

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'm sharing a spiritual poem by Ella Wheeler Wilcox called:
'As You Go Through Life'

Don't look for the flaws as you go through life;
And even when you find them,
It is wise and kind to be somewhat blind
And look for the virtue behind them.
For the cloudiest night has a hint of light
Somewhere in its shadows hiding;
It is better by far to hunt for a star,
Than the spots on the sun abiding.

The current of life runs ever away
To the bosom of God's great ocean.
Don't set your force 'gainst the river's course
And think to alter its motion.
Don't waste a curse on the universe--
Remember it lived before you.
Don't butt at the storm with your puny form,
But bend and let it go o'er you.

The world will never adjust itself
To suit your whims to the letter.
Some things must go wrong your whole life
long,
And the sooner you know it the better.
It is folly to fight with the Infinite,
And go under at last in the wrestle;
The wiser man shapes into God's plan
As water shapes into a vessel.

Photo of the Week

DOUBT

Inspirational Quotes

If you want to go fast, go alone. If you
want to go far, go together.
— **African Proverb**

The quality of a person's life is in
direct proportion to their commitment
to excellence, regardless of their
chosen field of endeavour.
— **Vince Lombardi**

The only way to do great work is to
love what you do.
— **Steve Jobs**

The function of leadership is to
produce more leaders, not more
followers.
— **Ralph Nader**



The best way to
predict your future is
to create it.

— **Abraham Lincoln**

Article of the Week



Dr Farshad Badie

Vice-Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Logic; Knowledge Representation;
Information Science; Cognitive Science

Leveraging Information Science and Knowledge Management in Entrepreneurship

At the [Berlin School of Business and Innovation \(BSBI\)](#), we have a special focus on the links between “Data and Information Science” and “Business Science” in different innovative scenarios. As an information scientist and knowledge analyst, I do believe that our students need to learn how to critically think about the phenomena of ‘information’ and ‘knowledge’. Subsequently, they can be concerned with how data and information sciences can support our understanding of various business concepts in the modern world. In this article, I will offer a general description of, and analysis of, how information science and knowledge management can be applied in entrepreneurship to help businesses succeed.

Information Science and Knowledge Management

Information science (IS) is an interdisciplinary field that studies the concept of ‘information’ as well as its various categories and types. IS mainly deals with the organisation, modelling, retrieval, and analysis of data. IS also focuses on the systems that are used to store and manage data. Accordingly, IS can be understood to be a critical framework for all people who need to gather and analyse data, understand human beings’ needs (with respect to data), and develop strategies to compete in their industries.

Knowledge management (KM) is about how we can create, share, use, and manage the phenomenon of ‘knowledge’ in different

domains and contexts. KM involves various processes and tools for identifying, capturing, and leveraging knowledge and expertise to support problem-solving, decision-making, and innovative thinking. It is interpretable that KM is crucial to offer a proper fundamental description of, and also a specification for, business concepts in entrepreneurial contexts. Moreover, KM can support us to create and maintain a competitive advantage, reduce risks, and foster innovation in our entrepreneurial activities.

Significant Applications of Information Science and Knowledge Management in Entrepreneurship

Undoubtedly, there are many ways that IS and KM can be used in entrepreneurship. In this article, I am focusing on “Market Research”, “Knowledge sharing”, and “Data Analytics” which can be realised to be the most significant domains of IS-based and KM-based entrepreneurship.

Market Research: IS offers many tools and techniques (e.g., surveys, interviews, data analysis) that can be employed to conduct effective market research. These methods provide valuable information to entrepreneurs and help them identify market needs and trends. Relying on IS, entrepreneurs can develop effective strategies for product development, pricing, and promotion. For example, by analysing survey data, an entrepreneur can gain a better understanding of what types of products or services the potential customers are looking for, what features are most important to them, and how much they are willing to pay. This information can then be used to create a product that can meet these needs and to set a proper price that is both competitive and profitable. Additionally, IS can help entrepreneurs develop effective marketing strategies that reach the right audience and maximise the impact of advertising efforts. By analysing data on customer behaviour and preferences, entrepreneurs can create targeted advertising campaigns that are more likely to resonate with potential customers and generate a positive response.

Knowledge Sharing: In the field of entrepreneurship, *knowledge sharing* is a critical aspect of creating and maintaining a competitive advantage. Entrepreneurs must be able to share their knowledge and expertise with others in their organisation to make better decisions and solve problems more quickly. This is especially important in today’s fast-paced business environment, where rapid innovation

and market changes require entrepreneurs to be nimble and adaptable. To facilitate knowledge sharing, entrepreneurs can make use of KM tools. These tools are designed to document and share knowledge and expertise within an organisation, making it easier for individuals and teams to access the information they need to make informed decisions and solve problems. By using KM tools, entrepreneurs can create a culture of knowledge sharing within their organisations. This can help to foster collaboration and innovation. Actually, individuals and teams would be able to share their knowledge and expertise more effectively. Moreover, KM tools can help entrepreneurs to avoid repeating mistakes that have been made in the past, and to build on successes to create new opportunities for growth and innovation.

Data Analytics: IS provides entrepreneurs with powerful tools for analysing and making sense of large amounts of data. These tools, collectively known as *data analytics*, are essential for entrepreneurs who want to gain valuable insights into customer behaviour, market trends, and competitor activity. Data analytics allows entrepreneurs to sift through vast quantities of data and extract useful information that can be used to inform business decisions. For example, by analysing customer behaviour data, entrepreneurs can gain a better understanding of what types of products or services are in demand, how customers are using these products or services, and how much they are willing to pay. All this information can then be used to develop more effective marketing strategies and create products or services that better meet customers’ needs. In addition to customer behaviour data, entrepreneurs can also use data analytics to gain insights into market trends and competitor activity. By tracking *key performance indicators* (= *KPIs*; see this [link](#) for more information about “KPI”.) and analysing market data, entrepreneurs can also identify emerging trends and adapt their strategies to stay ahead of the competition. This is especially important in industries where competition is fierce and market conditions change rapidly.

In conclusion, there is no doubt that information science and knowledge management are analytical and critical tools for entrepreneurs who want to succeed in today’s data/information-oriented fast-paced and ever-changing business environment. By leveraging these tools and techniques, entrepreneurs can gain a deeper understanding of their markets, customers, and competitors, and make more proper and more informed decisions that lead to innovation and growth. It shall be emphasised that it is essential for our students to develop a strong understanding of the fundamental frameworks of information science and knowledge management to become prepared for the challenges and opportunities of entrepreneurship.

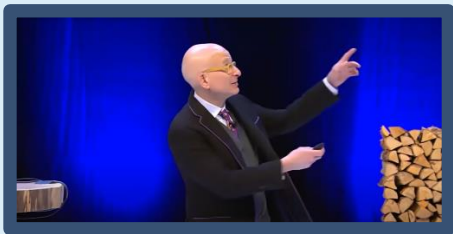
Websites of the Week

- 🕒 [What is Business Management?](#)
- 🕒 [Organising: Purposes](#)
- 🕒 [The Use of Knowledge in Society](#)
- 🕒 [On Responsible Leadership](#)
- 🕒 [What is Competitive Advantage?](#)

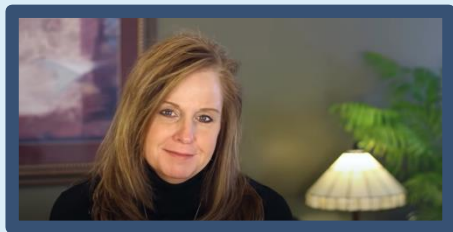
Videos of the Week



Critical Thinking Skills for Leaders



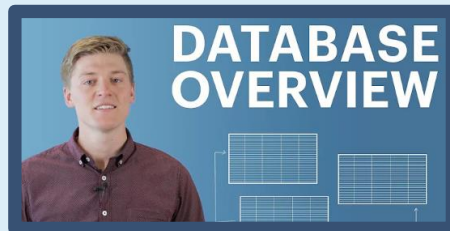
Leadership vs. Management



Decision Making in Leadership

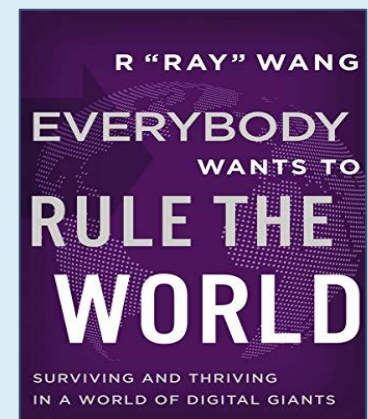
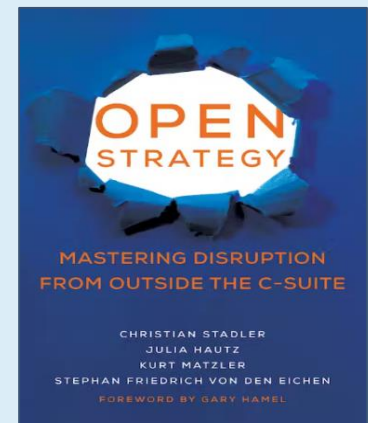
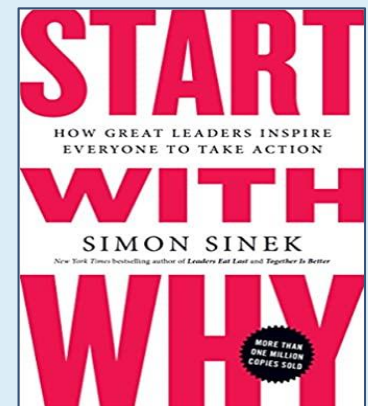
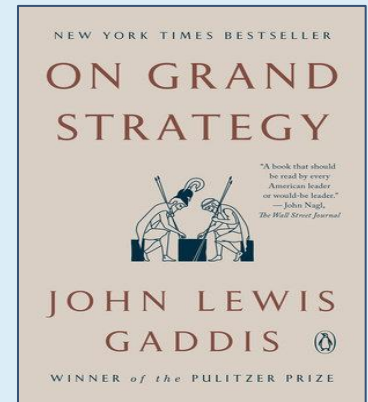


Identity and Culture in Human Communication



Database Overview

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

METaverse

Metaverse in maritime sector

The term "metaverse" has become very popular recently. Most people are already aware of the existence of the virtual world. There is software and hardware supporting this technology. The Metaverse isn't just for entertainment, though. We should consider using these tools in the maritime sector. The first application can be training and various types of simulation. This is a great way to recreate weather conditions at sea or practice rescue procedures. Every shipowner knows that the use of simulation allows to not only improve the qualifications of the crew but also to reduce costs. Currently, simulators are widely used in maritime education.

The leading manufacturer is, for example, Kongsberg. Although the International Maritime Organization recommends refraining from the implementation of unmanned remotely controlled vessels, here we find the second serious use of the metaverse tool. They are used to control unmanned ships. They are also called autonomous ships. Some researchers believe that this type of ship represents the future of international maritime transport. However, there are no procedures in international law yet to implement such solutions.

Another application of the metaverse is to improve communication, e.g. between ships at sea, ships and port authorities or any other entities dealing with the maritime economy. In conclusion, currently, the main use of the metaverse in the maritime sector is primarily in education. The most popular simulator here is the navigation bridge simulator, which is owned by every good

maritime university. In addition, it is worth mentioning ARPA and ECDIS simulators, as well as GMDSS used for training in rescue procedures. More information can be found on the website of the International Maritime Organization - www.imo.org



Dr Kamyar Esmaeili Nasrabadi

Lecturer

Areas of expertise:

Human Resource Management, Business
Management, Tourism, Customs

ORGANISATIONAL COMMUNICATION

I am going to start this week's communication skills' review with the question "Does a warm and friendly encounter stimulate you to communicate in a perfect manner or a cold and soulless encounter?" What is obvious about the friendliness skill is that everyone will seek to communicate with the people who are trying to communicate sincerely. But where the friendliness skill may not seem so important is the workplace. In workplaces, formal communication seems to be bolder than informal and friendly communication.

However, it is evident that sincere communication is effective in improving the effectiveness of communication in workplaces. The characteristics of friendliness are kindness and honesty, and they help people to develop an understanding and trust while communicating. When you communicate with an open mindset and a positive attitude, it helps you to develop a supportive understanding. A small gesture of kindness, like offering praise or smiling, would help you to establish a productive relationship with your managers and colleagues in the workplace. You can be friendly by remembering the small details and previous conversations about the life of your colleagues.

In any type of communication, make sure that you set the right tone and that you are polite. A friendly tone will encourage others to communicate with you. Always try to

personalise messages, particularly when working with fellow colleagues. This is important in both the face-to-face and written communication. Try to personalise your emails that are written to co-workers and/or employees. A sentence such as: "I hope you all had a good weekend" can personalise your message and make the recipient feel more appreciated.

Such actions are simple but can create a comfortable environment for open communication. This can be especially seen in workplaces that promote 'family culture', but the golden point of friendliness is to maintain balance and to not overdo it.

There are many suggestions for how to improve friendliness, like, e.g., to learn to exhibit a character of warmth, to avoid being snobbish, to control your temper and be patient, to try to develop the habit of smiling, to learn to initiate conversations, and, finally, to manage stress.

This interesting [research](#) focuses on the impact of workplace friendliness.



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

The hotel industry in 2023 is projected to surpass pre-pandemic levels of demand, nominal room revenue and state and local tax revenue, while inching closer to other key 2019 performance metrics, according to the American Hotel & Lodging Association's 2023 State of the Hotel Industry Report. The report, which forecasts that operational challenges such as staffing shortages and economic factors will replace COVID as hoteliers' top concerns, is based on data and analysis from Oxford Economics and was created in collaboration with AHLA Platinum Partners STR, Avendra, Ecolab, Encore, and Oracle.

2023 nominal room revenue is projected to reach new heights (\$197.48 billion vs. \$170.35 billion in 2019). While these numbers are not adjusted for inflation, and real revenue recovery will likely take several more years, the trendlines are positive. For more information click [here](#).

“Three years after the unprecedented hardships our industry faced due to the pandemic, hotels continue to make significant strides toward recovery,” said AHLA President & CEO Chip Rogers. “2022 saw one of the strongest summer travel seasons ever, and this year we expect hotels to reach new heights in terms of room revenue, room-night demand and state and local tax revenue. But when inflation is considered, our industry likely won’t see a full recovery for several more years. Nevertheless, hotel performance is trending in the right direction – great news for our industry and our employees, who are enjoying better pay, more career opportunities, upward mobility, and flexibility than ever before.”

To help hotels fill open jobs and raise awareness of the hotel industry’s 200+ career pathways, the AHLA Foundation’s “A Place to Stay” multi-channel advertising campaign is now active in 14 cities, including Atlanta, Baltimore, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York, Orlando, Phoenix, San Diego, and Tampa. For more info on the campaign, go to thehotelindustry.com



Dr Konstantinos Kiouisis
Lecturer

Areas of expertise:

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

ADVANCED TECHNOLOGY & INNOVATION

Tesla, the pioneering electric vehicle manufacturer, has recently announced that their cars will soon come equipped with Zoom conferencing capabilities. This new feature is expected to enhance the driving experience of Tesla owners, allowing them to stay connected with their colleagues, friends and family, even when they are on the move. With the growing popularity of remote working and virtual meetings, the ability to join a video conference while on the road has become increasingly important. This feature will be made possible by the advanced computing power and connectivity capabilities of Tesla's vehicles which are equipped with high-speed internet connectivity, advanced camera systems and powerful processors, making them an ideal platform for video conferencing. The addition of Zoom conferencing capabilities is just the latest innovation from Tesla, which has been at the forefront of revolutionising the automotive industry with its advanced electric cars and autonomous driving technology. With this new feature, Tesla is demonstrating its commitment to providing cutting-edge technology and a superior driving experience to its customers.

According to reports, the global market for in-car infotainment systems is projected to grow at a Compound Annual Growth Rate of 6.8% from 2021 to 2026. The growing demand for connected cars and the integration of advanced technology in vehicles are some of the key factors driving this growth. Tesla's move to integrate video conferencing capabilities into its cars aligns with this trend and positions the company well to capture a share of this growing market. Tesla's focus on innovation and technological advancement has been a key driver of its success. In the second quarter of 2021, the company reported revenues of \$11.96 billion, representing a year-over-year increase of 98%. The company's market capitalisation has also surged, with its shares up more than 400% over the past year, making it one of the most valuable automakers in the world. For further information on this innovative concept, please check out the following links: [Link1](#) and [Link2](#).



Dr Anna Rostomyan
Lecturer

Areas of expertise:

Psychology of Emotions, Emotional Intelligence, Social Intelligence, Communication

EMPATHY

Empathy as an Important Social Skill

Empathy is a social skill that brings people together. It is the highest form of emotional intelligence (EQ) where people not only cooperate but also tune in to the emotions and feelings of others.

According to Daniel Goleman, there are 3 main types of empathy, namely cognitive, emotional and compassionate. On the cognitive level, people “cogitate” rationally about the emotions of others. On the emotional level, they “feel” the emotions of others on the emotional level. Whereas on the compassionate level, people not only rationally understand and feel the emotions of others, but also take steps towards solving their problems in terms of lending a helping hand.

All these three types of empathy do not exist separately from one another, but can sometimes intermingle, helping people “in someone else’s shoes” as the English idiom goes.



All students are kindly invited to send their original texts to Dr. Farshad Badie to the email address farshad.badie@berlinsbi.com

We appreciate the valuable contributions of
Mr. Mostafa Gaballa and **Dr. Konstantinos Kiouxis** to the BSBI Gazette.
These respected colleagues have compassionately supported BSBI Gazette since the beginning.





**BERLIN SCHOOL OF
BUSINESS & INNOVATION**

**CERTIFICATE
OF
APPRECIATION**

This certificate is proudly presented to:

Dr. KONSTANTINOS KOUCIOTIS

For his contribution to BSB's Gazette

24/2/2023

DATE

Prof. Dr. Kyriakos Kouciotis

PROVOST & CHIEF ACADEMIC
OFFICER