BSBI Gazette

Editorial

Professor Dr Kyriakos Kouveliotis FRSA

Provost & Chief Academic Officer,
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Waiting for the summer to arrive, for this week's Editorial, there is nothing more appropriate than a relevant poem by William Shakespeare. It is called:
"Shall I compare thee to a summer day?"

Shall I compare thee to a summer's day?

Thou art more lovely and more temperate.

Rough winds do shake the darling buds of May,
And summer's lease hath all too short a date.

Sometime too hot the eye of heaven shines,

And often is his gold complexion dimmed;

And every fair from fair sometime declines,

By chance, or nature's changing course, untrimmed;

But thy eternal summer shall not fade,

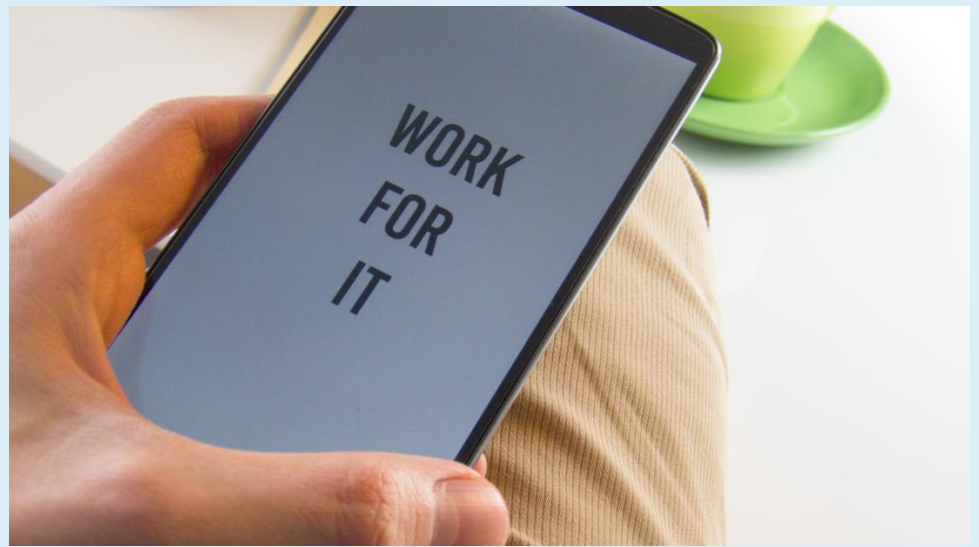Nor lose possession of that fair thou ow'st,

Nor shall death brag thou wand'rest in his shade,

When in eternal lines to Time thou grow'st.

So long as men can breathe, or eyes can see,

So long lives this, and this gives life to thee.

Photo of the Week

Inspirational Quotes

It is during our darkest moments that we must focus to see the light.
— **Aistotle**

Don't judge each day by the harvest you reap but by the seeds that you plant.
— **Robert Louis Stevenson**

May you live all the days of your life.
— **Jonathan Swift**

There are no secrets to success. It is the result of preparation, hard work, and learning from failure.
— **Colin Powell**

> ❝
>
> Always remember that you are absolutely unique. Just like everyone else.
>
> — **Margaret Mead**

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 are the Risks in the Growth of AI in Educational Systems?

Artificial intelligence (*AI*) refers to the development of computer-based systems that can perform tasks that would typically require human intelligence (e.g., understanding natural language, learning various concepts, decision-making). In our modern world, AI is rapidly transforming various industries, including education. In educational systems, AI-based systems are being used for various purposes, such as student performance analysis, personalised learning, and grading automation.

In the field of education, AI has presented many opportunities and challenges in recent years. It can serve as a powerful tool for disabled students, making learning more accessible and inclusive. It can also support and assist lecturers in analysing, monitoring and assessing students' progress, providing personalised learning experiences, and identifying areas that require improvement. AI-based systems can analyse any student's learning patterns as well as provide individualised feedback. The most valuable goal would be to make the learning experience more engaging and effective for him/her.

However, it shall also be taken into account that the use of AI in education can present many challenges. For instance, AI-based tools may be used for unethical practices such as plagiarism. Students can use AI-powered essay-writing tools to generate papers, which can be difficult to detect and may result in academic misconduct.

Therefore, educational institutions need to implement effective plagiarism detection tools to prevent such practices.

The use of AI in education has raised many concerns about job displacement. AI-based systems are becoming increasingly capable, and there is a significant risk that they will replace human workers in various industries, including education. For example, AI-powered chatbots can be used to provide students with instant feedback and support, which could potentially replace human tutors. Although AI-based systems can offer several benefits, there is a need to balance their use with human workers' employment and training needs.

There are growing concerns about the fairness and bias of AI-based systems in decision-making (for instance, in assessment) processes. AI systems are only as unbiased as the data they are trained on. If the data used to train AI systems are biased, the systems may perpetuate and even amplify existing social biases. For example, if a facial recognition system is trained on a dataset that has mostly Caucasian faces, it may struggle to recognise faces of other ethnicities accurately, resulting in discriminatory practices. Moreover, the use of AI in educational systems can exacerbate existing inequalities. For instance, if an AI system is used to grade students' work, it may inadvertently discriminate against students who belong to minority groups, have learning disabilities, or come from low-income families. Such biases can have long-term consequences for students, affecting their self-esteem, academic performance, and future opportunities. So, it is essential to ensure that AI systems used in educational settings are trained on diverse and representative data and regularly monitored for fairness and bias. Additionally, it is crucial to involve experts from diverse backgrounds, including educators, students, and social scientists, in the development and implementation of AI-based systems to ensure that they serve the needs and interests of all students fairly and equitably.

In addition, there are concerns about the ethical implications of using AI in education. For example, AI-based systems can be used to monitor students' behaviour, including their online activities, which raises questions about privacy and autonomy. Additionally, there is a risk that AI-based systems may be used for nefarious purposes, such as creating deep fake videos for political manipulation or automating cyber-attacks. Therefore, it is critical to ensure that AI systems are developed and used in an

ethical, transparent, and accountable manner.

From a cognitive perspective, there are also concerns about AI systems' limitations in understanding and creativity. While AI systems can analyse vast amounts of data and identify statistical patterns, they may lack the capacity for genuine conceptual (as well as psychological) understanding or creative problem-solving. This could limit their ability to adapt to new or unexpected situations, potentially leading to errors or failures. Therefore, AI-based systems must be developed to complement, rather than replace, human creativity and problem-solving skills.

I conclude that the use of AI in education presents several opportunities and challenges. Although AI-based systems can offer significant benefits, they also raise concerns about job displacement, fairness and bias, ethics, and cognitive limitations. To address these concerns, AI systems must be developed and used in an ethical, transparent, and accountable manner, ensuring that they complement, rather than replace, human skills and creativity. By balancing the use of AI with human involvement, educational institutions can enhance learning experiences and foster a collaborative future between AI and human workers.
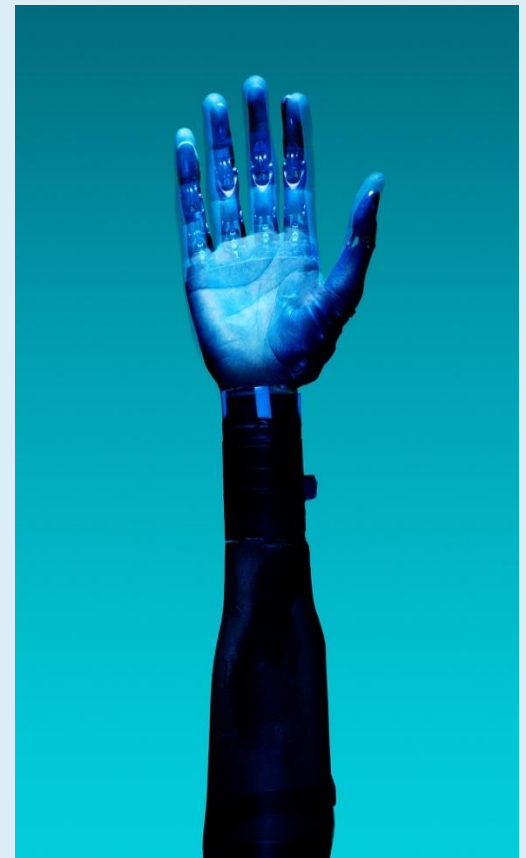
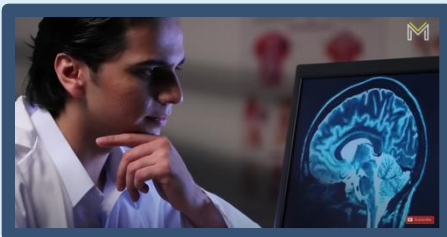# Websites of the Week

Books of the Week

Videos of the Week

Qualities of a Leader

Stop Waiting for Life to Happen
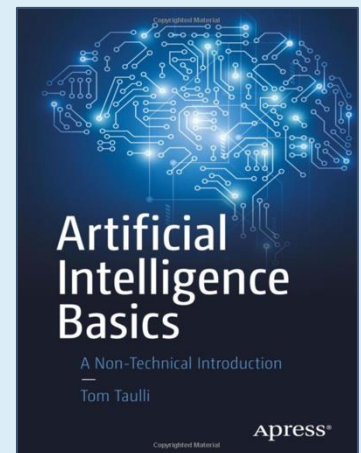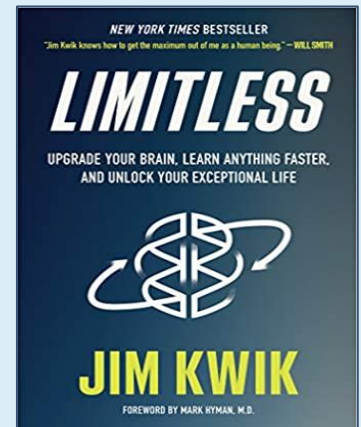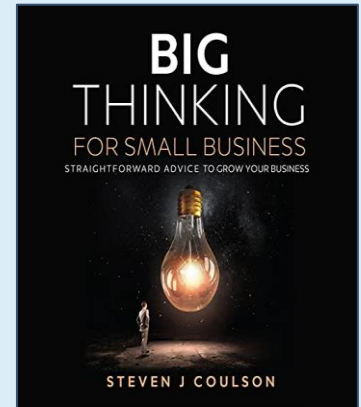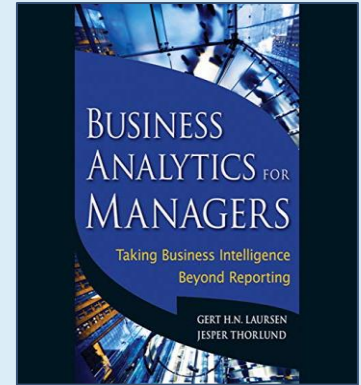

Some Life Advice

Creating Powerful Messages for Internal Communications

Creating a Communication Plan

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

INFORMATION TECHNOLOGY / MARITIME SYSTEMS

Autonomous Ships Development
One of the tasks of the International Maritime Organization is to regulate maritime navigation regulations so that they keep up with the development of modern information technologies. The main problems here relate to threats such as piracy, fire hazard, and procedures for transporting dangerous cargo or avoiding collisions, especially in the case of restricted areas. Recently, autonomous ships have gained a lot of interest. There are four categories here, taking into account different degrees of autonomy:

1. Crewed vessels with automated processes and decision support systems
2. Remote-controlled ships with sailors on board
3. Remote-operated ships without sailors on board
4. Fully autonomous ships

The analyses carried out have shown that certain decisions must be made even at the political level. In addition, in the case of autonomous ships, the issue of determining who is responsible for the ship is extremely important. It was agreed that all technologies related to the development of autonomous ships should be introduced with extreme care. There are no obstacles to conducting research, but the implementation of solutions must wait until the appropriate set of instruments regulating this interesting issue is created.

In recent years, the development of autonomous ship technology has been extremely rapid. Nevertheless, the new IMO instructions will slow down the

implementation of these solutions. Unfortunately, it is necessary. 80% of the world's transport is carried out by sea and ensuring safety is crucial here.

For more information, visit here.
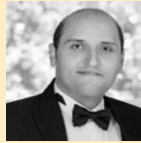
Dr Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:
Human Resource Management, Business Management, Tourism, Customs

LEADERSHIP

The vital skill we are discussing today is leadership, and I would like to begin with a quote that captures its essence:
> *"Leadership is the capacity to translate vision into reality."*
> -   *Warren Bennis*

Leadership is not just about managing people, it's about inspiring and empowering them to achieve their best. It requires a balance of strong decision-making, strategic planning, emotional intelligence, and effective communication. These skills are critical to maintaining employee morale, productivity, and overall performance. Efficient leadership skills are essential to the success of any organisation. They inspire and guide teams towards a common goal and are transferable across different industries, job positions, and generations.

To transfer leadership skills effectively, organisations can establish a clear succession plan, encourage mentorship, provide leadership training programmes, and provide opportunities for leadership. A succession plan outlines the process of identifying and developing employees to fill critical positions in the organisation. Mentorship programmes can pair experienced leaders with younger team members, facilitating the transfer of leadership skills. Leadership training programs can include workshops, seminars, and coaching sessions, and provide employees with the opportunity to develop their leadership skills. Providing platform, as well as the most popular cryptocurrency platform. Solidity is a

opportunities for employees to lead projects or teams can also help build confidence and develop their leadership skills.

Transferring leadership skills is crucial for an organisation's success. By implementing a tailored strategy, organisations can ensure that employees are aligned with the organization's goals and objectives, leading to increased productivity and profitability. Effective leaders create a positive work environment that encourages creativity and innovation, leading to increased employee morale and overall success. Leadership skills are transferable across different industries, job positions, and generations, and are critical to maintaining employee morale, productivity, and overall performance. By transferring leadership skills effectively, organisations can ensure that their future leaders possess the skills they need to guide their teams to success. Click here for more information.

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM

While mountain tourism has become an increasingly relevant motivation for travel, data on its size and impact remains scarce, a new report from the UN agencies the Food and Agriculture Organization of the United Nations (FAO), the World Tourism Organization (UNWTO) and the Mountain Partnership (MP) makes clear.

Mountain tourism represents between 9 and 16% of international tourist arrivals worldwide, translating into 195 to 375 million tourists for 2019 alone. However, the scarcity of domestic mountain tourism-related data makes it difficult or even impossible to assess the economic, social, and environmental impacts of this important segment. This new report aims to address this data gap. For more information click on this link.

hit show Squid Game, which became Netflix's most-popular series of all time. In addition, the

Mountains are home to around 1.1 billion people, some of them among the poorest and most isolated in the world. At the same time, mountains have long drawn tourists interested in nature and open-air destinations and outdoor activities like walking, climbing and winter sports. They also attract visitors with their rich biodiversity and vibrant local cultures. However, in 2019, the most recent year for which figures are available, the 10 most mountainous countries (in terms of average height above sea level) received only 8% of international tourist arrivals worldwide, the report "Understanding and Quantifying Mountain Tourism", shows.

Managed sustainably, mountain tourism has the potential to boost the incomes of local communities and help preserve their natural resources and culture. And, according to FAO, UNWTO and MP, measuring the volume of visitors to mountains represents the first vital step towards unlocking the potential of the sector.

"With the right data, we can better control the dispersal of visitor flows, support adequate planning, improve knowledge on visitor patterns, build sustainable products in line with consumer needs, and create suitable policies that will foster sustainable development and make sure tourism activities benefit local communities," FAO Director-General QU Dongyu and UNWTO Secretary-General Zurab Pololikashvili stated.

Swati Jeevan
Vice-Dean of the Faculty of Economics & Business Administration

Areas of expertise:
Information Technology, Innovation, Digital Transformation

FINTECH
Smart Contracts
A smart contract is a unique form of programme that encapsulates business logic and executes on a special-purpose virtual machine that has been integrated into a blockchain or another distributed ledger. The smart contract is written in a virtual language and can execute and enforce itself autonomously and automatically based on a set of predefined parameters. The primary value of blockchain technology lies in enhancing security, transparency, and trust between signatories, preventing misunderstandings, forgeries, or alterations, and eliminating the need for intermediaries. Ethereum is the most popular smart contract

programming language developed by the Ethereum community for developing smart contract applications intended to operate on the Ethereum Virtual Machine (EVM) execution environment.

Other popular programming environments include the WebAssembly (WASM) and Digital Asset Modeling Language (DAML) programming languages. Using programming languages such as C, JavaScript, TypeScript, and Rust, WASM enables developers to construct smart contracts that operate in a web browser and can be integrated into blockchains and other distributed ledgers. DAML is an enterprise-focused language designed to model a variety of business use cases and enforce privacy protections.

Distributed ledger technology (blockchain) and smart contracts have numerous prospective applications outside of the financial sector, including insurance claims processing, supply chain management, and intellectual property enforcement. Businesses show no indications of slowing down in their adoption of smart contracts and blockchain applications. Blockchain applications must be carefully designed and thoroughly tested to meet strict security, scalability, and performance requirements. This is especially true when considering the non-standard software life cycles used in the development of smart contracts, which make it difficult to update or correct defects in deployed applications by releasing a new version of the program. The construction of smart contracts differs significantly from more conventional forms of software engineering and, as such, presents its own unique set of challenges. As compared to standard contracts, smart contracts can define and autonomously enforce rules. By default, smart contracts cannot be deleted, and their interactions are irreversible.

Dr Konstantinos Kiousis
Lecturer

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

INVESTMENT
Investment in South Korea
Netflix has announced recently their plans to invest $2.5 billion in South Korean content over the next four years. The main idea is to include K-dramas, movies and reality shows. The streaming giant has seen success with recent South Korean productions, including the

reality show Physical 100, became its most-watched non-English language show globally earlier this year. Netflix has been producing more of its own international content as its growth in North America and Europe slows. Over 60% of all Netflix members watched Korean content last year, as it was announced. The investment is about twice what Netflix has spent in Korea between its local launch in 2016 and today. The plans were shared during a meeting in Washington between South Korean President, Yoon Suk Yeol, and Netflix Co-CEO, Ted Sarandos.

South Korea has emerged as a global cultural powerhouse, with Netflix users spending more time watching shows from South Korea than from any country outside the US. Following the footsteps of Netflix, other global streaming services such as Disney Plus and Apple TV Plus are also increasing investment in South Korea. The country's exports of content including music, films and video games reached a record high of $12.4bn in 2021, according to the latest government data. For more information, please go to Link1 and Link2.

Dr Monika Klein
Dean of the Faculty of Creative Industries

Areas of expertise:
Design Management, Creative Industries

PRODUCT DESIGN / SUSTAINABILITY
Design for Planet and Sustainability
Product design is the process of creating an object from scratch, taking into account the specific needs and requirements of users. During the design process, product designers take into account many factors, such as function, form, aesthetics, ergonomics, durability, safety of use or the cost of producing an object. Product design involves the conscious selection of materials, manufacturing technology and the testing of prototypes to ensure that the product meets user requirements and is safe and effective for use. The overarching values of Restorative Design are to improve the quality of life and health, to help recovery and to recuperate from difficult life situations. Products created in the spirit of restorative design touch upon the themes of health, well-being and the well-being of their users. Restorative design is a design approach that enables these products to be designed precisely to improve the condition or rebalance physical, mental and also spiritual health. These designs should incorporate elements of nature, such as natural materials, forms, colours and textures that bring peace and

experience. By examining consumer feedback and sentiment data, businesses may pinpoint

harmony. Considering the context in which the product will be used, i.e., setting it in time and space, is also part of this design trend. Thanks to this holistic approach, the object is able to integrate harmoniously with its environment, bringing aesthetic value to it, as well as stimulating the user's senses and evoking specific emotions. In designing for restrictiveness, it is also important to consider the future life cycle of the product and its impact on the environment, from the materials used to the production and disposal process. Sustainably designed products, i.e., those that are eco-friendly, biodegradable, recyclable or that use renewable energy sources, not only minimize the negative impact on the environment but also benefit the health and well-being of their users. They shape awareness and foster a sense of responsibility for the world around them. By using recyclable and recyclable materials such as wood, metal, glass, bamboo or recycled plastics (e.g. PLA, PET, ABS), the designed products are fully recyclable and adaptable for re-use. The use of renewable energy sources such as solar, wind or hydropower in the design process can also contribute to reducing greenhouse gas emissions and improving air quality, which has a direct impact on human health and well-being.

Dr Mahmoud Manafi
Lecturer

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

BAROQUE MUSIC
Saraband/Sarabande
Probably you have listened to *Saraband* from Bach (listen to it). The sarabande (Spanish: *zarabanda*) is a dance in triple meter, or the music written for such a dance. A sarabande is a dance that originated in Central America (back in the sixteenth century). It became popular in the Spanish colonies before making its way to Europe. At first, it was regarded to be rather scandalous, even to be banned in Spain for its obscenity. Baroque composers, such as Handel, adopted the sarabande as one of the movements for the suites they were writing at the time.

It was left in obscurity since its composition in the early 1700s until the director Stanley Kubrick took a shine to it for his 1970s film, Barry Lyndon. At that point, it was as if someone had lit a blue touch paper and retired as film and television directors the world over proclaimed themselves fans. Its most

celebrated outing was in a wall-crunching advert for Levi Jeans, which has seen the piece taken on by a new legion of appreciators (see here).

With his final film, Ingmar Bergman returned to two of his most richly drawn characters: Johan (Erland Josephson) and Marianne (Liv Ullman), the couple from Scenes from a Marriage (see here). Dropping in on Johan's secluded country house after decades of separation, Marianne reconnects with the man she once loved. Nearby, the widowed musician Henrik (Börje Ahlstedt), Johan's son from an earlier marriage, clutches desperately to his only child, the teenage Karin (Julia Dufvenius). A chamber piece performed by four wounded characters and suffused with disappointment and forgiveness, Saraband is a generous farewell to cinema from one of its greatest artists. According to the director's own statement, the fact that the characters Johan and Marianne are present does not mean that the film aims to portray what happened to both of them 30 years after the end of Scenes from a Marriage. There is a feeling of nostalgia that runs through the entire film, regardless of whether or not it is actually a sequel to "Scenes from a Marriage".

Dr Noah Mutai
Lecturer

Areas of expertise:
Applied Statistics, Data Science, Econometrics

BUSINESS ANALYTICS / HOSPITALITY
Importance of Business Analytics in the Hospitality Industry
The hospitality industry is diversified, dynamic, and largely dependent on data-driven decision-making. As massive data become available and new technologies are developed the significance of customer-centric strategies increases, and business analytics becomes a crucial component in the hospitality industry. Here, we will examine how business analytics may be used in the hospitality industry to assist businesses make better data-driven decisions. Business analytics is the process of using data, methods, and software to find patterns and trends in data. Several techniques can be used including both quantitative and qualitative. Predictive modelling is used to enhance performance and make educated decisions. It is used to analyse a range of data sources, including consumer feedback, transaction data, social media data, and online reviews.

One main use of business analytics in the hospitality industry is to enhance the client

areas where they can increase customer happiness and loyalty. For instance, hotels and resorts may employ data analysis to identify the most popular features and services as well as the most frequent complaints. Then, using this information, businesses may create new products and services that cater to consumers' wants and preferences while also enhancing their current ones.
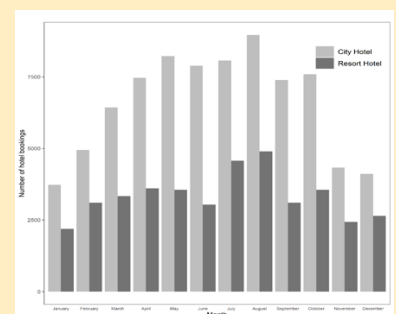
Another crucial use of business analytics in the hospitality industry is pricing strategies. By examining pricing patterns and consumer behaviour, businesses may decide on the ideal rates for their goods and services. This can help them draw in and keep consumers while also boosting sales and profitability. For instance, airlines employ dynamic pricing models to change prices in response to demand, the hour of the day, and competition. Because of this, they may offer reduced pricing during off-peak times while still making their most money during peak times.

In addition to enhancing customer satisfaction and pricing, business analytics is utilised to increase operational effectiveness and save expenses. By analysing operational data, businesses may spot inefficiencies, cost-cutting possibilities, and bottlenecks. Hotels and resorts may utilise data analysis to optimize staffing levels and minimize labour expenses, whereas restaurants and other food service firms can use it to enhance inventory management and reduce waste.

To present a case study, the Marriott Hotel employs data analytics in many ways, including its Marriott Bonvoy reward programme. By analysing consumer data, Marriott can spot trends and patterns in customer behaviour, preferences, and spending patterns.

This information is used to improve customer retention by customising the customer experience, offering targeted promotions and discounts, and modifying the client experience. Marriott also enhances its methods for revenue management using data analytics. The company can determine the ideal prices for its rooms and services by examining demand trends and pricing data. In real-time, it may adjust prices in reaction to market circumstances.

Example: Re-analysis of data from Antonio et al (2019), showing the hotel bookings per month. This will help the management make the relevant decisions.

References
Antonio, N., de Almeida, A., & Nunes, L. (2019). Hotel booking demand datasets. Data in brief, 22, 41-49.

Azadeh OveisGharani
Lecturer

Areas of expertise:
Circular Economy, Regenerative Business, Sustainable Leadership, Business & Human Rights

ARTIFICIAL INTELLIGENCE / CLIMATE SCIENCE
AI & Climate Change

We often look at pictures reflecting climate change, asking ourselves how technology can help humans to tackle environmental disasters. Not too many articles reflect different angles on Artificial Intelligence (AI). Researchers from the University of Colorado Riverside and the University of Texas Arlington published the AI water consumption estimates "Making AI Less 'Thirsty.'" The researchers found the amount of clear freshwater required to train GPT-3 is equivalent to the amount needed to fill a nuclear reactor's cooling tower. It is expected that the water requirements will only increase further with newer models, like the recently released GPT-4, which rely on a larger set of data parameters than their predecessors.

Researchers say there are some ways to bring AI's water price tag down. AI companies could hypothetically train models at midnight when temperatures are at their lowest or in a data centre with better water efficiency to cut down on water. "We recommend AI model developers and data centre operators be more transparent," the researchers wrote. "When and where are the AI models trained? What about the AI models trained and/or deployed in third-party colocation data centres or public clouds? Such information will be of great value to the research community and the general public."

AI is among many other heavily water-dependent technologies which have an impact on the water crisis in the world. Globally, 2 billion people (26% of the population) do not have safe drinking water and 3.6 billion (46%) lack access to safely managed sanitation, according to the report, published by UNESCO on behalf of UN-Water released in March at the UN 2023 Water Conference in New York.

International cooperation is the key to provide water for all. Also, with increasing partnership and people's awareness and participation with local water authorities to achieve transparency about water related issues, there will progressive steps toward tackling the water crisis. Please see either of these links for more: Link1 and Link2.

Photo: by Author – Drought, Lake Urmia, Iran

Dr Anna Rostomyan
Lecturer

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

PHILOSOPHY / COGNITIVE SCIENCE / PSYCHOLOGY
Kant's Theory of Emotion

Kant strongly believed that emotions are "feelings" that comprise "thoughts".
Actually, the German philosopher resoled a yearly long debate on emotionality and rationality and was pretty much convinced that emotions are not only merely experienced sensations, but also comprise rational elements in them as well.

For instance, if we find ourselves in a life-threatening situation as an earthquake or fire, our rational part of the brain backfires and we start feeling such emotions as fear or distress, since our rational thinking part of the brain indicates and alarms about the threat. Likewise, if we find ourselves in a calm and pleasant situation, our rational part of the brain indicates the experience of such positive emotions as happiness, joy, amusement, bliss, enjoyment, pleasure, and delight.

So, in essence, according to Kant's theory, to gain a comprehensive, precise, and full picture of the outward world reality, we need both emotionality and rationality, where the interplay therein results in shaping our actual perception and influences our performance. Sometimes readers of Kant may conclude that emotion is the problem and reason is the conclusion, but it goes beyond this. The main hypothesis here is that emotions do comprise rational elements.

As Leo Tolstoy truly stated, each unhappy family is unhappy in its own way, whereas happy families are happy in the same way, generally emotions can be classified into two groups, namely *positive* and *negative*, yet they are all experienced differently and to different degrees by various people.

This way or another, understanding, evaluating, and often fully experiencing our diverse and wide spectrum of emotions play a very significant role in the development of moral consciousness, connection, interrelation, generosity, and respect.
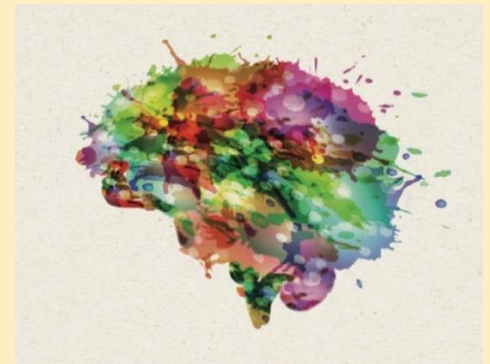
Sahar Shekaliu
Lecturer

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

NEURODIVERSITY
Neurodiversity is a competitive advantage

May is the European Diversity Month. The European Commission, cities and organisations try to draw attention to the importance of promoting diversity and inclusion in the workplace. However, most of their endeavours are aiming at racial and gender biases. What are they doing to take a stand and promote neurodiversity? With an estimated 15% to 20% of the population being neurodivergent, most probably we already worked with some colleagues with invisible characteristics, but did we acknowledge and accept their differences? Everyone to declare on the 20th of March, which is recognised as the International Day of Happiness, the extension of the project's implementation to schools in Germany, Sweden, Asia, and Latin America with the aim of generating comparable positive outcomes. It is anticipated that by 2025, Wall's will have a global outreach of 3 million young individuals through their endorsement of The Happiness Project. The speaker asserts that in collaboration

in ten of its ice creams are eaten when people are connecting with others, and social

Neurodiversity refers to the natural range of differences in human brain function, but in a workplace context, it's an area of diversity and inclusion that refers to alternative thinking styles, such as dyslexia, autism, ADHD and dyspraxia. Embracing neurodiversity in the workplace seems challenging, yet it could be very beneficial to organisational success.

Organisations still fail to make an extra effort to recruit, retain, and nurture neurodivergent workers, although they can gain a competitive edge from their skills, ways of thinking, and approaches to problem-solving. Neurodiverse employees can be highly sensitive and high achieving, very creative with valuable ways of thinking and unconventional problem-solving skills. Employers must see and embrace this potential and make necessary adjustments for their inclusion. Several studies and reports such as JPMorgan Chase & Hewlett Packard Enterprise found that neurodiverse employees could be more productive than neurotypical ones.

For most people on the autism spectrum, the fact that they are unemployed has nothing to do with their intelligence, ability, or aptitude," explains James Mahoney, Head of JPMorgan Chase's Autism at Work programme. "Instead, it's because they fall out during traditional interview techniques because of differences in communication." Find out more here.

The silent struggle of neurodiverse professionals to fit in at work and hide what has been seen as a hindrance to careers should end. Organisations require to develop new strategies for neurodiverse employees not only for the sake of equality and inclusion but also to capture their full potential to gain a competitive advantage.

Dr Goezde Tanrikulu
Lecturer

Areas of expertise:
Marketing, Innovation, Entrepreneurship and Gamification

ETHICAL MARKETING

Wall's, which is known as Langnese in Germany, has collaborated with Project Everyone in introducing The Happiness Project. The objective is to educate a total of three million children on a series of happiness habits by the year 2025. This will be achieved through the implementation of lessons that are specifically designed to promote positive emotions beyond the confines of the classroom. Wall's has collaborated with Richard

connection has been proved to be one of the most significant drivers of happiness," she explains. "We know how important happiness is at Wall's," adds Unilever's Chief Marketing Office for Ice Cream, Julien Barraux. "Our ice creams have made people happier throughout the world for over 100 years. But we also want the happy feeling that our sticks provide to last longer than just an ice cream. We realised that to build the happier communities of tomorrow, we needed to support children in finding greater happiness today," adds Barbara. "Our mission through The Happiness Project (THP) is to work with educators to give children the tools to live happier and more connected lives." Through THP, educators have been provided with a total of 25 days of lessons and workshops aimed at instructing children on basic well-being practices pertaining to social interaction, physical fitness, creativity, benevolence, and appreciation. "The focus is on collaborative learning activities, happiness projects and short engaging daily challenges that enable children to begin to talk more openly about their emotions," Barbara says.

The lessons have undergone a 12-month pilot phase with the participation of 135,000 students from Indonesia, Pakistan, Turkey, and China. Further feedback has been obtained from students located in Mexico, India, and Brazil. The programme, THP, has garnered positive feedback from participating schools, with 85% of students reporting an increase in their overall sense of well-being upon completion of the programme. Furthermore, it is not solely the students who are reporting favourable outcomes. Barbara noted that the impact on teachers was an unforeseen aspect. The instructional sessions are creating an environment for educators to gain knowledge about their pupils, and for the students to acquire additional information about their instructors. Preliminary findings from educators indicate that:

- 96% of the participants reported that the modules offered by THP were effective in reaching the children.
- According to the survey results, 83% of respondents reported that over 80% of children derive enjoyment from THP classes.
- According to the findings, 79% of the participants reported that over 80% of children demonstrated acts of kindness towards their peers during the THP classes.
- According to the survey results, a majority of 79% reported that over 80% of children demonstrated the ability to communicate and articulate their emotions during the THP sessions.

The triumph of THP has led Wall's and Project

with proficient associates, their brand will facilitate the provision of skills to the youth, which will enable them to attain personal contentment, express their emotions, and foster robust and wholesome relationships with their peers.

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Lecturer

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

INNOVATION MANAGEMENT / PROJECT MANAGEMENT / CLIMATE SCIENCE
Innovation and agile international project management is crucial in today's climate crisis

Humanitarian needs are expected to grow dramatically in the coming decades. The humanitarian sector must urgently adapt to the climate crisis, while not overlooking other threats. To manage this, our society has to continue innovating the way we respond to crises.

The 7.8 magnitude earthquake that hit Türkiye and Syria on February 6th 2023 caused over 100,000 casualties. Responding to the urgent need for shelter in the middle of winter, a massive support emerged from the partnership of International Humanitarian Relief (IHR), Polish Humanitarian Action (PAH) and the NGO Better Shelter, that provided a Relief Housing Unit (RHU) for people affected by the earthquake.

Layard, an expert in happiness, and Project Everyone to address a subject that is notably absent from several educational programmes. In addition to traditional academic subjects such as reading, writing, and mathematics, the collaborators are endeavouring to incorporate the topic of happiness into the standard curriculum. "Our own brand research shows that happiness lies in social connections and communities," said Wall's Global Lead, Barbara Scala. "Eight

BECAUSE HOPE STARTS WITH A HOME

A Relief Housing Unit (RHU) is a resistant shelter that arrives with all parts in a flatpack and is easy to assemble for immediate safety and dignity in emergency response. These shelters are designed with the innovative design principles of IKEA. (Better Shelter has the support of the IKEA Foundation), so the shelter can be set in less than 4 hours in the field affected by the natural disaster. This shelter is built to last. Traditionally, shelters for refugees are tents that don't last more than 6 months in good conditions with non-severe weather. RHU from Better Shelter facilitated a dignified solution for refugees of natural disasters or political conflicts.

FAST SOLID INNOVATIVE SOLUTIONS WHEN MOST NEEDED
The assembly parts of the shelter RHU are standardized and hassle-free, making projects easy to plan and implement on time. The shelter features ensure a high degree of protection and provide versatility in the type of occupancy, including basic family accommodation, health, education and other communal activities. The configured all-in-one flatpack allows for an immediate response effort where the shelter can be received, assembled and occupied by residents on the same day and protect against harsh weather.

SHELTERS BUILT WITH SUSTAINABLE PRINCIPLES
*RHU is equipped with a lightweight roof and wall panels, a lockable door and **solar powered lamp and charger.***

BEST IN CLASS DESIGN TALENT FROM IKEA
These modular shelters are developed by Better Shelter and UNHCR (United Nations High Commission for Refugees) with support from the IKEA Foundation, guided by a mission to provide people displaced by conflict and disasters safety and dignity on their path toward a life in peace in a permanent home.

The shelters are used not only as temporary homes but as classrooms and clinics in more than 80 countries including Ukraine, Bangladesh and Colombia.

Through continuous innovation across disciplines, Better Shelter is becoming a driving force raising the international standard for humanitarian shelter.

Better Shelter is developing materials that can do more and last longer, and thereby improve the thermal comfort, the security, the upgradability and the cost of our shelters. For all displaced persons to experience safety and dignity through self-reliance and improved livelihoods, in their journey towards a stable life in a permanent home.

Better Shelter have been able to impact the lives of hundreds of thousands of displaced persons through their collaborations with humanitarian NGOs and INGOs, UN bodies, philanthropic foundations, academic institutions, including the UN Refugee Agency, UNHCR, the IKEA Foundation and the Aga Khan Agency for Habitat.

NINE PEOPLE DELIVERING 80,000 SHELTERS
Better Shelter team is formed by only 9 talented people who are masters in project management in critical situations. Since 2015, Better Shelter have delivered more than 80,000 shelters to emergency, crisis and development programs in over 80 countries.

AWARDED
The Swedish furniture giant's innovation was awarded Beazley design of the year 2016 by London's Design Museum.

LINKS OF INTEREST

- Better Shelter
- Better Shelter IG
- Why Ikea's flatpack refugee shelter won design of the year

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

SUSTAINABILITY / AVIATION
News Article about Air Canada's Sustainable Efforts

Reducing aviation emissions is an important action in terms of accomplishing sustainability in the aviation sector. Some strategies have been considered by well-known airline companies to achieve this goal. For instance, increasing fuel efficiency, developing sustainable alternative fuels, maximising fuel efficiency through cutting unnecessary weight; airport collaborative decision-making can be shown as some of these actions. In order to see the recent improvements in the sector you can read the news article about the latest efforts of Air Canada to be more sustainable.

Here is the link.

BERLIN SCHOOL OF BUSINESS & INNOVATION