspirational Quotes

Stay away from those people who try to disparage your ambitions. Small minds will always do that, but great minds will give you a feeling that you can become great too.
— **Mark Twain**

Nature has given us all the pieces required to achieve exceptional wellness and health, but has left it to us to put these pieces together.
— **Diane McLaren**

Concentrate all your thoughts upon the work in hand. The sun's rays do not burn until brought to a focus.
— **Alexander Graham Bell**

> "
>
> When you change your thoughts, remember to also change your world.
>
> — Norman Vincent Peale

1st International Conference on Artificial Intelligence

AI for Sustainable e-governance and Business Intelligence

24 June 2023 | Saturday
09:30 AM to 04:00 PM CEST
BSBI Berlin Campus
Alte Post, Karl-Marx-Straße, Berlin, Germany

Article of the Week

Dr. Ali Kamali
Lecturer

Areas of expertise:
Information Systems, Project Management, Supply Chain Management, ResearcMethodology

Virtual and Augmented Reality Are Revolutionizing Education

INTRODUCTION

Technology has a significant impact on how teaching and learning are done, and education is a field that is always changing. The emerging technologies of augmented reality (AR) and virtual reality (VR) have the potential to change education. AR and VR can increase student engagement, encourage experiential learning, and open up new opportunities for knowledge acquisition by generating immersive and interactive experiences. This article explores the uses of augmented reality and virtual reality in education and looks at how they affect both teaching and learning.

The Power of AR and VR in Education

AR and VR technologies provide exceptional prospects for educational applications, altering the educational process and modernizing established pedagogical methods. Let's look at how augmented reality and virtual reality are altering schooling.

Immersive Learning Experiences

AR and VR make it possible for students to engage in immersive learning experiences outside of the physical classroom. Students can visit historical sites, investigate ancient civilizations, or even journey to outer space by constructing virtual settings. This all-encompassing method captures students' interest and gives them a deeper comprehension of the material.

Improved Visualization and Understanding

AR and VR give students the opportunity to perceive abstract ideas in three dimensions, which makes them more relatable and understandable. For instance, biology students can look at complex cell structures, while physics students can use interactive simulations to look at sophisticated engineering ideas. These interactive and visual components encourage a deeper comprehension of challenging subjects.

Experience Learning

AR and VR give students the chance to apply their knowledge in real-world situations through experience learning possibilities. For example, future doctors might simulate operations in virtual operating rooms, while aspiring architects can create and tour virtual structures. In a secure and regulated setting, these simulations improve skill development, critical thinking, and decision-making ability.

Accessibility and Inclusivity: AR and VR have the potential to give all students access to fair educational opportunities. Students in rural locations or those with physical impairments now have access to educational opportunities that were previously out of reach for them. Students from different backgrounds can connect globally, exchange cultures, and work together on collaborative platforms and in virtual classes.

Collaboration and Engagement

AR and VR encourage student collaboration and involvement. They can cooperate on projects, study virtual artifacts, and play role-playing games while working together in shared virtual settings. This interactive style encourages involvement as well as critical and problem-solving thinking. Additionally, teachers can use AR and VR to tailor lessons to the requirements of specific students while taking into account their learning preferences and styles.

CHALLENGES AND THINGS TO THINK ABOUT

Although AR and VR have enormous potential for education, there are still a number of issues that need to be resolved before they can be widely adopted.

Cost

Using AR and VR technologies may entail large cost outlays, such as the purchase of infrastructure, infrastructure, and software.

Technical requirements

High-performance computing systems and devices, as well as a suitable technical infrastructure, are needed for AR and VR. It can be difficult to guarantee smooth compatibility and integration across numerous platforms.

Teacher Training and Professional Development

In order to fully utilize the promise of AR and VR technologies, educators must receive training in their application. Successful implementation depends on offering chances for continued professional development.

Ethical Considerations

As with any technology, it's important to carefully examine ethical issues including data protection, content appropriateness, and digital well-being while designing secure learning environments.

Content creation: Producing high-caliber AR and VR content that is in line with curricula can take some time and necessitates cooperation between educators, instructional designers, and technological experts.

SUCCESS STORIES AND CASE STUDIES

The effective use of AR and VR in education is demonstrated by a number of noteworthy examples:

- *Google Expeditions.* Through virtual field trips, students can explore far-off places and important historical sites, deepening their understanding of a range of disciplines.
- With the help of zSpace's interactive AR and VR experiences, students may investigate STEM fields, carry out digital experiments, and gain knowledge through practical simulations.
- *Labster*: Labster offers VR lab simulations that let students carry out experiments in simulated settings, encouraging scientific inquiry and developing critical thinking abilities.
- *Nearpod*: Nearpod enables student engagement and individualized learning experiences by fusing AR and VR with interactive course delivery.

CONCLUSION

By generating immersive, interactive, and student-centered learning experiences, augmented reality (AR) and virtual reality (VR) have the enormous potential to revolutionize education. These technologies present chances for improved visualization, hands-on learning, inclusion, and collaboration. While there are obstacles, current developments in AR and VR technology, as well as focused research and development activities, hold the promise of revolutionizing education and putting students in the best possible position for the future.

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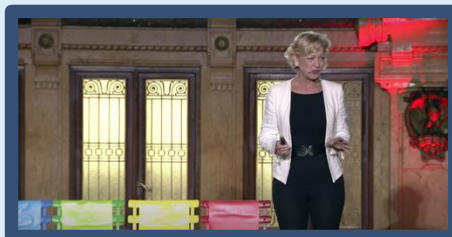# Websites
of the Week

Books
of the Week

Videos of the Week

**Sharpen Your
Analytical and Problem Solving Skills**

Reading Body Language

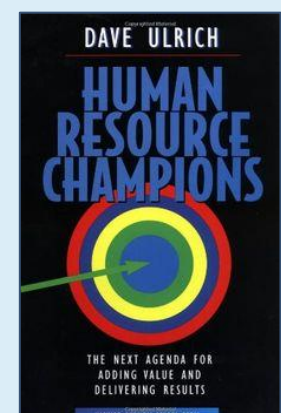**Own Your Behaviours, Master Your
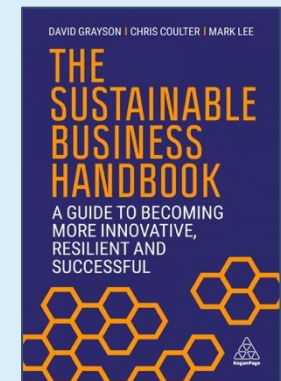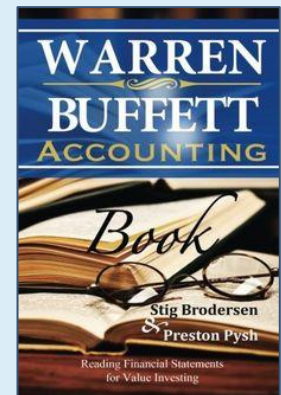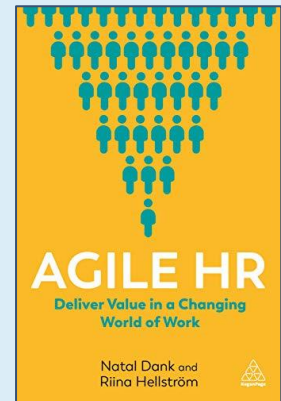Communication, Determine Your Success**

**5 Tips to
Improve Your Critical Thinking**

Change Your Thinking Habits

**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

CULTURE / SOCIETY / RELIGION

Darkness is often associated with negativity, fear, and the unknown, making it a common symbol of evil in literature and media. However, this connection is not necessarily genuine in all societies and should be viewed as a cultural construct. The darkness can also represent peace, self-reflection, or the natural day and night cycle. Nevertheless, the association between darkness and malice persists, reflecting our instinctual fear of what we cannot see and the potential danger it may hide. But Lucifer is an exceptionally complex and intriguing figure with varying interpretations across cultures and belief systems. His name means "light-bringer" or "morning star" in Latin, which suggests enlightenment and illumination. However, in Christian scripture, he is often associated with evil and darkness, and many Christians view him as synonymous with Satan, the ultimate adversary of God. This perception is derived from a passage in the Bible that refers to the fall of the King of Babylon, which was later interpreted as the fall of Satan from God's grace. Lucifer is seen as a fallen angel who rebelled against God's authority, leading to his downfall. He is associated with rebellion, pride, and temptation, which led to humanity's corruption and sinfulness. However, in some Gnostic and occult philosophies, Lucifer is viewed as a bearer of knowledge who defies divine authority to enlighten humanity. Although his act might be perceived as rebellion, it can also be viewed as a self-sacrifice for the intellectual advancement of mankind. In this context, his malice is more complex, as he challenges divine order with the intention of imparting wisdom, not necessarily promoting evil. Lucifer's portrayal in popular culture often combines these light and dark aspects. He can be seen as a misunderstood antihero who opposes an authoritarian regime or as the embodiment of pure evil. His connection to maliciousness is reflected in his rebellion, temptation, pain, suffering, or chaos that sometimes follows his enlightenment or interference in human affairs. Furthermore, Lucifer's association with light and darkness can symbolize the broader human experience, embodying the struggle between good and evil, knowledge and ignorance, rebellion, and obedience. He serves as a fascinating figure in various narratives, inviting discussion on the nature of maliciousness, morality, and the pursuit of knowledge. In conclusion, Lucifer's relation to maliciousness is multi-faceted and dependent on religious interpretation, cultural context, and individual belief. His representation reflects diverse perspectives on morality, rebellion, and the quest for enlightenment.

Dr. Kamyar EsmaeiliNasrabadi
Lecturer
Areas of expertise:
Human Resource Management, Business
Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY
The Key to Emotional Intelligence:
Emotional Self-Awareness

In the realm of employee sustainability, emotional intelligence (EQ) plays a vital role in fostering a healthy and productive work environment. Among the fifteen important components of EQ, emotional self-awareness stands out as a fundamental aspect that significantly contributes to individual growth and sustainable employee performance. Emotional self-awareness refers to the ability to recognize and understand one's own emotions, strengths, limitations, and values. It serves as the foundation for developing other crucial EQ skills and positively impacts various facets of an employee's professional life. By cultivating emotional self-awareness, individuals gain a deeper understanding of their emotions, which empowers them to respond effectively to challenging situations and develop stronger interpersonal connections. Improved emotional self-awareness leads to enhanced self-regulation and the ability to manage emotions constructively. When employees are aware of their emotional state, they can navigate workplace conflicts and stress with greater resilience. By recognizing their emotional triggers, they become better equipped to regulate their reactions, make informed decisions, and maintain a calm and composed demeanour in challenging circumstances. This not only benefits the individuals themselves but also contributes to a harmonious and collaborative work environment. Moreover, emotional self-awareness enables employees to align their actions with their values and goals. It helps them understand their strengths and limitations, allowing for better self-development and growth. When individuals have a clear understanding of their emotional needs and motivations, they can make choices that are in line with their personal and professional aspirations. This sense of authenticity and congruence fosters a greater sense of fulfilment and job satisfaction, ultimately leading to increased employee retention and sustainable performance. To improve emotional self-awareness, individuals can engage in various practices. Self-reflection and introspection can be valuable tools for gaining insights into one's emotions, thoughts, and behaviours. Regular journaling, mindfulness exercises, and seeking feedback from trusted colleagues or mentors can also facilitate self-awareness development. Additionally, participating in emotional intelligence training programs or workshops can provide individuals with valuable techniques and strategies to enhance their emotional self-awareness.

Link: here

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM

In an historic first, the world's two leading Travel & Tourism organisations representing the global public and private sectors agreed to work together across several key objectives.

The Memorandum of Understanding, was signed by the World Travel & Tourism Council (WTTC) and the World Tourism Organization of the United Nations (UNWTO) at the G20 Ministerial meeting (Goa, India), focused on advancing public-private sector cooperation at the global level whilst promoting job creation, talent development and business opportunities around the world. for more information visit this link.

Together, WTTC and UNWTO will promote tourism in the global and national agendas while working to progress skills, innovation, entrepreneurship, and investment and the transition towards a more sustainable and resilient Travel & Tourism sector. The two parties will also foster community empowerment and inclusion and collaborate around crisis preparedness, management, and recovery, building on the lessons learned from COVID 19 pandemic.

Julia Simpson, WTTC President & CEO said: "Through the signing of an historic new MOU, WTTC and UNWTO embark on a new chapter of collaboration together, uniting our expertise to pave the way for a prosperous future for the Travel & Tourism sector.

Zurab Pololikashvili, UNWTO Secretary-General, underscored that "we are only stronger if we work together to respond to the interconnected challenges facing our sector. Strong public-private partnerships are the foundation to transform tourism and build resilience, and consolidating our partnership with WTTC will achieve exactly what we need - joining efforts to build a better future through tourism."

The MOU was signed by WTTC President & CEO Julia Simpson and UNWTO Secretary-General Zurab Pololikashvil, alongside representatives of the public and private sectors.

Dr. Monika Klein
Dean of the Faculty of Creative Industries

Areas of expertise:
Design Management, Creative Industries

ART
Earth to Earth: The Circular Art Concept Connecting People and Artists

In the realm of art, the concept of eco-friendliness has gained significant attention in recent years. Eco-friendly art encompasses creations made using materials that have been sustainably sourced or produced, with a focus on minimizing the impact on the environment. This includes reducing waste and water consumption, as well as avoiding the use of harmful and hazardous materials that have adverse effects on nature. Eco-friendly art involves raising environmental awareness throughout the artistic process, from creation to display. In line with this sustainable approach, a fascinating concept called "Earth to Earth" has emerged, combining the idea of circularity with the connection between people and artists.

In 2019, The Handshape Project sought to bridge the gaps between individuals and foster a sense of connection in a world often filled with strangers. Through the simple act of a handshake, the project aimed to establish a shared understanding among people. At the heart of this initiative was a ball of soft clay, a substance derived directly from the Earth. Each participant left their unique imprint on the clay, symbolizing the newfound bond and unity they had discovered. Approximately 10,957 handshapes were created, representing connections between approximately 22,000 strangers, ultimately forming a symbolic structure known as the "Wall of Unification."

One artistic endeavor ends, another begins. Now, three and a half years later, the time has come to dismantle the "Wall of Unification." But this act should not be misconstrued as an act of destruction; rather, it serves as a symbolic gesture to return the clay to the Earth, carrying the connections and meaning imbued within it. By moistening the handshapes with water and embedding them in soil, they will dissolve back into the Earth over the course of seven days, uniting with the very source from which they originated. This process signifies our collective commitment to the environment and sustainability.

To capture this unique moment, six photographers participated in the project. They documented the process of dissolving the installation, transforming the act of destruction into a source of inspiration. Through their lens, they captured the essence of this fleeting moment, creating a series of unique photo collections that emerged from the dismantling of a previous artwork. This act highlights the inevitable cycle of creation, dissolution, and rebirth that exists within the realm of art.

The "Earth to Earth" concept was conceived by Meike Ziegler and Dr. Monika Klein, who seamlessly integrated sustainability, connectivity, and artistic expression into one harmonious endeavor. Their vision demonstrates that art can be a powerful tool for raising environmental awareness, inspiring individuals to reflect on their own connection with the Earth and the impact they have on it. By embracing the principles of the circular economy, where resources are reused and regenerated, art can become a catalyst for positive change, challenging conventional notions of art's permanence and pushing boundaries in the creative process.

The "Earth to Earth" project stands as a testament to the potential of sustainable art and its ability to unite people. It reminds us of the profound interconnectedness that exists between humanity and the environment. Through art, we can foster a deeper understanding of our place within the natural world and inspire actions that contribute to a more sustainable future. As we embrace eco-friendly practices in all aspects of our lives, the transformative power of art continues to illuminate the path toward a greener, more harmonious world.

Dr. Konstantinos Kiousis
Lecturer

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

GREEK ELECTIONS

A snap parliamentary election was held in Greece on 25 June 2023. Prime Minister Kyriakos Mitsotakis and the New Democracy party called for the snap vote after the May 2023 Greek legislative election did not result in any party gaining a majority. Greek conservative leader Kyriakos Mitsotakis has trounced his center-left rival in the second election in a month and said he has a "strong mandate" to move faster on the path of change. His New Democracy party (ND) won 40.5% of the national vote, almost 23 points ahead of Alexis Tsipras's Syriza party. The New Democracy party seems to be the most powerful center-right party in Europe at the moment. Mr Mitsotakis, who was sworn as prime minister on Monday the 26th of June, is credited with successfully returning the Greek economy to stability and growth after a severe debt crisis and three international bailouts. Former Prime Minister Alexis Tsipras's center-left Syriza had been soundly defeated in the first election and lost further ground in the second, with less than 18% of the vote. He dampened speculation that he would resign, saying that was a decision for his party members.
One of the big stories of the election was the success of a newly created far-right Spartans party, which won almost 4.7% of the vote, crossing the 3% threshold to enter parliament. The Spartans only emerged as a political force this month when the Supreme Court banned another far-right party, the Greeks, and its jailed founder, Ilias Kasidiaris, threw his weight behind the Spartans. Together with nationalist Greek Solution and ultra-conservative Niki (Victory), the three hard-right parties won close to 13% of the vote and 34 seats. For further information, please visit Link1 and Link2.

Dr. Mahmoud Manafi
Lecturer

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

ECONOMICS
Shareholder theory Vs stakeholder theory

Shareholder theory and stakeholder theory represent contrasting perspectives on the purpose and responsibilities of a business. Shareholder theory, often associated with Milton Friedman, posits that the primary objective of a company is to maximize shareholder wealth. It asserts that businesses should prioritize generating profits and delivering returns to their shareholders. According to this theory, businesses have a fiduciary duty to their shareholders, and decisions should be made solely with their interests in mind.
In contrast, stakeholder theory argues that businesses have a broader set of responsibilities beyond just maximizing shareholder value. Proponents of stakeholder theory assert that companies should consider the interests of various stakeholders, including employees, customers, suppliers, communities, and the environment. This theory emphasizes the importance of long-term sustainability, ethical practices, and taking into account the impacts of business decisions on multiple parties. It suggests that businesses should strive for a balance between the needs and expectations of all stakeholders to ensure long-term success and societal well-being.
While shareholder theory focuses on the financial interests of shareholders, stakeholder theory advocates for a more holistic and inclusive approach to business. The debate between these two theories continues to shape discussions around corporate social responsibility, ethics, and the purpose of business in society. Many argue that incorporating elements of both theories can lead to more sustainable and responsible business practices that create value for shareholders while considering the broader impacts of business decisions.

Sources: Link1, Link2

Dr. Anna Rostomyan
Lecturer

Areas of expertise:
Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

PSYCHOLOGY
The Psychology of the Various Human Selves

The philosopher and psychologist William James (1842–1910) was one of the first to postulate a theory of the self in "The Principles of Psychology".
W. James (1890) described two aspects of the self that he termed the "I Self" and "Me Self."
The "I" Self reflects what people see or perceive themselves doing in the physical world (e.g., recognizing that one is walking, eating, writing, speaking, working, etc.), whereas the "Me" Self is a more subjective and psychological phenomenon, referring to individuals' reflections about themselves (e.g. characterizing oneself as athletic, beautiful/handsome, cooperative, easy-going, etc.).
Other terms such as self-view, self-image, self-schema, and self-concept are also used to describe the self-referent thoughts characteristic of the "Me" Self.
W. James further distinguished three components of the "Me" Self. These include: (1) the material self (e.g., tangible objects or possessions we collect for ourselves); (2) the social self (e.g., how we interact and portray ourselves within different groups of people, situations, occasions, etc.); and last but not least, (3) the spiritual self (e.g., internal dispositions, inclinations, beliefs and desires).
In summary, we do not exist in isolation from the society and the way we see ourselves within different interpersonal circles and in separation deprived of social connection(s) is what makes us whole.
This can be the very reason why people were feeling isolated and lonely during the times of the pandemic, where the social interactions were minimized, and according to James's theory on the human self, a part of the whole was missing.
This can bring us to the conclusion that only in case all these aspects of our selves work efficiently, we will feel ourselves at ease and at peace with ourselves, as well as the external reality at hand.

Sahar Shekaliu
Lecturer

Areas of expertise:
Communication Science, Social Media, Corporate Sustainability, Circular Economy

CIRCULAR ECONOMY
Germany Leading the Way in Circular Economy Initiatives

Germany, renowned for its technological prowess and commitment to environmental protection, has emerged as a global leader in circular economy initiatives. Embracing the 3Rs (reduce, reuse, and recycle) principles, the country has embarked on a transformative journey towards a more sustainable and prosperous future. The country has implemented a range of laws and regulations to foster resource efficiency and waste reduction. For instance, the Circular Economy Act, passed in 2020, imposes strict obligations on businesses to prioritize recycling, composting, and product design that supports circularity. Additionally, the Extended Producer Responsibility (EPR) concept has been adopted, holding manufacturers accountable for the entire life cycle of their products, encouraging them to develop sustainable designs and take back used products for recycling. A key driver of Germany's circular economy is the strong collaboration between government, businesses, and academia. This collaboration has birthed multiple success stories, from recycling textiles and electronic waste to reclaiming valuable materials from discarded products. Moreover, German businesses have embraced circularity as a core principle. Circular business models, such as product-as-a-service, sharing economy platforms, and remanufacturing, have gained significant traction. Renowned companies like BMW have integrated the concept of "circular cars" by

remanufacturing used components to reduce waste and conserve resources. The German population's commitment to sustainability has been another crucial element in driving circular economy initiatives. An environmentally conscious and well-informed citizenry has actively participated in recycling programs, adopted eco-friendly products, and supported businesses adhering to circular practices. In the construction sector, Germany has made substantial progress by promoting eco-friendly building materials and retrofitting existing structures for energy efficiency. This approach has not only reduced waste generation but also significantly lowered the carbon footprint of buildings. As the world faces mounting environmental challenges, Germany's circular economy initiatives provide a beacon of hope. Other nations look to emulate Germany's success, the path to a greener and more prosperous future.

Dr. Gemma Vallet
Lecturer

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

### ADVERTISING / DIGITAL NATIONS / INNOVATION/ METAVERSE/ CLIMATE CRISIS
The World's First Digital Nation at the metaverse to preserve its culture

In November 2022, Simon Kofe, Minister for Justice, Communication & Foreign Affairs, proclaimed that in response to rising sea levels and the perceived failures by the outside world to combat global warming, the country would be uploading a virtual version of itself to the metaverse in an effort to preserve its history and culture. As low-lying islands lacking a surrounding shallow shelf, the communities of Tuvalu are especially susceptible to changes in sea level and undissipated storms. It is estimated that a sea level rise of 20–40 centimetres (8–16 inches) in the next 100 years could make Tuvalu uninhabitable. Approximately 40 percent of its capital district regularly submerged during high tides. If no significant measures are taken, the entire country is projected to be underwater by the close of the century.

Tuvalu in order to preserve its beautiful island, they did reproduce it in a virtual world to remind today's and future generations how Tuvalu was.

"Islands like this one won´t survive rapid temperature increases, rising sea levels, and droughts. So we will recreate it virtually. Piece by piece, we´ll preserve our country…" Simon

Kofe, Tuvalu´s Foreign Minister made the announcenment at COP27 held in november 2022.
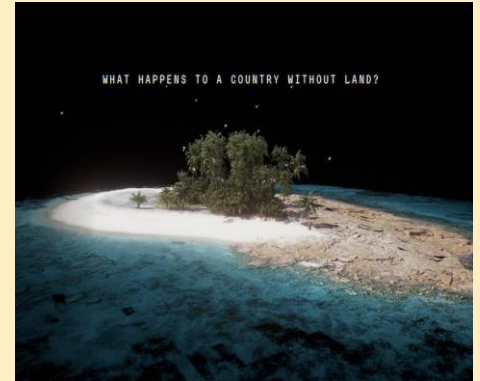
EVOLUTION OF THE PROJECT SHOWCASED AT TUVALU.TV

The initial phase of the project was to create a digital replica, or "twin," of Teafualiku Islet, the smallest island in Tuvalu. Regular updates on the project's progress will be showcased on Tuvalu.tv, allowing audiences to follow the metamorphosis of Tuvalu into a pioneering digital nation. To materialize Tuvalu's digital presence in the metaverse, renowned agency The Monkeys, part of Accenture Song, and production house Collider have joined forces to create this first digital nation. Their joint effort to create this metaverse project involves:

1.   A comprehensive cataloging
2.   Mapping
3.   Recording
4.   Preservation of historical documents
5.   Cultural practices
6.   Family albums
7.   Traditional songs
8.   Other aspects of Tuvaluan culture.

METAVERSE RECREATION OF SINKING TUVALU WINS TITANIUM GRAND PRIX AT CANNES ADVERTISING FESTIVAL

The government of Tuvalu's campaign, The Last Digital Nation, entered by Australia and produced by Collider Sydney, was the winner of the Titanium Grand Prix at Cannes Lions 2023. One of the most prestigious awards in the advertising industry.
Tuvalu´s campaign was launched late last year at COP27, where the country announced the creation of its digital twin in a pledge to preserve its history, culture and government services in the metaverse.

Tuvalu, formerly known as the Ellice Islands, is an island country in the Polynesian subregion of Oceania in the Pacific Ocean. Its islands are situated about midway between Hawaii and Australia. Tuvalu has a population of 11,204 (2021 world bank). The total land area of the islands of Tuvalu is 26 square kilometres (10 sq mi). It was first discovered in 1568 by the Spanish navigator Álvaro de Mendaña. In the late 19th century, Great Britain claimed control over the Ellice Islands. In 1974 a referendum was set up to gain its independence from Great Britain. On 1 October 1978, Tuvalu became fully independent as a sovereign state within the Commonwealth, and is a constitutional monarchy with King Charles III as King of Tuvalu. On 5 September 2000, Tuvalu became the 189th member of the United Nations.

Dr. Elif Vozar
Lecturer

Areas of expertise:
Tourism Management, Sustainable Tourism, Socio-cognitive Mindfulness Theory

GENDER / POLITICS / CHANGE
A Virtual Book Launch

There is a very inspiring and interesting new book (Gender, Politics and Change in Mountaineering: Moving Mountains) which is published by Palgrave Macmillan. It is exciting to see the exploration of inequality, difference and transformation in mountaineering spaces from different perspectives. There will be virtual launch for the book on 11 July 2023 at 20:00 - 21:00hrs BST. The launch includes contributions from leading mountain adventure scholars and practitioners, who will talk about their work concerning access and inclusion in mountain adventure tourism.

The event is free, and you can register from this link.
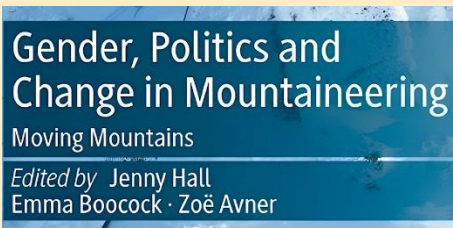
BERLIN SCHOOL OF BUSINESS AND INNOVATION, ALTHOUGH YOUNG, HAS MANAGED, IN A SHORT SPACE OF TIME, TO ESTABLISH ITSELF AS ONE OF THE HIGHEST QUALITY, FRIENDLY AND INTERNATIONAL EDUCATIONAL ORGANISATIONS IN EUROPE.

Professor Dr Kyriakos Kouveliotis FRSA

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

BERLIN SCHOOL OF BUSINESS & INNOVATION