

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

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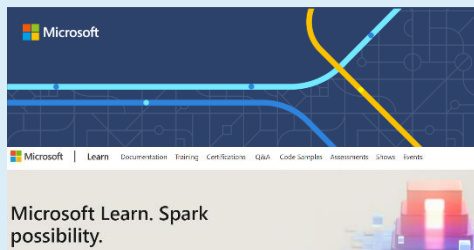


Photo of the Week



AI-based, Colour-Sketch-Style, Art; ©Abdulaziz Abdullah Rafeea Abdulah

Inspirational Quotes

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

The road to success and the road to failure are almost exactly the same. —
Colin R. Davis

The science of today is the technology of tomorrow.
 — **Edward Teller**



Ideation without execution is delusion.

— **Robin Sharma**

Article of the Week



Dr Farshad Badie

Vice-Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Logic, Symbolic Artificial Intelligence,
Information Science, Cognitive Science

What is Marketing Automation?

The concept of 'marketing' involves several key stages, including product research and development, branding, pricing, promotion, and distribution. In each of these stages, marketers rely on their styles of thinking and on their strategies to effectively communicate a specific product's unique selling proposition (USP) and value proposition to the target audience; see Lassar, et al. (1995), Tsiotsou & Vlachopoulou (2012), and Kotler & Armstrong (2019).

To succeed in marketing, it is essential to have a deep understanding of the target market, including their preferences, behaviours, and cultural and individualistic values. By understanding these factors, marketers can create marketing campaigns that resonate with the target audience and persuade them to take action.

In the digital age, we have had significant developments in the automation of various marketing (or *marketing automation*) processes and, in fact, in utilisation of technologies (mainly based on information, computing, and software sciences) toward the management of different marketing scenarios.

In general words, 'marketing automation' refers to how software and technology can be used to streamline and automate various marketing tasks and processes. Marketing automation allows businesses to improve their efficiency, save time, and enhance the

customer experience; see LaValle, et al. (2011), Berman (2012), Krasnikov & Mishra (2017), Ehmke, et al. (2017), and Mishra & Mishra (2017).

Marketing automation can be used to manage various marketing activities e.g., email marketing, social media marketing, lead generation, customer segmentation. For example, in email marketing, businesses can use marketing automation tools to send targeted and personalised emails to subscribers based on their preferences, behaviour, and purchase history. These tools can also automate the process of lead generation by collecting data and tracking user behaviour to identify potential customers.

Marketing automation can also be used to improve the customer experience, based on what customers have used as well as what they have received in comparison to what they expected to. For instance, businesses can use chatbots or virtual assistants to interact with customers, answer their queries, and provide personalised recommendations. This technology can help businesses to provide a more engaging and interactive experience to customers while freeing up human resources for more complex tasks.

Marketing automation can be used to measure and analyse the effectiveness of marketing campaigns. By collecting and analysing data, businesses can identify the most effective marketing strategies and make informed decisions about future marketing efforts.



I shall summarise that marketing automation simplifies and also automates repetitive marketing tasks, allowing businesses to efficiently manage and optimise their marketing strategies.

Technically speaking, marketing automation utilises data-driven insights and analytics to personalise and target marketing campaigns, resulting in improved customer engagement and higher conversion rates. Marketing automation enables businesses to deliver relevant and timely content to their audience across various channels. Moreover, it aids in lead nurturing and scoring, assisting businesses in identifying and prioritising high-quality leads for their sales teams, ultimately driving increased revenue and business growth.

With its ability to automate marketing tasks, optimise marketing efforts, and enhance customer interactions, marketing automation has become an indispensable tool for businesses to stay competitive and achieve marketing success in the ever-evolving digital landscape of today.

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Websites of the Week

- 🕒 [Business Research: Methods and Types](#)
- 🕒 [7 Most Popular Survey Templates](#)
- 🕒 [Top 12 Software Development Methods](#)
- 🕒 [7 Digital Marketing Models](#)
- 🕒 [Competency in Business and Organisations](#)

Books of the Week

Videos of the Week



Strategic Thinking for 2023



Overcoming Bad Inner Voices



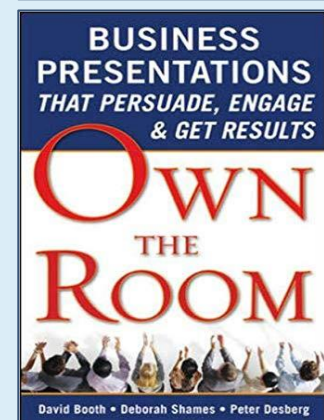
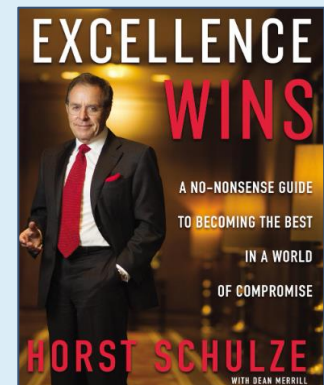
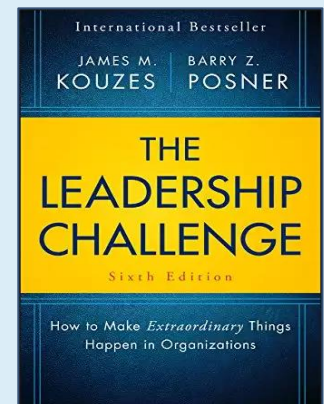
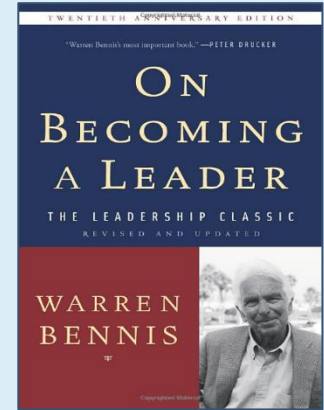
Creating Great Choices



The Science of Self-Compassion



The Science of Mindfulness



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

21ST CENTURY – GREEK MYTHOLOGY

Greek mythology has existed for centuries and still fascinates people all around the world. It is an essential part of Western civilization and has influenced art, literature, and culture in many ways. However, the question remains: what is the relationship between Greek mythology and life in the 21st century? One way that Greek mythology is still relevant to modern life is through its universal themes. Stories about gods and heroes, love and betrayal, courage and cowardice, good and evil, and life and death are still relevant today. These themes are explored in countless books, movies, TV shows, and other media that we consume daily. Although the characters in these stories may be modernized or updated, the basic human struggles they face remain the same. The continued fame of Greek mythology can also be attributed to its timeless quality. The story is not limited to a specific period or culture, and the themes and characters can be easily related to people of all backgrounds. In a world that is constantly changing, these myths arrange continuity and a connection to the past. According to an article published in the *Journal of Hellenic Studies*, Greek mythology still has a strong influence on modern society. The author suggests that mythology provides a basis for understanding human behavior and allows us to comprehend the complexity of the human mind. It is also a source of inspiration for artists and writers who generate new works based on mythology. In addition to artistic and cultural significance, Greek mythology also has practical applications in the modern world. The concept of the hero's journey, introduced in Joseph Campbell's book, *The Hero with a Thousand Faces*, relates to professional and

personal development. The idea of a hero who faces challenges, defeats obstacles and eventually succeeds can be applied to any area of life that requires personal growth and fulfillment. In summary, Greek mythology is still relevant to our lives in the 21st century. It provides a timeless framework for awareness of human behavior, inspires creativity and art, and offers practical applications for personal and professional development. As long as people continue to explore these stories and find meaning in them, Greek mythology will remain an important part of our cultural heritage.

Johannes Haubold, "Greek Myth and its Receptions: An Introduction", *Journal of Hellenic Studies* Vol. 130, (2010), pp. 1-7.



Dr Mariusz Dramski

Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Artificial Intelligence, Data and Process Mining, Project Management

TECHNOLOGICAL THREATS

Storing, transmitting, and processing information has become a basic element of everyday human existence. Unfortunately, there are also some risks associated with this, which must not be underestimated. There are different risks associated with the use of new technologies. Particularly noteworthy is the division considering their negative impact on various areas of human functioning. Some of these threats are:

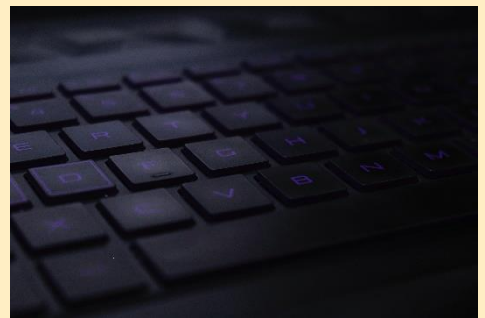
- Threats to physical health - e.g., posture and vision defects, obesity, carpal tunnel syndrome.
- Threats to cognitive development - e.g., imitation of negative patterns.
- Threats to social and emotional development – e.g., narrowing of social interactions, exposure to violent and sexual content,

empathy disorders, anxiety.

- Threats resulting from resignation from other forms of activity - e.g., focusing only on activity related to the use of new technologies.
- Threats resulting from the use of new media - e.g. abuses related to commercialisation, aggressive or pornographic content, duplication of negative values and patterns, consumerism, electronic aggression, lack of privacy and personal data protection, illegal activity, promotion of websites with negative content.
- Threats resulting from the use of new technologies without time control - e.g., addiction.

The prevalence and popularity of the Internet has affected our daily lives. It is noteworthy that the use of devices such as smartphones or tablets has become an addiction. Symptom include preoccupation with your devices, increasing the time spent on the Internet, irritability and nervousness caused by limited access to the Internet, lack of sense of time control, lying to other people in order to hide involvement in using the Internet, and many others. As we can see, these are typical symptoms associated with various types of addiction.

It is also worth referring to the document by K. Young entitled "Internet Addiction" in which we will find a more detailed description of the problem in question. Polish researchers such as W. Dworzański and E. Potembska even ventured to say that smartphone addiction may be comparable to heroin addiction. Regardless of how we assess it, the problem of threats related to the use of new technologies must be treated very seriously.





Dr Kamyar Esmaeili Nasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

WORKPLACE SKILLS

Important workplace skills to transfer

In this series, we are reviewing essential transferable skills in organisations. In the previous weeks, we discussed the first skill, communication, including its significance, and ways to enhance and transfer it. Now, we move on to the second skill, which is technical skills. Technical skills refer to the expertise, knowledge, and abilities required to perform specific tasks or functions in the workplace. These skills are usually obtained through education, training, and experience in a specific field or industry. Technical skills can vary depending on the work's nature, from coding and programming to operating specialised equipment or machinery. In today's technology-driven world, technical skills are increasingly vital for businesses to remain competitive and adapt to market changes. As new technologies emerge frequently, organisations must ensure their employees have the necessary technical skills to keep up with the evolving landscape. Transferring technical skills from one generation to another is critical to maintaining continuity and ensuring business sustainability. When experienced employees retire or leave a company, they take with them valuable technical knowledge that is challenging to replace. By transferring these skills to younger employees, organisations can prevent a knowledge gap and ensure the longevity of their operations. One effective way to transfer technical skills is through on-the-job training. Experienced employees can mentor and train younger employees on specific tasks, including shadowing, hands-on training, and guidance on how to troubleshoot problems that arise. Another method is to provide access to online courses and training materials that allow employees to learn at their own pace and acquire new technical skills. Mentorship programmes that pair younger employees with more experienced colleagues are also beneficial. This fosters relationships that can lead to increased productivity, job satisfaction, and retention, while also facilitating the transfer of technical skills. Investing in technical skill transfer is an investment in the future of any business. By identifying the technical skills required for specific roles and developing

strategies for transferring them to future employees, organisations can ensure their workforce remains competitive and adaptable to changing market demands. Technical skills are vital for success in today's work environment, and transferring them from one generation to another is essential for the sustainability of a business. See this [link](#)



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

Secretary-General Pololikashvili hosted the first ever meeting of Ministers of Tourism from South East Europe, advancing UNWTO's work on promoting collaboration across borders. Here, Ministers from eight countries (Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, North Macedonia and Serbia) explored opportunities for greater cooperation on projects in the region. Participants agreed on plans to hold annual meetings of Ministers and State Secretaries to deliver better regional collaboration for tourism in the region.

Organised by the Ministry of Tourism and Environment of the Republic of Albania in partnership with UNWTO, the three-day forum brought together public and private sector leaders to focus on the challenges and opportunities of sustainable travel. Opening the Forum, UNWTO Secretary-General Zurab Pololikashvili underscored the great progress that tourism has made in becoming more sustainable, while stressing that much more needs to be done: "We must first focus on two priorities, people and investments, because without the right people or the proper investments, our plans for a transformed tourism will not get off the ground." For more information, visit this [link](#).

Further emphasising this policy priority, UNWTO's leadership joined the Mayor of Tirana Erion Veliaj and Albania's Minister for Tourism Mirela Kumbaro to lead high-level discussions focused on more and better-targeted investments in tourism. Expanding on the importance of strong and clear governance for advancing plans for greater sustainability across the tourism sector.

Within the framework of FESTA, Secretary-General Pololikashvili met with Executive Vice President of the European Commission Frans Timmermans to discuss tourism's role in

advancing the European Green Deal, which he leads. UNWTO is spearheading tourism's shift to greater sustainability, including through the Glasgow Declaration on Climate Action in Tourism and the Global Tourism Plastics Initiative.



Hamid Azad
Lecturer

Areas of expertise:

Technology in Education; Creativity in Language Learning; Monitoring and Supervision in Language Acquisition

LANGUAGE SKILLS

Build your career with a powerful vocabulary

Improving your vocabulary boosts communication. By committing to consistent study 15 minutes per day, rewarding but requiring time and energy. Having a large vocabulary is beneficial you're your academics, work, and socializing. It allows for better understanding of diverse opinions and clearer communication.

Undoubtedly, you possess the knowledge of a wide vocabulary already and will inevitably acquire additional words regardless of whether or not you exert effort. It's a reality that a considerable amount of your vocabulary was likely acquired through repeated exposure while reading, conversing, and even watching TV. To quicken the rate at which you learn, it is imperative to follow a disciplined and persistent method. It would be even more impressive if you were to acquire a single unfamiliar term every day for the next three years, as you would have more than a thousand new words in your vocabulary after that time. By committing to learning ten new words daily, you could potentially acquire over three thousand new words in a year, which would likely instill a long-term inclination towards knowledge-seeking and personal enhancement.

Developing a better vocabulary in four easy steps:

- 1. Words matter.** Are you wondering why you have a small vocabulary despite reading often? Reading alone may not facilitate learning new words as skipping over unfamiliar words is a common tendency. Be cautious of words that seem familiar but have unknown meanings.
- 2. Read, read and read.** Read more to increase your word knowledge and refresh your vocabulary.
- 3. Study and audit constantly.** To optimise your vocabulary, read, review and consolidate information

into a single notebook or index card for easy access during study sessions. To improve study habits, review every word every two weeks.

4. Use a dictionary. Read the entire meaning of the word as it may have different interpretations. Although true, exploring a word's different meanings and historical origins can help understand its complex usage. This process boosts satisfaction from learning and aids vocabulary retention.



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

OVERPOPULATION

The world's population has recently surpassed the 8 billion mark, reaching a significant milestone in human history. According to the United Nations, it took over 200,000 years of human history to reach 1 billion and only 219 years more to reach today's number of 8 billion. The highest global population growth rates occurred between 1965 and 1970, peaking at 2.1%. The growth rate declined to 1.1% since 2015 and is predicted to decline further in the near future. The UN Department of Economics and Social Affairs projects more than 9 billion people by 2050 and gives an 80% confidence for over 10 billion by the end of the 21st century, with a growth rate of zero by then.

World population growth presents several challenges for humanity, including food security, water scarcity and climate change. The increasing population places immense pressure on our planet's resources, particularly in terms of food production. Agriculture is one of the largest consumers of water and with the world's freshwater resources already stretched thin, feeding the growing population will become more difficult. In addition, the increased demand for meat and dairy products places additional stress on the environment due to the large amounts of resources required to raise livestock. Moreover, the increase in carbon emissions from human activities such as transportation, industrialisation and deforestation, contributes to global warming, leading to more frequent and severe weather events. The rapid population growth also has significant implications for the global economy. As the population increases, so does the demand for goods and services, which can stimulate economic growth. The increased

demand, on the other hand, may lead to economic growth, but it also increases pressure on the planet's resources, potentially leading to price increases for essential commodities such as food and energy which can negatively impact low-income households, leading to food and energy insecurity.

Addressing these challenges requires collective action and commitment to sustainable development. There must be a global effort to develop technologies and practices such as improving agricultural productivity, promoting renewable energy and reducing waste. In addition, managing the economic impacts of population growth requires a multi-pronged approach that includes sustainable economic development, job creation and social services. In general, it is essential to educate people about the importance of sustainable living and population control, so as to find a balance between economic growth and resource consumption to ensure our future.

To see the current world population, please visit [Link1](#). For more information regarding this very interesting topic, please visit [Link2](#), [Link3](#) and [Link4](#).



Dr Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

CULTURE

How does culture help in problem-solving?

Culture influences our ability to understand a situation, as differences in culture may lead to providing different approaches to solve a problem.

A problem-solving culture refers to an employee community where improvement is part of daily work. Improvements can be seamlessly implemented in processes, thus increasing the value for the end customer. All improvements can be systematically linked to the company's strategic objectives. By extending the concept to national culture, probably we will have new terms in term of national culture. By reviewing the history of Netherlands, we will see how this country has tried to resolve their problems, for example population and transportation (see [here](#)). Netherland has shown that many innovative solutions since 14th centuries in various areas such as producing flower, animal husbandry, and building dams. In other words, they have tried to find solutions for their problems

through innovation.

Source: [link](#)



Olufunke Mercy Popoola, PhD
Lecturer

Areas of expertise:

Microeconomics, Energy Economics, Sustainability, Finance

WORK-LIFE BALANCE

The balance between work and life activities and how to achieve this balance varies from one individual to another as it is dependent on when one feels satisfied with their job and personal life. Finding a balance helps employees to show up in their personal and professional lives. People who perceive their work-life to be balanced will experience a sense of harmony in life and optimal psychophysical conditions that enable them to meet the long-term demands of work and non-work roles.

Four steps to improve work-life balance:

1. You need to create a work leisure plan: schedule your tasks, divide time appropriately to ensure the appropriate time for work and career development; leisure and personal development.
2. You need to leave out activities that waste time and energy: Individuals need to ignore activities which demand too much time and energy and in return not yield output for either work life or leisure life.
3. You need to set aside enough time for relaxation: Time for relaxation is necessary for everyone and it tends to improve productivity on the professional.
4. You need to Prioritize work: Most times, employees do not give priority to work and tend to end up doing lots of work at the last minute. Better planning helps employees to avoid unnecessary delays.

Link: [here](#)



Dr Anna Rostomyan
Lecturer

Areas of expertise:

Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

PSYCHOLOGY

The Psychology of Human Emotions

All emotions are, in essence, impulses to act, instant plans for handling life that evolution has instilled in us, which guide us in analyzing external stimuli.

Emotions are impulses for taking actions that guide us in our lives like a compass. They are physiological and psychological responses that influence perception, learning, and performance, which later have a great impact on our verbal and non-verbal behaviour, which has a very strong influence on shaping our outward reality.

Psychological development is one of the most important facets of human development, in terms of cognitive, emotional, intellectual, and social capabilities and functioning over the course of a normal life span, from infancy through old age.

Edward J. Murray claimed that emotions are aroused by a variety of innate stimulus patterns, learned stimuli and social situations.

The behaviourist John Watson supported the viewpoint that children usually have three basic emotions – fear, rage, and love. Observations of children, ranging in age from birth to two years, showed that initially an infant is either excited or quiescent. Hence, stimuli of any kind elicits only the generalized excitement pattern. With the development of the brain cortex, in the evolution of the neurological system, the cognitive processes play a very important role in the expansion of emotions and we develop a broader spectrum. The elaboration of the emotions is actually an involuntary process, of which one can only be partially conscious. It is true that we often speak about emotional control or about controlling emotions as a necessary prerequisite for successful social relationships, especially in the business field.



Dr Svitlana Samoilenko
Lecturer

Areas of expertise:

Philosophy of Science, Life Strategies of Personality, Business Studies

WORLD MAP

CHALLENGE

We are excited to announce a challenge that will test your knowledge of the world map!

This challenge will help you expand your general knowledge and deepen your understanding of the world. The challenge is simple: over the next six weeks, we challenge you to learn the names and locations of all the world countries and their capitals (just 33 countries per week, this makes it less than 5 countries and 5 capitals per day- it is absolutely realistic!).

You can use any resources you would like, including textbooks, maps, online resources, and apps. We encourage you to work in teams and collaborate with your peers to make the experience more fun and engaging. To participate in the challenge, please sign up by 28 April 2023 (room 406). We will have a quiz at the end of the challenge to test your knowledge and award prizes to the top performers. The 6 finalists will meet on 5 June 2023 at 13:15, ale stage of BSBI cafeteria in front of the world map!

This challenge is open to all BSBI students, regardless of your major or background. We believe that learning about the world map is an important skill that can help you navigate the globalized world we live in. We hope that you will join us in this fun and exciting challenge and expand your knowledge of the world around us.

To sign up for the challenge or if you have any questions, please contact Dr Svitlana Samoilenko and Dr Kaddour Chelabi. We look forward to seeing you there!



Sahar Shekaliu
Lecturer

Areas of expertise:

Communication Science, Social Media, Corporate Sustainability, Circular Economy

GLOBAL CRISES

Are global crises intertwined?

At the end of 2022, the federal government of Germany allocated 4 billion euros for the Natural Climate Protection Action Programme (ANK) until 2026. Its purpose is to promote climate protection and strengthen biodiversity - the protection of intact moors and the rewetting of drained moor areas are mentioned as important fields of action. An intact biosphere creates a functioning carbon cycle that removes carbon dioxide (CO₂) from the atmosphere. Therefore, this program contributes drastically to the Climate Protection Act, which aims to decrease greenhouse gases by 65% till 2030 compared to 1990. Conserving and restoring the ecosystem and biodiversity – known as nature-based solutions – is one of the most cost-effective approaches to mitigate climate change, hence these two issues are considered as twin crises.

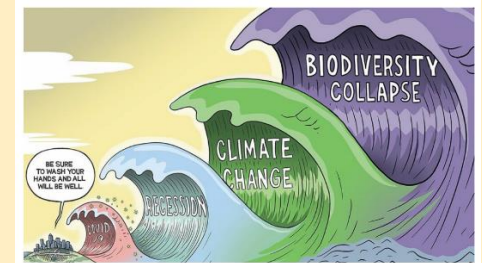


image by Mackay cartoons

The interrelations among different crises are significant. The picture above is worth thousands of words. Nowadays, the world is facing crisis upon crisis. From the pandemic and war to the early signs of upcoming crises, the solution lies in addressing and tackling them together. It is noteworthy that biodiversity collapse could be potentially a bigger risk to our lives than recession or climate change. Unprecedented changes in the world and ecosystem, driven by human activities, have combined and increasingly threaten nature, human lives, societies and our world. Success will require coordinated, global efforts and local actions that address all human-induced issues in an integrated manner.



Konstantinos Skamagkas, PhDc
Lecturer

Areas of expertise:

Management and Business Development,
Educational Programmes

RENEWABLE ENERGY

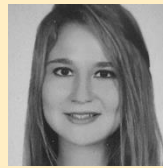
Renewable Energy and Green Hydrogen

The most important news in the energy sector during the past week was the Africa Green Hydrogen Finance Accelerator Forum which took place between 13 and 14 April. The main discussion was about the funding of large-scale renewable energy and green hydrogen projects on the African continent.

The escalation of tensions between the West and the Russian Federation, the increase in demand and prices of LNG in the Asian market and the subsequent limitations of its supply in Europe as well as the pressure for sustainable solutions to climate change, lead to consultations between developed and developing countries for investment actions aimed at solving the energy crisis. However, the extreme political and non-socioeconomic stability of African countries makes it very difficult to decide on investments to support large-scale projects. In addition, Africa's rapid population growth will contribute to increasing energy demand. However, the continent's natural endowment and vast energy resources, which so far are little exploited, are more than enough to provide its citizens with the necessities as well as lead a global green transition in energy.

Due to all the above, it seems that a strong incentive for development finance institutions (DFIs) and their shareholders is provided, so as to the green hydrogen economy to meet global demand by 2050.

Sources: [Link 1](#); [Link 2](#)



Dr Goetze Tanrikulu
Lecturer

Areas of expertise:

Marketing, Innovation, Entrepreneurship and Gamification

MARKETING & RETAILING

Apple BKC in Mumbai opened to customers on April 18. Apple's first retail location in India is one of the company's most sustainable stores to date, featuring Today at Apple sessions with local artists and designers. Apple BKC is a dynamic shop where customers can learn about Apple products and services, experience exceptional service, and learn how to maximize their devices.

“At Apple, our customers are at the centre of everything we do, and our teams are excited to celebrate this wonderful moment with them as we open our first retail store in India,” said Deirdre O'Brien, Apple's Senior Vice President of Retail. “Apple BKC is a reflection of Mumbai's vibrant culture and brings together the best of Apple in a beautiful, welcoming space for connection and community.”

Apple has been present in India for over 25 years and maintains a strong commitment to the community by supporting organisations such as the Akanksha Foundation, Barefoot College International, and Applied Environmental Research Foundation (AERF). In retail, it is crucial to adhere to the local culture, and sustainability is of paramount importance to businesses. Apple, one of the most significant technology companies, seems to have accomplished both goals.



Professor Dr Shiv K. Tripathi
Dean of Faculty of Economics and Business Administration

Areas of expertise:

Case-method Teaching, Strategy and Sustainability, Ethics, Responsible Supply Chains, Higher Education Management

SUSTAINABLE BUSINESS

'Trust' as a Driver of Sustainable Business

The 2023 Edelman Trust Barometer highlights that today the world is heading towards a deeply polarized state, due to declining trust in social institutions. This lack of trust is the result of a combination of factors, including leadership failure, economic anxiety, disinformation and mass-class divide among others. However, the good news is that business is one of the many fields where we can see a shift towards a more ethical and competent way of operating. Many businesses are placing greater responsibility on the stakeholders of business eco-systems.

Despite some corporate scandals and scams during the last two to three decades, businesses across the world have been able to create a positive impact on the lives of others through shared value creation with the stakeholders. Although the situation is not ideal, there is a silver-lining due to growing corporate participation in the global sustainability agenda. Since the late Kofi Annan launched United Nations Global Compact during World Economic Forum in 2000 with a few CEOs, the number of participating companies and organisations has exceeded 10,000. This is the sign of pro-active corporate commitment to global sustainability. The corporate participation in development is continuing to grow, as evident from increasing sustainability reporting and disclosures by companies globally. However, there is still a long way to go to ensure 'responsibility' and 'accountability' as a core of corporate culture.

This year, we are almost halfway through the allocated timeframe that was set for accomplishing the United Nations Sustainable Development Goals (SDGs), the question remains as to how businesses can make a bigger impact in driving global sustainability. There is no single prescription or approach, yet reviews of selected corporate sustainability cases reveal that 'stakeholder trust' is the one factor that can help companies in transformation towards making a positive sustainability impact.

Developing stakeholder trust requires a corporate culture which is above the lines of

balance-sheet maximization and achieving growth in numbers. Companies must realize the fundamental purpose and the basis of their existence. It reminds us of Henry Ford's classical \$5 a day wage hike for workers in 1914 and later when he was asked why, he replied '... so that my workers can buy my cars'. Such a deep-rooted consideration of 'we exist because you exist' is perhaps, what is needed today in modern corporations to make this world a better place for everyone. Let us hope for a journey of collective growth together with more and more corporations becoming drivers of sustainability and trust.



Dr Gemma Vallet
Lecturer

Areas of expertise:

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

AI CAREERS/ INNOVATION / MARTECH

AI prompter

Generative AI Tools like ChatGPT in their rapid growth are opening new opportunities in the market for professionals like AI Prompters, experts that advertising agencies dream about.

What is an AI Prompter?

An AI Prompter is responsible for writing effective AI prompts that generate the best results tailored to specific needs. Advertising agencies that want to excel, incorporating brands, branded content, in tools such as GPT are looking for AI Prompters. A role that involves creating and managing a database of prompts, collaborating with stakeholders to understand their needs, testing and evaluating the performance of the prompts, and incorporating advancements in AI and machine learning technologies. The AI Prompter must have a deep understanding of AI and NLP and of course be able to work with marketing professionals, creative directors and in advertising agency environments. An Artificial Intelligence Engineer is an IT expert whose mission is to develop intelligent algorithms capable of learning, analysing and predicting future events. Their role is to create machines capable of reasoning like the human brain.

How much does an AI prompter job pay?

The rise in generative AI tools like ChatGPT has [Page 9](#)

created an "attractive marke" for "prompt engineers." Their salary ranges from \$200,000 to \$335,000 a year.

Do you want to know more? You can find some good resources [here](#).

Best AI Prompter case

The image below is from the Coca-Cola campaign "Create Real Magic" prompting fans to create their own digital artwork based on dozens of branded assets, such as the brand's distinctive contour bottle and script logo. Coca-Cola launched its own AI platform, built exclusively for the brand by OpenAI and Bain & Company. Artists for the campaign were allowed to download and submit their creations, with the best results appearing on digital billboards in New York's Time Square and London's Piccadilly Circus.



Dr Elif Vozar
Lecturer

Areas of expertise:

Tourism Management, Sustainable Tourism, Socio-cognitive Mindfulness Theory

There are two important events taking place in the UK in May 2023. First one is the Coronation of King Charles III. This will be a once in a lifetime experience and a chance to celebrate a day history is made. The second important event of the UK is hosting the Eurovision Song Contest in May. Ukraine should traditionally host the Eurovision 2023, due to the current situation it was decided that Eurovision Song Contest 2023 will be held in Liverpool on behalf of the last year's winner country Ukraine.

More details of the events and screenings of the events can be found in the [link1](#) and [link2](#).



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