

# 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 share a great poem sent to me by a very dear person.

"A Thing of Beauty" by John Keats

A thing of beauty is a joy forever  
Its loveliness increases, it will never  
Pass into nothingness; but will keep

A bower quiet for us, and a sleep  
Full of sweet dreams, and health, and quiet  
breathing.

Therefore, on every morrow, are we  
wreathing

A flowery band to bind us to the earth,  
Spite of despondence, of the inhuman dearth

Of noble natures, of the gloomy days,  
Of all the unhealthy and o'er-darkened ways  
Made for our searching: yes, in spite of all,  
Some shape of beauty moves away the pall  
From our dark spirits. Such the sun, the  
moon,

Trees old, and young, sprouting a shady boon

For simple sheep; and such are daffodils  
With the green world they live in; and clear  
rills

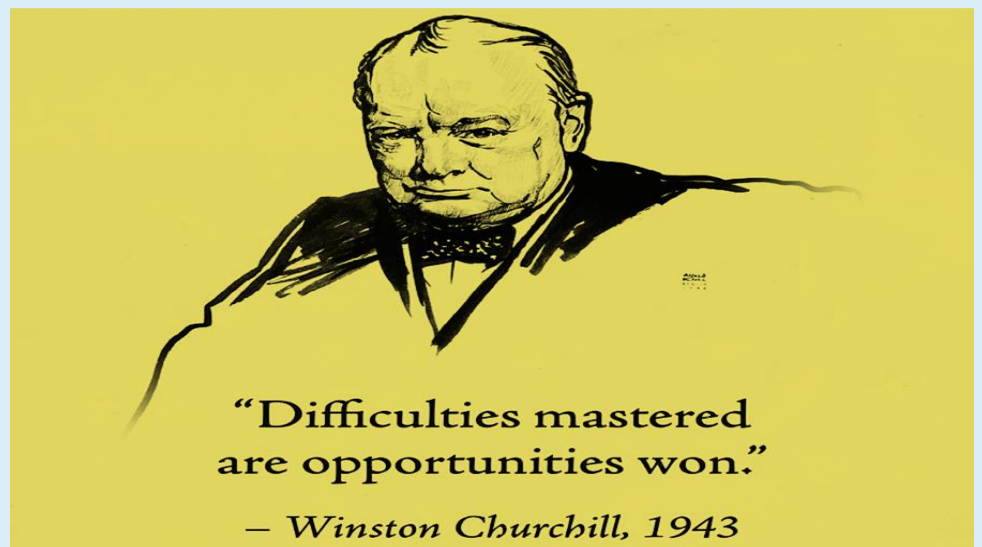
That for themselves a cooling covert make  
'Gainst the hot season; the mid forest brake,  
Rich with a sprinkling of fair musk-rose  
blooms;

And such too is the grandeur of the dooms

We have imagined for the mighty dead;  
All lovely tales that we have heard or read;  
An endless fountain of immortal drink,  
Pouring unto us from the heaven's brink.

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## Photo of the Week



## Inspirational Quotes

If you have to introduce yourself then  
understand that success is still far  
away.

— **Invajy**

Happiness is not by chance, but by  
choice.

— **Jim Rohn**

Start where you are. Use what you  
have. Do what you can.

— **Arthur Ashe**

It is a sad fate for a man to die too well  
known to everybody else, and still  
unknown to himself.

— **Francis Bacon**



You can, you should,  
and if you're brave  
enough to start,  
you will.

— **Stephen King**

# Article of the Week



**Dr Monika Klein**

Dean of the Faculty of Creative Industries

**Areas of expertise:**

Design Management, Creative Industries

## Transforming the World Through Art: Critique, Deconstruction and Engagement for Change

Artists have a distinct ability to express their viewpoints and concepts through their artwork. Although not all artists choose to engage in discussions related to societal matters and the organisation of the world, many do.

Art has the potential to function as a tool for social commentary and criticism, as well as a means to highlight issues or provoke conversations surrounding crucial topics.

Throughout history, numerous artists utilised their work to address social and political issues. One example is Pablo Picasso, whose painting 'Guernica' symbolizes anti-war activism during the Spanish Civil War.

Similarly, Frida Kahlo's artwork often delved into issues of identity, gender, and politics, featuring political imagery and reflecting her membership in the Mexican Communist Party.

Banksy, a contemporary street artist, is famous for his politically charged graffiti and stenciled works, which comment on social and political issues such as capitalism, war, and government surveillance. Ai Weiwei, a Chinese artist and activist, is known for using his work to criticize the Chinese government and address human rights and freedom of expression.

Kara Walker, a contemporary artist, is recognized for her large-scale sculptures that explore issues of race, gender, and power.

Some artists create pieces that explicitly address social or political matters, while others produce more abstract work that allows viewers to interpret them in their own way.

Art has the capacity to initiate dialogue and influence change by inspiring us to ponder the world around us and reevaluate our beliefs. Additionally, art can be a tool to amplify the voices of marginalized communities and challenge traditional power structures and hierarchies. Art has the potential to spark conversations and encourage us to envision a more equitable society.

The power of art lies in its ability to provoke thought and stimulate discussions about the world we live in, and can also be a tool to help us better understand complex issues and ideas, providing fresh insights and challenging our beliefs and values. Whether it's through painting, sculpture, literature, music, or any other medium, art has the potential to inspire change and encourage us to question our assumptions. By questioning the world around us through their art, artists can open our minds to new perspectives and encourage us to think critically about our surroundings. The impact of art can be far-reaching, sparking conversations and inspiring change.

The use of art as a tool for examining and criticizing the systems and structures that shape our society is an important concept. Artists can challenge dominant narratives, expose inequalities and injustices, and offer alternate perspectives on how society can be organised. One way to achieve this is by emphasizing the voices and experiences of marginalised communities. For example, artists may create works that delve into the experiences of people of colour, LGBTQ+ individuals, or those living in poverty and provide a critical viewpoint on how these groups are treated by society.

Furthermore, art can be employed to challenge power structures and hierarchies, such as questioning the role of government or corporate entities in our lives or defying traditional gender roles and norms. Artists can offer visions of a more just and equitable society through their work and suggest alternative ways of organising society.

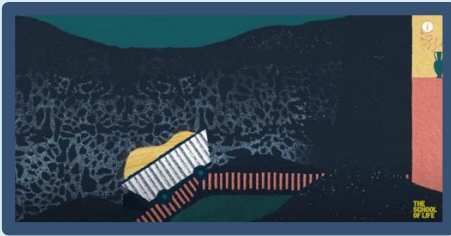


**Angela Emilia Klein**  
Deconstruction of object

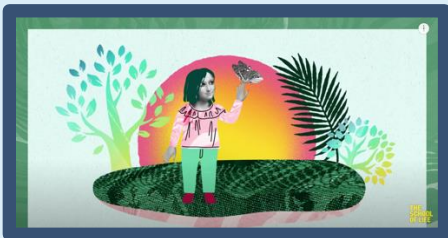
# Websites of the Week

- 🔗 [What is Computation?](#)
- 🔗 [What is Financial Inclusion?](#)
- 🔗 [What is Accounting Equation?](#)
- 🔗 [What is Management Accounting?](#)
- 🔗 [What is the Scientific Method?](#)

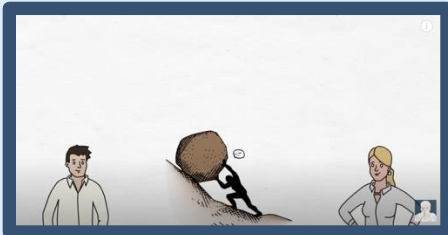
# Videos of the Week



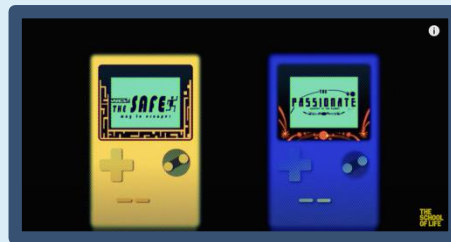
Cultural Mining



Why You Do Not Need to Be Exceptional



How to Enjoy Your Life

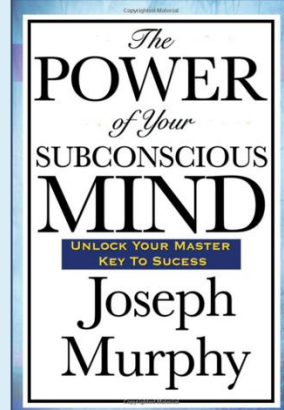
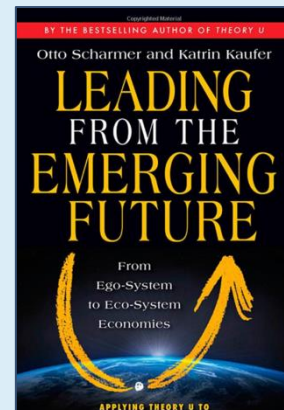
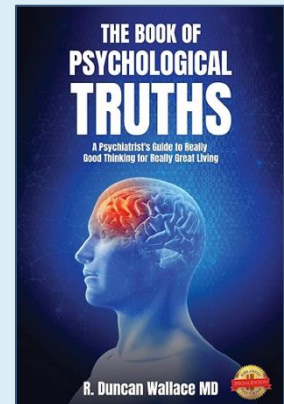
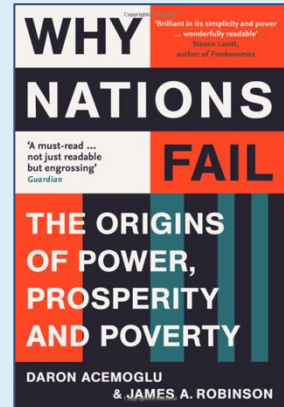


Passion or Duty?!



How to Simplify Your Life

# Books of the Week



**BERLIN SCHOOL OF BUSINESS & INNOVATION**

# Week in Review

All you need to know about everything that matters



**Dr Mariusz Dramski**

Dean of the Faculty of  
Computer Science and Informatics

**Areas of expertise:**

Artificial Intelligence, Data and Process  
Mining, Project Management

**ARTIFICIAL INTELLIGENCE**

*Can artificial intelligence be a  
threat to humans?*

In light of the development of tools such as ChatGPT, we repeatedly return to the question of whether artificial intelligence can pose a threat to us. Many people will have come across instances of robots or complicated computers rebelling and trying to kill humans in movies and SF literature. Should we be afraid of such a scenario? Recently, there has been a lot of talk about a petition signed by many famous people calling for a six-month suspension of work on the development of artificial intelligence. Ethical issues were also raised there. Fortunately, the mutiny of machines is not a threat to us yet. Machines do not have their own consciousness and are based only on learned knowledge in the form of facts and rules. It is up to humans to decide what knowledge machines will possess. Artificial intelligence tools are dependent on humans, although of course we cannot guarantee the good intentions of the person creating or using such tools. New technologies are great opportunities for development, but we must not forget about the threats. Enrico Fermi's work gave us nuclear power plants, but also the nuclear bomb. An ordinary knife is used to cut vegetables or fruits, but it can be a dangerous tool in the hands of an irresponsible user. It's the same with artificial intelligence. Recently in Italy, it was decided to temporarily block ChatGPT. A similar approach is being considered in other European countries. The main problem is the lack of legal regulations that would provide a framework for the operation of artificial intelligence tools. This is a rational argument. It has happened many times in the past that the legal basis has not kept up with modern technology. For example,

in Poland, the relevant regulations on remote work are only now appearing, although three years have passed since the beginning of the COVID-19 pandemic. To sum up, you should not be afraid of new technologies, but you must pay attention to whose hands different technologies end up in.



**Dr Kamyar Esmaeili Nasrabadi**

Lecturer

**Areas of expertise:**

Human Resource Management, Business  
Management, Tourism, Customs

**ORGANISATIONAL COMMUNICATION**

*Important workplace skills to transfer*

"The skills gap is not just a challenge for individuals, it is also a challenge for companies and governments. The failure to address it will result in a less productive and less competitive workforce."

- Andrew Haldane

In today's fast-paced and ever-changing work environment, it is imperative that organisations have a workforce equipped with the necessary skills to succeed. With the ongoing retirement of Baby Boomers and the influx of younger generations into the workforce, organizations are faced with the challenge of bridging the skills gap and preparing future employees for their roles. One solution to this problem is the transfer of key skills from one generation to the next. Identifying the most important skills required for success is the first step in developing strategies for transferring these skills to future employees. Here are some key skills that are critical for any organisation to transfer from one generation to the next in the workplace: Technical skills, communication, leadership, problem-solving, time management, conflict management, adaptability and resilience, critical thinking, teamwork skills, creativity and innovation.

By transferring these key skills from one generation to the next, organisations can

ensure that their workforce is well-equipped to handle the challenges of the future. This transfer of skills can be achieved through mentoring programmes, job shadowing, and training initiatives. Organisations should also foster a culture of continuous learning and development to encourage employees to acquire new skills and stay up to date with industry trends and advancements.

The transfer of key skills from one generation to the next is essential for organisations to remain competitive and successful. By identifying the most important skills required for success and developing strategies to transfer them to future employees, organisations can ensure that their workforce remains skilled, motivated, and prepared for the future.

In the upcoming gazettes, we will review each of these skills in detail and discuss their importance in the workplace.

Source: [link](#)



**Mostafa Gaballa**

Lecturer

**Areas of expertise:**

Tourism, Hospitality, Travel

**TOURISM**

The Government of Mallorca, Consell de Mallorca, and the Mallorca Tourism Foundation and UNWTO have hosted the second edition of the Sustainable Destinations Summit, gathering leading experts, organisations, and companies to share best practices and perspectives on environmental, social, and economic sustainability in destinations.

The Summit emphasized tourism as a force for good, with momentum building towards a regenerative and nature-positive future. UNWTO and the Government of Mallorca welcomed more than 400 delegates at this year's event, which showcased the latest developments in sustainability for destinations. Discussions highlighted the interdependence of tourism on natural and cultural resources and the potential mutual benefits, while also providing unique first-hand perspectives such as

that offered by Chief Frank Antoine from the Bonaparte First Nation, or the view from outer space, as told by Pedro Duque, the first ever Spanish astronaut. For more information visit this [link](#).

The President of Mallorca Government, Ms Catalina Cladera, affirmed that "sustainability is a shared will of Mallorcan society and the axis that marks all the policies of the Consell". Cladera pointed out that Mallorca and the rest of the islands in this community "are taking firm steps to not only continue being the reference destination in the Mediterranean, but also to lead the tourism of the future."

In her keynote address, UNWTO Executive Director, Ms Zoritsa Urosevic emphasised the vital "transition of the sector into a force for good that has a positive impact on the Sustainable Development Agenda and our shared global challenges". She added: "If managed well, tourism can be an agent for change, but such a transition towards a green, regenerative and nature-positive tourism sector is needed and can be achieved in a collaborative manner."



**Dr Konstantinos Kiouisis**  
Lecturer

**Areas of expertise:**

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

**ECONOMY**

*Easter holidays boost the economy in Greece*

The economy of Greece has been suffering for a long time. However, the upcoming Easter holiday season is providing a much-needed boost to the country's economy, thanks to increased bookings in the tourism sector. Easter is traditionally a very good season for tourism in Greece, as many locals return to their hometowns to celebrate the holiday with family and friends. Additionally, the Easter holidays attract many international tourists who travel to Greece to experience the unique cultural celebrations and enjoy the warm weather. On this occasion, a surge in bookings for the Easter season occurred, with many hotels and resorts reporting high occupancy rates and increased revenues.

The rise in Easter bookings is providing an economic boost to Greece, with many businesses in the tourism sector being able to reopen and bring back staff that had been laid off due to the pandemic. The increased activity is also expected to have a positive ripple effect on other sectors of the economy, such as retail and food and beverage. While the Easter season is providing some relief, it will take

continued efforts and investments to fully rebuild and strengthen the country's economy but, the positive trend in bookings and the country's overall progress in containing the virus are providing hope for a successful season that could help jumpstart the economy. Orthodox Easter is celebrated in Greece on the 16th of April.



**Dr Mahmoud Manafi**  
Lecturer

**Areas of expertise:**

Human Resources Management, Marketing Management, Economics, Mathematics

**HUMAN RESOURCES**

Workforce diversity is the collective mixture of employees' differences and similarities, including individual characteristics, values, beliefs, experiences, backgrounds, preferences, and behaviours. Learn how to build a diverse, equitable and inclusive organisation.

A diverse workplace allows for more ideas and processes. Diversity of talent allows for a broader range of skills among employees, as well as a diversity of experiences and perspectives which increases the potential for higher rates of productivity.

At BSBI, students, lecturers and operation staff have the opportunity to share their findings from various geographical locations to create new things such as business ideas and knowledge. In other words, workforce diversity at BSBI is one of the influential factors for creating knowledge and improving skills.

Source: [link](#)



**Dr Anna Rostomyan**  
Lecturer

**Areas of expertise:**

Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

**BRAIN SCIENCE**

*The Important Role of the Amygdala in the Human Brain*

As humans we almost always experience some sort of emotion or feeling. Moreover, our emotional states may vary throughout the

day.

There is a special centre in our brains called the "amygdala" that is responsible for the storage and "housing" of human emotions.

It was Joseph LeDeux, a Neuroscientist at the Centre for Neural Science at New York University, who was the first to discover the key role of the amygdala in the "emotional" part of the human brain.

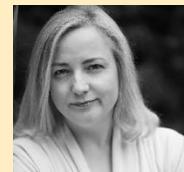
Dr LeDeux's research explains how the amygdala can take control over what we do, even when the rational thinking part of the brain is still coming up with a certain decision.

Besides, it is highly important to note that the amygdala is the "storehouse" of human emotions; it stores earlier experienced human positive/negative emotions and guides us in similar life situations.

Moreover, without the amygdala we lose affection towards other counterpart humans and do not even have "feelings about our very own feelings".

So, in essence, we can state that we have two memories, one for storing merely dry facts and the other one – for emotionally coloured ones.

This proves that together with the hippocampus, our amygdala plays a very crucial role in the processing and storage of our diversified emotions and feelings in our brains, guiding us throughout our entire lives.



**Dr Svitlana Samoylenko**  
Lecturer

**Areas of expertise:**

Philosophy of Science, Life Strategies of Personality, Business Studies

**BRAIN SCIENCE**

*How your general knowledge impacts your ability to understand and engage with the world around you. (This article will be continued in the next Issues of the Gazette).*

It doesn't matter whether you're a scientist or a student; if you consider yourself an educated human being, you have to keep enhancing your personal and professional growth. In my opinion, there are seven fields of knowledge that are crucial for holistic existence:

- 1) Geography: Knowing and being able to interpret the world map is essential for anyone who aspires to be well-informed about global events and make sense of the world they live in. Understanding the locations of different continents, countries, their capitals, and bodies of water is a fundamental skill that helps individuals navigate international relationships.
- 2) History: Understanding the lessons of history can prevent us from making the same mistakes

as our predecessors. History explains evolution and helps us appreciate the victories and downfalls of humanity.

3) Art, cinematography, and music: These fields are a sensory part of human experience that are reinforced by the ability to express oneself. Thus, they reflect the diversity of human emotions and cultures, helping us connect with people of different backgrounds on a deeper level.

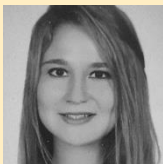
4) IT: Some believe that basic knowledge of math and computers is enough to survive in today's digital age. Undoubtedly, IT has helped us communicate, collaborate, and spread information to people from around the world.

5) Literature: Literature is a unique area of knowledge. Providing insights into the human condition, as well as human emotions, feelings, and thoughts, helps people develop empathy.

6) Fashion: Fashion is not just about clothes and accessories. Fundamentally, it is all about self-expression, identity, culture, and even comfort. Understanding fashion and fashion trends help people appreciate different styles and aesthetics, as well as their social, economic, and political contexts.

7) Tourism: Tourism is the best way to develop cross-cultural competence and generally discover new places of the world. Exploring different sights, enjoying the beauty of diverse nature, and building new relationships are the main aims of this field of knowledge.

Often, it's quite easy to get caught up in the intricacies of your major, and that's where widening your general knowledge can make your life much more interesting!



**Dr Goetze Tanrikulu**  
Lecturer

**Areas of expertise:**

Marketing, Innovation, Entrepreneurship and Gamification

**DIGITAL MARKETING & INNOVATION**

Intuit Mailchimp, a publicly traded company, and the leading email marketing platform has launched Email Content Generator powered by GPT technology. Mailchimp's Email Content Generator is one of several AI-enhanced tools available to users. This new feature is the next step in Mailchimp's mission to simplify email marketing for small to medium-sized enterprises by taking advantage of the growing number of generative AI tools that improve productivity. Furthermore, businesses can use the beta version of the generative AI tool to

design email marketing campaigns tailored to their specific industry, marketing goals, and brand voice.

Rania Succar, CEO at Mailchimp said: "We're on a mission to make Mailchimp the only place where marketers can effortlessly create content optimized for their brand, their marketing channels, their objectives, and every member of their audience."

Email Content Generator users can submit a natural language prompt like "write an email about our new product launch and offer 15% off orders today only". The tool will provide three possibilities tailored to the user's needs, as stated in a press release. Users can select the most applicable choice for their campaign and customize it according to their needs and distribute it to their target market.

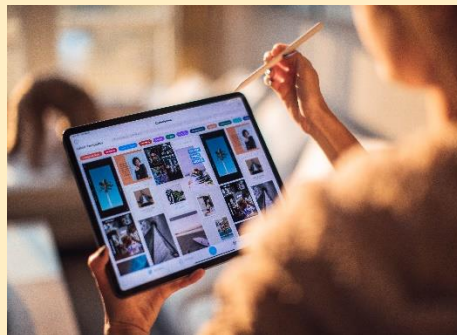
Mailchimp has added artificial intelligence (AI) and machine learning (ML) features over the past few years to facilitate marketers and small businesses in improving their marketing efforts.

With the 2019 purchase of Sawa and the 2020 acquisition of Inspector 6, Mailchimp has begun integrating artificial intelligence (AI) technology into its email marketing platform. When the multinational technology firm Intuit purchased Mailchimp in 2021, it included it in its artificial intelligence (AI)-powered expert platform.

Email Content Generator is the most recent addition to Mailchimp's artificial intelligence (AI) toolkit for marketers. This contains some features such as content optimizer, send day and send time optimizer, creative assistant, customer journey builder next action recommendations, product recommendations, purchase likelihood, and customer lifetime value.

Intuit has implemented AI capabilities across their product line, resulting in 58 billion daily machine learning predictions and 730 million annual AI-driven customer support interactions.

Email Content Generator can provide a significant contribution to businesses' growth leading to greater efficiency, personalization, better decision-making, cost savings, increased revenue, and improved customer experience.



**Dr Gemma Vallet**  
Lecturer

**Areas of expertise:**

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

**SOCIAL MEDIA / DIGITAL MARKETING**

*Fractional ownership and the ups & downs of NFTs in Instagram*

In October 2010, Instagram was launched in a record time: it took just 8 weeks to develop before its official launch on Apple's mobile operating system. The speed and velocity of Instagram, seems to be part of its business DNA. In 2012, in less than 2 years, META, Facebook at that time, acquired Instagram for \$1 billion in cash and stocks. That was a fast operation.

In May 2020, Instagram introduced Digital Collectibles\*, a platform to support digital creators showcasing their NFTs on Instagram, as part of Meta's vision for the metaverse and web3. On April 11th, 2023, Instagram NFTs will be deactivated. Again, that was a fast operation. Meta is unplugging Instagram's NFT platform in the same month when the artist Madonna is selling her knickers in fractions as NFTs at \$100 a piece. This way of selling NFTs is called "fractional ownership". It is a new area for collectors that is gaining the attention of professional NFT collectors. However, at this moment, Meta seems to believe that this business is not good enough for the usual speed of Instagram's business growth.

\*NFTs are called digital collectibles on Instagram and Facebook. An NFT on Instagram is a digital asset, recorded on a public blockchain, that can be shared and, in the near future, sold on Instagram. NFTs are also a monetisation solution for content creators who can benefit from selling digital assets to their followers while retaining creative control over their work and continuing to earn royalties from the resale of their work overtime.

