

BSBI Gazette

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Editorial



Professor Dr. Kyriakos Kouveliotis FRSA
Provost & Chief Academic Officer,
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For this week's Editorial I want to share a great poem by Berton Braley. It is called "Opportunity":

With doubt and dismay you are smitten
You think there's no chance for you, son?
Why, the best books haven't been written
The best race hasn't been run,
The best score hasn't been made yet,
The best song hasn't been sung,
The best tune hasn't been played yet,
Cheer up, for the world is young!

No chance? Why the world is just eager
For things that you ought to create
Its store of true wealth is still meagre
Its needs are incessant and great,
It yearns for more power and beauty
More laughter and love and romance,
More loyalty, labor and duty,
No chance- why there's nothing but
chance!

For the best verse hasn't been rhymed yet,
The best house hasn't been planned,
The highest peak hasn't been climbed yet,
The mightiest rivers aren't spanned,
Don't worry and fret, faint hearted,
The chances have just begun,
For the Best jobs haven't been started,
The Best work hasn't been done.

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Photo of the Week



Inspirational Quotes

The man who does not read books has no advantage over the one who cannot read them.

— **Mark Twain**

Teachers can open the door, but you must enter it yourself.

— **Chinese proverb**

Education is the most powerful weapon you can use to change the world.

— **B.B. King**

Leadership is the capacity to translate vision into reality.

— **Warren Bennis**



You don't have to be great to start, but you have to start to be great.

— **Zig Ziglar**

Article of the Week



Kathrin Bremer
Lecturer

Areas of expertise:

Cross-Cultural Management; Strategic and Global Marketing; Communication Science

CULTURE SHOCK

Almost everyone who moves abroad (for example, to study) gets it sooner or later: a culture shock.

As a rule, moving abroad is associated with the following: You have to get used to a new environment, new people and a new way of life. This can all be very exciting, but it can also be full of cultural surprises that sometimes lead to homesickness and loneliness. This is what we call culture shock.

Culture shock is the feeling of disorientation someone experiences when he or she feels uncomfortable in a foreign culture and their way of life. This can be triggered by small and large things, such as unfamiliar situations, foreign food, language barriers or a cultural faux pas because one is unfamiliar with local customs.

This unfamiliarity can lead to symptoms such as confusion, anxiety, frustration, loneliness and homesickness. It can even lead to physical symptoms such as insomnia or to colds and upset stomachs.

The less you are surrounded by people from your own culture, the more likely you are to experience culture shock. The culture shock is not necessarily greater the further away we are from home. It can happen that one emigrates to a supposedly relatively similar culture (Germans to Switzerland, Indians to Nepal or Mexicans to Nicaragua) and then the culture shock can be all the greater because one did not expect it.

Phases of culture shock

The term was defined by Kalvero Oberg in the 1960s. He said that a stay abroad usually takes place in four stages: first comes the "honeymoon phase", then a "crisis" (the culture shock), followed by "recovery" and finally "adjustment". Later, these phases were supplemented by another one: the "reverse culture shock" when you go back to your home country. If one manages to realise these phases for oneself,

half the work is already done to get out of culture shock. In the first phase (the "honeymoon phase", which starts with anticipation while still at home) you are usually euphoric, you don't want to hear or see any criticism of your plans, only the positive aspects of them... Everything is wonderful, exciting and new.

In the next phase (the "crisis"), which often starts after 2-3 months, only the negative aspects of the foreign culture are seen, you feel excluded and misunderstood, thoughts like "it works better at home" predominate. Friends and family are missing - one is alone...

In the third phase (the "recovery"), one ideally develops an understanding for the ways of acting that deviate from the home culture and tries to understand them. Those who fail to do so often then drop out of a stay abroad or their studies.

In the "adjustment" phase, one tries to integrate oneself into the culture of the host country, partly adopting its patterns of behaviour and understanding them more and more. You begin to feel "at home".

If the stay abroad is limited (as in the case of studying abroad) and one returns to one's home country after a longer period of time, a new crisis / another culture shock can occur. This is called "reverse culture shock". Many things now seem foreign to you because you have adopted ways of acting from the other culture.

What to do when you have culture shock / When all you want to do is go home?

There are some tricks and tips on how to deal with culture shock:

First, it can help to realise: This is completely normal! You are not the first person to feel this way. And if you are already squinting at the next phase (the adjustment), you can hopefully already bear the culture shock phase better. Culture shock is not a sign that something is wrong. It is part of the experience abroad, and at some point you will be able to look back on this process with good memories.

Find new friends

The easiest way to do this (besides work) is through old or new hobbies. The things you already enjoyed doing at home can now be done with new people: hiking, dancing, yoga, singing, going to church, sports, etc. Accept invitations to events, eat foreign food, offer to help a new friend, and discover the culture and traditions of your new home for yourself. Get out and explore the area. Feel free to live the tourist life. A good way to do this is by public transport. Drive around the city with your camera or take it upon yourself to visit a new place every day, even if it's just a quick detour to a new street on your way home. Who knows who you might meet during your excursion!

Language

Language is often the key to the host culture. You can learn this well, for example, through so-called "tandems". A tandem partner is someone who wants to learn another language in exchange for their own, e.g. a German student who wants to learn English. She speaks English at your meetings and you speak German. This way you can find new contacts as well as learn the language. You can post notes on notice boards ((at the university, in libraries, cultural centres, etc.) or use an app to find a tandem partner online: www.tandem.net or www.speaky.com or www.hellotalk.com. A great feature of HelloTalk is that you can have the app read out messages from your tandem partners to you. At www.conversationexchange.com you can find tandem partners for real meetings.

The German media channel "Deutsche Welle" offers free German courses [here](#).

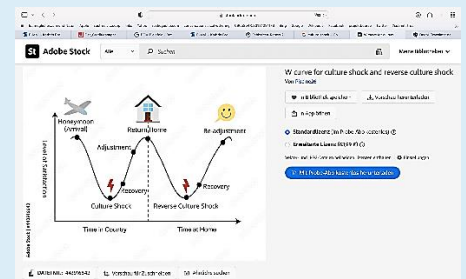
Learn about cultural norms, traditions and values
Nowadays, you can learn about the cultures of your host country through many media channels. There are countless videos on YouTube, but unfortunately some of them are very stereotyping. A good video is the following, which deals with culture shocks of people from all over the world living in Germany: [link](#). Particularly interesting are the aspects on distance, contact, leisure time, direct communication style. This [link](#) for example offers insights into various countries, but also exciting articles such as "Managing mental health abroad" or "Do I need the native language?" Of course, it is also exciting to talk about the differences in cultures with your new friends.

Talking about it

Nowadays it is easy to stay in touch with family and friends. However, in the crisis phase, you should be aware that a lot of advice will come from your loved ones about coming home... and so instead of talking to your loved ones at home, I recommend talking to people who have been living in the respective country as immigrants for a long time and get some good tips on how to get out of the phase.

Patience

It's perfectly fine if it takes months to settle in.... But: when you do make it, it's all the more reason to celebrate properly.....



This screenshot is taken from this [link](#). All rights are reserved by Adobe Stock (AS)

Websites of the Week

- [🔗 Top 5 Blogs for New Managers](#)
- [🔗 Resource Management Best Practices](#)
- [🔗 Leadership Resources for any Stage of your Career](#)
- [🔗 Ways to Improve Resource Management & Allocation](#)
- [🔗 What is Data Analytics?](#)

Videos of the Week



The Power of Influence



Science of Persuasion



The Power of Self-Belief

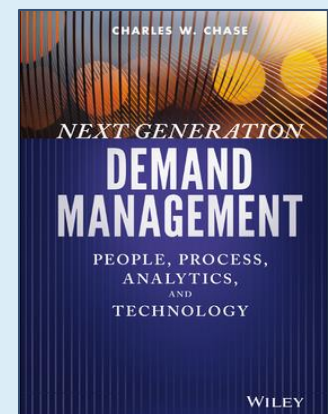
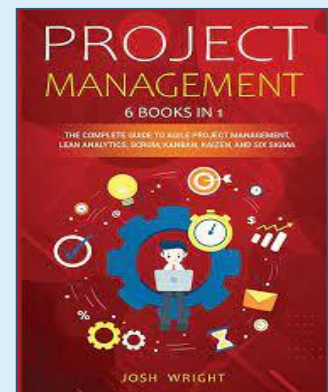
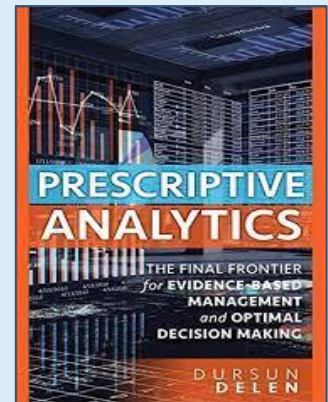
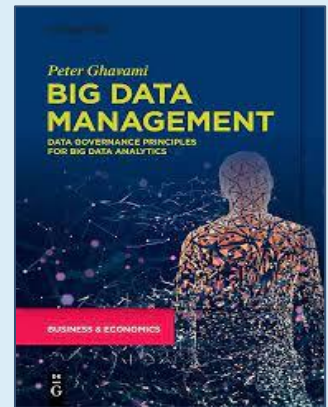


How Leaders Influence People to Believe?



Learn a New Culture

Books of the Week



BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters



Dr. Kamyar Esmaili Nasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Building Strong Interpersonal Relationships

Interpersonal relationships play a pivotal role in emotional intelligence (EQ) and are crucial for fostering employee sustainability within organizations. This component focuses on an individual's ability to establish and maintain positive connections with others in the workplace. By understanding the significance of interpersonal relationships in relation to EQ, we can unlock the potential for improved collaboration, productivity, and overall well-being. First and foremost, the ability to build strong interpersonal relationships is a hallmark of high emotional intelligence. Individuals with developed EQ possess the skills to empathize with their colleagues, understand their perspectives, and communicate effectively. This empathy and understanding promote a harmonious work environment where trust, respect, and cooperation thrive. By nurturing positive relationships, employees feel valued and supported, leading to higher job satisfaction and engagement. Moreover, interpersonal relationships contribute to the sustainability of employees in numerous ways. A supportive network of colleagues provides a sense of belonging and encourages a healthy work-life balance. When individuals feel connected and supported, they are more likely to experience reduced stress levels and increased resilience. This, in turn, leads to greater job satisfaction, lower turnover rates, and higher overall well-being. To improve interpersonal relationships, individuals can focus on several strategies. Firstly, active listening is essential. By genuinely listening to others, individuals demonstrate respect and understanding. Additionally, practicing empathy allows employees to connect with

their colleagues on a deeper level, fostering trust and cooperation. Furthermore, effective communication skills are paramount in building strong interpersonal relationships. Open and honest communication promotes transparency, reduces misunderstandings, and encourages a positive work environment. Developing conflict resolution skills is also crucial, as it allows individuals to address conflicts constructively and maintain healthy relationships. Lastly, investing in team-building activities and fostering a collaborative culture can significantly enhance interpersonal relationships. Activities that encourage cooperation, shared goals, and mutual support enable employees to bond and build meaningful connections. Interpersonal relationships in EQ is instrumental in improving employee sustainability. By fostering positive connections, individuals experience higher job satisfaction, reduced stress levels, and increased overall well-being.

Links: [Link1](#), [Link2](#), [Link3](#), [Link4](#)



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

Reflecting the unprecedented relevance of tourism on the UN agenda, UNWTO together with the Ministry of Tourism and Sport, Republic of Croatia and support from Ministry of Tourism, India, Chair of the G20 Tourism Working Group will gather leaders from the public and private sectors for a high level roundtable at the official side event on "Economic, Social, and Environmental Sustainability in Tourism" which will be held on Friday 14 July within the framework of the UN High-Level Political Forum on Sustainable Development. The high-level event will further advance

UNWTO's work in making tourism a key pillar of sustainable development, most notably through enhanced public-private partnerships. For more information visit this [link](#).

In New York, UNWTO together with partners will provide a better understanding of the SDGs from the perspective of tourism and inspire further action among both government and private sector stakeholders and present the Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs developed under India's G20 Presidency.

Moreover, raise awareness about a crucial development that is mobilizing the power of data by forging a global consensus for harmonized data on the economic, social, and environmental performance of tourism at international, national and destination levels: the forthcoming Statistical Framework for Measuring the Sustainability of Tourism (MST) and outline the benefits that private sector can bring to, and draw from, the development of harmonized Environmental, Social and Governance (ESG) Framework for Tourism Businesses.

Finally, share the key points of the recently launched "Achieving the SDGs through tourism: Toolkit of Indicators for Projects (TIPS)" developed in partnership with the Japan International Cooperation Agency (JICA) as a comprehensive resource designed to guide users in aligning tourism development projects with the SDGs.



Dr. Ali Kamali
Lecturer

Areas of expertise:

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

SUSTAINABILITY IN EDUCATIONAL TECHNOLOGY: NURTURING A GREENER PATH FOR DIGITAL LEARNING

Abstract: The importance of sustainability in educational technology is examined in this scholarly essay, which also offers tactics for

encouraging eco-friendly behaviour in online learning. Educational institutions can aid in the development of a more sustainable future by researching the environmental effects of educational technologies and promoting environmentally friendly methods. An in-depth look at sustainability in educational technology is provided by this article, which covers important topics like green infrastructure, resource management, online learning methods, sustainability education, evaluation methodologies, and future directions.

The incorporation of instructional technology has brought with it a slew of new opportunities and challenges. This section highlights the significance of sustainability in educational technology and offers an overview of the next debates.

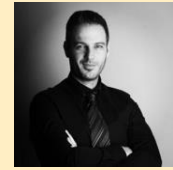
1. Infrastructure that is Long-Term Developing a sustainable infrastructure is critical to lowering educational technology's environmental footprint. This section digs into energy-efficient equipment, renewable energy sources, and ethical e-waste management, emphasizing the need of choosing environmentally friendly technology and optimizing energy consumption.
2. Management of Digital Resources Efficient digital resource management is critical to supporting sustainability. This section delves into initiatives for reducing paper use, promoting digital textbooks and open educational resources, and using cloud-based storage solutions.
3. Eco-Friendly Online Learning Practices Online learning offers unique prospects for long-term success. This section highlights strategies including virtual classrooms, video conferencing, and remote collaboration tools that eliminate the need for physical travel, as well as the need of creating online courses with accessibility and sustainability in mind.
4. Education on Sustainability Integrating sustainability education into curricula is critical for developing students' environmental knowledge and responsibility. This section emphasizes the significance of applying sustainability ideas across fields.
5. Assessing and Evaluating Sustainability Initiatives Measuring the effectiveness of sustainability programs is critical for continuous improvement. This section delves into evaluation approaches like as life cycle assessments, carbon footprint calculations, and data-driven energy consumption studies.
6. Future Directions and Challenges This section recognizes the difficulties in integrating sustainability in educational technology while analysing rising trends such as green edtech firms, collaborative projects, and policy frameworks that encourage sustainable practices in digital

7. learning environments.
8. Conclusion Institutions can contribute to a cleaner future by adopting sustainability in educational technologies. Sustainable infrastructure, resource management, online learning methods, sustainability education, assessment methodologies, and cooperation are all critical components for accomplishing educational technology sustainability goals.

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Areas of expertise:

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

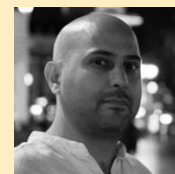
CONVERSATIONAL AI

Musk plans to build a rival to ChatGPT

Elon Musk announced on Wednesday, the 12th of July, the formation of a new company focused on AI (Artificial Intelligence). After months of teasing plans the tech giant decided to build a rival to ChatGPT. The new tech company, called xAI, will be led by Musk and will work closely with X (Twitter), Tesla and other companies to make progress towards its mission "To understand the true nature of the universe". The danger of training AI to lie is deadly, as Musk tweeted in December. Towards this purpose, Musk stated that they are going to start something which will be called TruthGPT that "cares about understanding the universe".

On the other hand, Twitter, the company Musk acquired for \$44 billion in October 2022, now faces an uncertain future after Meta launched a rival app called Threads. Meta's app topped 100 Million sign-ups in less than a week. Meanwhile, there were multiple reports of Twitter's usage declining. The turbulence at Twitter comes after months of Musk alienating some users and advertisers by slashing staff, pushing through controversial policy changes and making a number of incendiary remarks.

For more information, please visit [Link1](#), [Link2](#) and [Link3](#).



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

KNOWLEDGE MANAGEMENT

Social capital theory and Knowledge sharing

Social capital theory highlights the value of social relationships, networks, and trust within an organization. In the context of knowledge sharing, social capital theory emphasizes that strong social ties and connections among employees foster effective knowledge exchange and collaboration. When employees have established relationships and trust each other, they are more likely to share information, ideas, and expertise willingly. By investing in the development of social capital, organizations can create an environment that encourages knowledge sharing, leading to improved problem-solving, innovation, and overall organizational performance. Social capital theory recognizes that the social fabric of an organization plays a vital role in facilitating knowledge flow and leveraging the collective intelligence of its employees.

Knowledge sharing is crucial for organizational learning and success, and social capital theory provides insights into the dynamics that influence knowledge sharing behaviors. Within an organization, social capital can be built through various mechanisms, such as team-building activities, cross-functional projects, and shared spaces for informal interactions. By fostering a culture of collaboration, open communication, and trust, organizations can encourage knowledge sharing and create a supportive environment where employees feel comfortable sharing their expertise and seeking knowledge from others. Furthermore, social capital theory highlights the importance of leadership in cultivating social connections and fostering a knowledge-sharing culture. When leaders prioritize and model knowledge sharing behaviors, it sets the tone for the entire organization, encouraging employees to engage in knowledge exchange and contributing to the organization's collective intelligence.

Links: [Link1](#), [Link2](#)



Dr. Noah Mutai
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Areas of expertise:

Applied Statistics, Econometrics, Business Analytics

MARKET ANALYTICS

Demand Forecasting: Anticipating Market Needs for Success

In the ever-changing world of business today, merely reacting to the competition is no longer sufficient. Instead, companies should take a proactive approach to stay ahead, one that

allows them to predict customer demand accurately and efficiently. This is where demand forecasting becomes crucial, as it empowers organizations to effectively manage their inventory, plan production, and allocate resources. In this article, we will delve deep into the realm of demand forecasting, exploring its immense significance, the various methods employed, and the multitude of benefits it offers to businesses.

At its core, demand forecasting is the practice of estimating future demand for a product or service. This estimation is achieved through the meticulous analysis of historical data, market trends, and other influencing factors. By engaging in demand forecasting, businesses gain the ability to anticipate customer preferences, adapt their strategies accordingly, and make informed decisions that align with the ever-changing demands of the market. Accurately predicting future demand enables companies to optimize their operations, mitigate risks, and ultimately maximize profitability.

Market Research and Surveys involve conducting research, surveys, and interviews to gain valuable insights into customer preferences, buying behavior, and expectations. Through the collection and analysis of this data, businesses can estimate future demand and align their strategies accordingly. Time Series Analysis is a methodology that examines historical data to identify patterns, trends, and seasonality in demand. It employs mathematical models, such as moving averages, exponential smoothing, and autoregressive integrated moving average (ARIMA), to predict future demand based on past patterns. Predictive Analytics utilizes advanced analytical techniques, such as machine learning and data mining, to analyze large datasets and uncover hidden patterns and relationships. By incorporating various variables, such as customer demographics, economic indicators, and social media trends, predictive models can accurately forecast demand. Leading Indicators refer to the monitoring of industry trends, competitor activities, and economic indicators, which can provide valuable insights into future demand. By identifying key factors that influence demand, businesses can adjust their strategies to align with market conditions.

Improved inventory management is facilitated by demand forecasting as it ensures that sufficient inventory is available to meet customer demand. This practice helps to minimize the costs associated with holding inventory, prevent stockouts, and reduce excess inventory levels. Accurate demand forecasting plays a crucial role in cost optimization by minimizing the risks of overproduction or underproduction. This optimization allows businesses to allocate their resources, such as raw materials and labor, in an optimal manner. Demand forecasting assists

businesses in enhancing customer service by enabling them to anticipate customer needs and preferences. This anticipation allows organizations to provide timely and tailored solutions, thus increasing customer satisfaction and loyalty. Demand forecasting also provides valuable insights for strategic decision-making. By understanding market trends and predicting future demand, businesses can make well-informed decisions regarding pricing, marketing campaigns, product launches, and expansion plans. Efficient production planning is achieved through accurate demand forecasting, allowing businesses to align their production schedules with customer requirements. This alignment reduces lead times and enhances overall operational efficiency.

In an era characterized by fierce competition and rapidly changing customer demands, demand forecasting has become an indispensable tool for businesses across industries. By leveraging historical data, advanced analytics, and market insights, companies can anticipate market needs, optimize their operations, and stay ahead of the curve. Demand forecasting empowers businesses to make informed decisions, enhance customer satisfaction, and drive sustainable growth in today's dynamic marketplace. By embracing this powerful practice, companies can transform their operations, minimize risks, and unlock new opportunities for success.

Further reading

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Dr. Anna Rostomyan
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Areas of expertise:

Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

NEUROPSYCHOLOGY OF EMOTIONS, EMOTION AI, EMOTION MANAGEMENT

The Scarcity of Emotional Intelligence in Artificial Intelligence

Today the whole world is progressing towards a common digital future with highly developed artificial intelligence technologies, which make the lives of so many much easier in different fields of human activity. Yet are they truly

human-centered? We humans are actually not only rational, but also emotional beings, who are not fully devoid of diverse feelings and emotions.

These very feelings enable us to resonate with the world, to collaborate and co-exist harmoniously with one another. So, when we interact with machines, there is almost always the bias of being left without a strong bond of emotional interactions, which lie in the basis of human nature of existence.

It should though be mentioned that currently there are Emotion AI technologies that can replicate and process human emotions in human-machine interactions, like Sophia the Robot does.

In essence, Emotion AI does not refer to a weeping computer that has a bad day, but to AI technologies that can perceive, interpret, “understand” and even overtly express human positive/negative emotions.

Nonetheless, can these machines truly “feel” the emotions that their human counterparts experience? We believe that a very high level of Emotional Intelligence in computers and other machines cannot be fully achieved, since the internal psychological states and feelings of humans still remain uncovered for the latters.

Yet, it has to by all means be mentioned that humans and machines are closer now than ever before. Even the term EQ (Emotional Intelligence) is now preferably called EI which brings it closer in resemblance to the abbreviation AI (Artificial Intelligence).

Even more, AI technologies that have integrated Emotion AI are able even to come up with the exact amount of emotion percentage expressed by the humans by means of decoding the facial expressions and tone of the voice.

Thence, there are 2 types of Emotion AI technologies:

1. those, which can perceive, and process expressed emotions, and
2. those, which can not only “understand”, but also replicate human emotions.

To sum up with, though there has been a huge advancement in science right now, to encode AI technologies with EI competences, algorithms with precise information on human emotions should be generated. Nevertheless, there are always some cultural variations, which AI technologies sometimes overlook, although undoubtedly the future belongs to the combination of AI and EI.



Dr. Gemma Vallet
Lecturer

Areas of expertise:

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

AI / MARKETING

Advertising Agencies in the Race of Implementing AI

Ad agencies during the last 2 years are talking massively about how AI is transforming the ad business and the way marketeers connect with their target audiences.

How AI is entering into the way advertising agencies are making their business and supporting marketeers in their branding and marketing?

Most of the tools and platforms that integrate AI and ML and they are part of the business as usual in the advertising sector existed a few years ago due to at least two major reasons:

1. Digital Media Transformation in the media buying, planning process and execution that end up with a new discipline and a massive business called programmatic advertising. Today, most of the media worldwide have experienced a kind of digitalization, it means that most of the agencies and media channels are working in a direct or indirect way with programmatic that's supported with ML and AI. Classic and prestigious media channels such as The BBC or those magnificent billboards at Picadilly Square in London or the ones at Time Square New York, among others are well-known media spaces; they are today digital media channels supported with really sophisticated technological platforms.
2. Media and Tech Leaders. Media Channels such as Google, Meta, Tiktok have operated with AI and deep machine learning since more than a decade ago.

The novelty of AI in the AD sector

What's new in most of the well-known advertising agencies is the integration of Generative AI in their deliveries and in the way that different departments and professionals are working.

Generative AI is mostly affecting these advertising departments and services:

- intelligence business and consumer insights
- strategic planner
- creative direction and art direction
- content production

Basically most of the departments and business

units of agencies are in a process of AI transformation. Generative AI is transforming the way marketing and advertising professionals work and produce their deliveries.

The media department and service was already transformed a few years ago with the introduction of programmatic advertising, the media advertising or media department is by now used to work with formats and tools that used AI and Generative AI.

Some tangibles examples of how advertising agencies work with AI

In recent interviews at well-know specialised magazines such as The Drum or Advertising Age, top advertising agencies leaders are starting to talk openly in how AI is being adopt. For example:

- Havas New York

They are using platforms like ChatGPT and Midjourney to quickly create comps and find supporting research, which leaves their teams with more time to think of big ideas.

- WPP

AI is already a fundamental part of WPP's business. WPP is one of the largest advertising groups, and it is adopting AI from automating workflows to accelerating ideation and delivering work for clients like Nike, Nestlé, HSBC and Mondeléz's Cadbury's.

WPP, the British multinational communications, advertising, public relations, technology, and commerce holding company headquartered in London, to put AI in the core of their business, has partnerships with industry-leading tech companies like Adobe, IBM, Microsoft, Google, OpenAI and Nvidia. Thanks to Nvidia, for example, they created the world's first generative AI content engine at scale. This solution merges clients' manufacturing data with Nvidia Omniverse to generate photorealistic digital twins of branded products.

- Code and Theory

Through a partnership with Oracle, Code and Theory is working to deliver AI-powered solutions to clients in the financial, automotive, retail and hospitality industries.

Some examples in how Code and Theory is implementing genAI.

- genAI illustration engine for an e-commerce client to consistently refresh their website with new assets.
- Building a proprietary research large language model (LLM) for a finance company, leveraging years of proprietary research data to uncover previously unseen trends.
- Collaborating with a publisher to envision an AI-equipped newsroom. By utilizing genAI, they can accelerate news cycles, explore new content formats and generate custom content seamlessly, introducing new monetization opportunities and

- allowing users to personalize their news experiences.
- Copywriting, research sourcing and SEO tagging.

KEY TAKEAWAYS

- Generative AI is mostly entering into advertising agencies to accelerate their time to market creating and delivering creativity, strategic planning, content and SEO, new media formats, new data solutions and business intelligence.
- Solid partnerships with best in class technology providers (Google, Microsoft and Adobe...) is key to integrate AI in the core business of advertising agencies.
- Big advertising groups - such as WPP or Omnicom Group - are leading the AI race in the advertising and communications sector.
- Independent agencies have room to innovate and deliver new solutions thanks to AI.
- In the coming years, Generative AI will provide new teams in the agency. Most of today's professionals and teams will be able to integrate AI's new way of working. Agencies will grow more than lose their workforces.
- Generative AI can affect advertising fee agencies. The well-known creative advertising agencies will keep their fee if they are able to continuously deliver campaigns that engage consumers, people and generate sales.

Endnotes:

- Israeli, A.; Tauro, D.; Gulick, S. 2018. 'Sizmek Chapter 11: Surviving Walled Gardens in Their Ad Tech Empire'. Harvard Business Publishing. [Link](#) [Access on 13 July 2023]
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- (Business Insider 2023) O'Reilly, L. (2023)The CEOs of the world's biggest advertising companies just outlined how AI is about to transform their businesses. Available at: <[Link](#)> [Access on 13 July 2023]
- Roetzer, P.; Kaput, M. (2022). Marketing Artificial Intelligence: AI, Marketing, and the Future of Business Hardcover. New York: Matt Holt.



Dr. Elif Vozar
Lecturer

Areas of expertise:

Tourism Management, Sustainable Tourism,
Socio-cognitive Mindfulness Theory

ENVIRONMENTAL LITERATURE / TOURISM STUDIES Rewilding Europe

Rewilding is a vital concept in environmental literature, conservation studies, and also in tourism studies. Hence it is good to see the examples of rewilding applications to understand the relations between tourism and environment. Please have a look at the recent news related to the efforts about rewilding in Europe. Far-right parties in Europe has been gaining more power in recent years and you can see their impact on this controversial rewilding efforts on Europe. Follow the link to read this piece of news in Financial Times: [here](#).



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