

BSBI Gazette

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Editorial



Professor Dr Kyriakos Kouveliotis FRSA

Provost & Chief Academic Officer,
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For this week's editorial, I'd like to share a very inspirational poem by Brian Tracy, called:

"You Cannot Change"

You cannot change the world,
But you can present the world with one
improved person – Yourself.

You can go to work on yourself to make
yourself
Into the kind of person you admire and
respect.

You can become a role model and set a
standard for others.

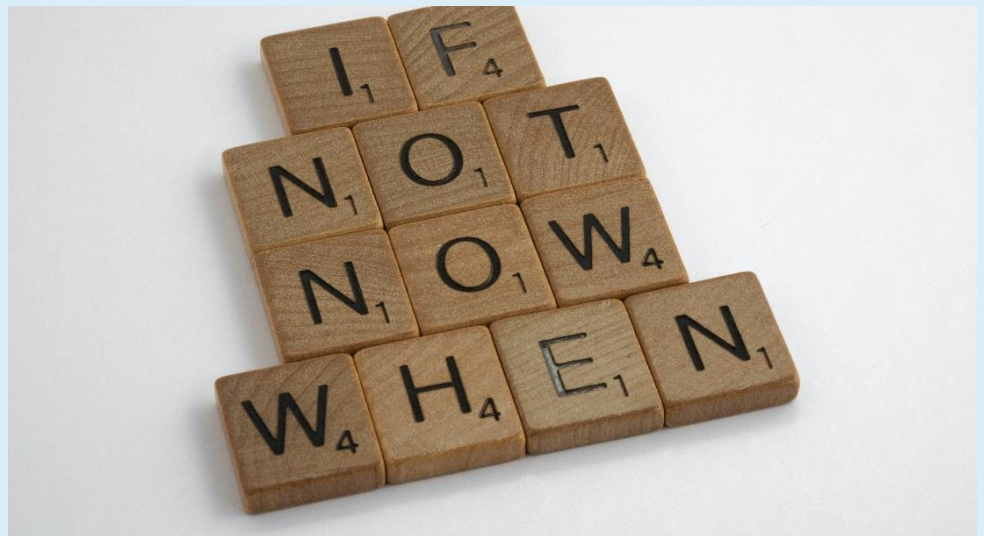
You can control and discipline yourself to
resist acting
Or speaking in a negative way toward
anyone for any reason.

You can insist upon always doing things the
loving way,
Rather than the hurtful way.

By doing these things each day, you can
continue on your journey
Toward becoming an exceptional human
being.

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Photo of the Week



Inspirational Quotes

Don't be pushed around by the fears in
your mind. Be led by the dreams in your
heart.

— **Roy T. Bennett**, *The Light in the Heart*

Think before you speak. Read before you
think.

— **Fran Lebowitz**, *The Fran Lebowitz Reader*

Judge a man by his questions rather than
by his answers.

— **Voltaire**

Sometimes the questions are complicated
and the answers are simple.

— **Dr Seuss**



When "i" is replaced
with "we",
even illness becomes
wellness.

— **Malcom X**

Article of the Week



Dr Ikram Ul Haq Choudhary
Lecturer

Areas of expertise:

Financial Management, Corporate Finance,
International Finance, International Banking,

The Future of Postgraduate Education: Embracing Interdisciplinary Approaches and Diverse Perspectives

The way of carrying out work and selecting a place of work is changing and going to be more challenging. Universities and higher education colleges need to change too if students are to be prepared for real-world success after graduation. With an increased focus on lifelong learning, this begs the question of whether a postgraduate qualification is still relevant or necessary.

The answer is an undeniable yes!

Short courses and lifelong learning are not a replacement for a postgraduate qualification, and there would be a "no knowledge" generation without postgraduate studies. In fact, even short courses would be in danger of extinction without people still pursuing postgraduate qualifications.

The higher education system provides an array of opportunities, but these opportunities must keep up with national and global economic and employment trends. Higher education programmes must contribute to developing, thinking societies that can perform effectively, productively, and decently as part of our democratic society, and participate fully in its political, social, and cultural life.

Universities and higher education colleges are now introducing more courses online with the critical skills lists as released by the government, which include courses in line with the employment needs of the Fourth Industrial

Revolution (4IR) and the future of work. Furthermore, extensive revision and updating of curricula have been undertaken to strengthen and update the digital skills components of those subjects that have technology built into the content.

A report published by Dell Technologies and the Institute for the Future states that 85% of the jobs that will exist in 2030 do not yet exist. Indicators like this inform our colleges in managing swift academic planning and design processes, and our faculties create programmes knowledgeable by the ever-changing global needs and trends.

Transdisciplinary programmes will prepare our graduates with the skills needed to succeed in less traditional workplaces of the future.

Lifelong learning has also highlighted the importance of short courses and executive education, as offered by many of the country's business schools. Henley Business School, for example, describes its programmes as "designed to reimagine the classroom as a problem-solving machine.

Our philosophy to learning is to empower our students and change the dehumanizing legacy left by different social ills." This is why universities and higher education colleges are revitalising humanities and creating multi-transdisciplinary programmes to enable varied entry points into the world of work.

A strength of future-focused learning is technology, the digitalisation of our learning is vital to the achievement of learning outcomes, especially since the arrival of Covid-19. Technology is essential for universities and higher education colleges; this is a necessity for advancement, to ensure that students can access technological learning solutions.

Technology is imperative in the teaching and learning space, but Covid-19 exposed us to many deficiencies in our education systems, from access to broadband and computers needed for online education to the supportive environments needed to focus on learning and the misalignment between resources and needs.

Management education in Germany is currently under intense pressure to change. This pressure to change in terms of a series of external and internal forces. While these specific pressures are unique to Germany after Brexit and is an economically strong country in the EU, in the present global and comparative business environment.

In Germany, business schools face pronounced challenges, but they are also well-placed to capitalise on significant opportunities. German business schools confront the inter-related challenges of digitalisation (in the form of MOOCs) and globalisation (in the form of global business school brands) they are dynamically expanding and successfully increasing student strength as compared to the other parts of the world – Asia-Pacific. North America, Switzerland, the UK, France, Ireland, and Spain. Similarly, German business schools do not have the global standing of the leading business schools as compared to the other Business Schools in Australia, Singapore, North America, or other parts of Europe.

They are, on average, highly regarded, but failed to attract international learners and executives for training, especially in terms of their International Accreditations and although they appeal to international students. German business schools were unsuccessful to create strong and deep links into Asia, Africa, and South America.

I argue that German business schools need to do more to respond to the challenges, confronting management education and MBA programmes.

Key challenges include navigating an increasingly complex regulatory and competitive environment, developing new forms of meaningful engagement with business and other stakeholders, and embracing the key trends associated with integrated learning, design thinking and experiential learning. The internal challenges associated with recent critiques of the MBA and the need for business schools to redefine their identity and prosper in the context. German Business schools must address this question.

How business schools can deepen their engagement with global business enterprises, MNCs, and other Stakeholders and how they might best balance the twin imperatives of greater relevance and improved quality?

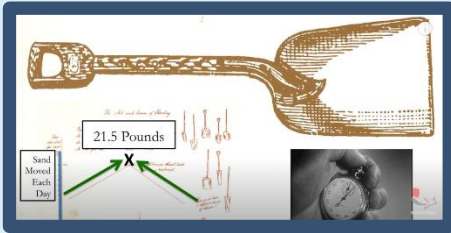


Websites of the Week

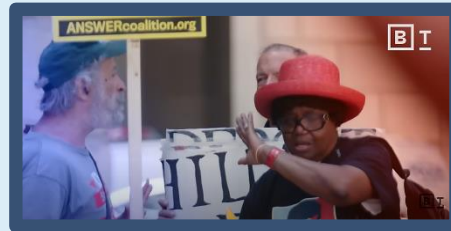
- 🕒 [Best Business Management Softwares](#)
- 🕒 [Business Research or Mgmt Research?](#)
- 🕒 [Computer Vision in Marketing](#)
- 🕒 [What is Crowdsourcing?](#)
- 🕒 [What is e-Banking?](#)

Books of the Week

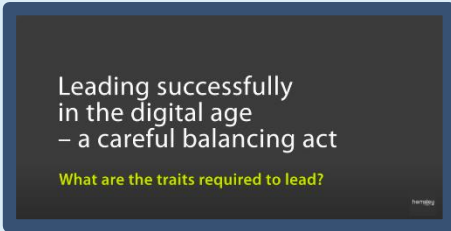
Videos of the Week



Taylor and Scientific Management



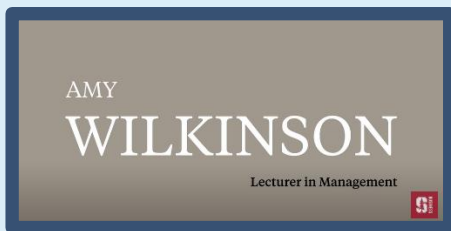
How to Argue?



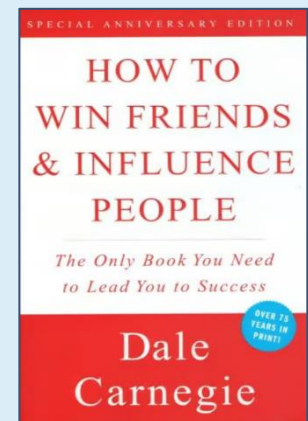
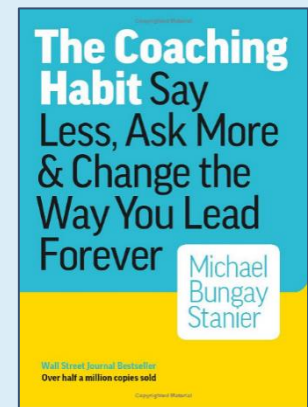
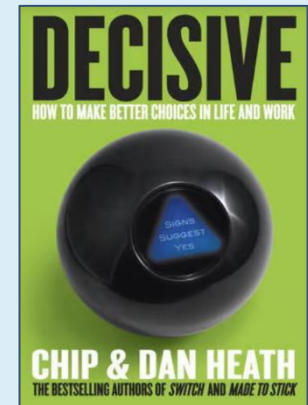
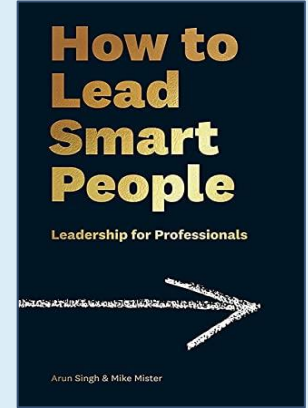
Leadership in the Digital Age



Executive Presence



How Great Entrepreneurs See What Others Don't



Week in Review

All you need to know about everything that matters



Hamid Azad
Lecturer

Areas of expertise:

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

ENGLISH / COMMUNICATION / BUSINESS

English is one of the most widely spoken languages in the world, and it plays an important role in communication. It is a language that can be used to communicate with people from different countries and cultures, making it a powerful tool for business and international relations.

Moreover, English is used as the official language in many organisations and institutions around the world, such as the United Nations and other international organisations. This means that anyone who wants to do business on an international level needs to have a good command of English.

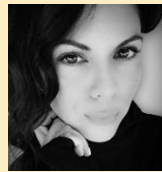
English is also essential for students who want to study abroad or take part in exchange programs. Furthermore, since English has become so ubiquitous, many employers now require their employees to have a good command of it in order to be considered for certain positions.

English is a language of global significance and is widely used in international business. It has become the de facto language for communication between different countries and cultures, and for conducting business across borders. The importance of English in international business cannot be underestimated as it allows companies to communicate effectively with customers, suppliers, partners and other stakeholders.

English also serves as a common language for the exchange of ideas and information between different countries. This facilitates collaboration between businesses from different countries, enabling them to work

together on projects that would otherwise have been impossible due to language barriers.

Furthermore, English is used in legal documents such as contracts, which are essential when doing business internationally. In short, English plays an important role in international business by allowing companies to communicate effectively with their partners across borders and helping them collaborate on projects that would not have been possible without a common language. Moreover, English has become one of the most important languages when it comes to communication on both personal and professional levels.



Katerina Deta
Lecturer

Areas of expertise:

Interactive Language Learning, Inclusive Teaching Practices, Bulk Carrier Vessel Operator

POETRY / PHILOSOPHY

Does Poetry Matter in a Twittering World?

While Twitter and other social media platforms compete with brevity and immediacy with information constantly being shared and reproduced, poetry has no rivals. It proudly stands out in this hasty world, reminding us of the reason of its very existence; to spark conversation, stimulate imagination and evoke some of the most powerful feelings in human beings.

Aristotle defined poetry as “a speaking picture with the end to teach and delight” and this is precisely what poetry serves. Being the earliest form of literature, poetry, creates an inner window to view the world through our own eyes, by using language in the most unique and profound way. It is through metaphors, lyrics, rhyme, that readers come to terms with the imagery allowing themselves to connect with their experiences and emotions in a deeper way.

Does poetry matter in this twittering world? Beyond a shadow of doubt, it does!

It remains just as vital today as ever before. Poetry is the moment of pause and reflection in a world mainly filled with noise and distractions. It offers the space for contemplation and introspection when social platforms can often feel overwhelming.

We live in an era when the desire to be free has muted us. We can get all the answers in an instant, yet we lack the enthusiasm of discovering them. While Twitter takes care of the masses, Poetry feeds the soul!



Dr Mariusz Dramski
Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Artificial Intelligence, Data and Process Mining, Project Management

ARTIFICIAL INTELLIGENCE

Is Artificial Intelligence Dangerous?

Elon Musk and Steve Wozniak and many other scientists and engineers called for a halt to work on artificial intelligence tools more powerful than GPT-4. According to the researchers, a break of at least six months is recommended. It is assumed that there is a danger of artificial intelligence taking control over human life. So far, we've seen it in movies like Terminator. The problem, however, is not that robots or other such machines will take over our planet. Almost always the weakest factor is the man who has to learn to use the available tools. Let's consider what happens with popular chatGPT. It was observed that school students began to write essays using artificial intelligence methods and did so in an almost uncritical way. Meanwhile, it is enough to "talk" to chatGPT for a while to see that errors and misunderstandings occur very often there. There are two potential dangers

here. The first is the ignorance of man. Let us remember that artificial intelligence does not make an ethical assessment of certain phenomena. If we allow it to evolve in a random direction, then we will not be able to predict the end results. Another problem, perhaps even more serious, is the deliberate use of artificial intelligence to acquire certain resources. It can be money, but also power. This is a very big danger. Musk and Wozniak propose that the break in the development of artificial intelligence tools should be used primarily to develop a kind of security protocol about the principles of designing artificial intelligence tools. If you agree with the proposal of Elon Musk and Steven Wozniak, you can also sign their letter available here.



Dr Balaganesh Duraisamy
Lecturer

Areas of expertise:

Database Systems, Artificial Intelligence, Li-Fi Technology

ARTIFICIAL INTELLIGENCE

Meta AI

Meta AI helps machines learn how humans touch and feel by using a robot finger sensor called DIGIT, and a robot skin called ReSkin.

“We designed a high-res touch sensor and worked with Carnegie Mellon to create a thin robot skin,” Meta CEO Mark Zuckerberg wrote in a Facebook post. “This brings us one step closer to realistic virtual objects and physical interactions in the metaverse.”

Meta AI sees robot touch as an interesting research domain that can further help artificial intelligence be better by receiving feedback from the environment. By working on this research centred around touch, Meta AI wants to both push the field of robotics further and also possibly use this technology to incorporate a sense of touch into the metaverse down the road. Meta AI meaning “AI that improves AI” is a growing field in artificial intelligence that aims to enhance the capabilities of existing AI systems and accelerate the development of new ones. At its core, Meta AI seeks to address the challenges of scalability, generalisation, and adaptation that are inherent in AI systems.

One of the primary goals of Meta AI is to improve the efficiency and effectiveness of machine learning algorithms. This involves developing new techniques that can optimize the hyperparameters of a given algorithm, such as the learning rate and the regularization

strength. By doing so, Meta AI can help to ensure that machine learning models are more accurate, faster, and more robust.

DIGIT’s touch sensor can reveal a lot more than just looking at the object. It can provide information about the object’s contours, textures, elasticity or hardness, and depth of force that can be applied to it, says Mike Lambeta, a hardware engineer working on DIGIT at Meta AI. An algorithm can combine that information and provide feedback to a robot on how best to pick up, manipulate, move, and grasp different objects from eggs to marbles.

Another key area of focus for Meta AI is transfer learning. This involves leveraging the knowledge acquired by one AI system to improve the performance of another, related system. For example, if an AI model has been trained to recognise images of cats, Meta AI can help to transfer this knowledge to another model that needs to recognise dogs. By doing so, the new model can learn faster and more accurately than if it were trained from scratch. Meta AI also involves the development of new approaches to reinforcement learning. Reinforcement learning is a type of machine learning in which an AI system learns by interacting with its environment and receiving rewards or punishments for its actions. Meta AI can help to optimise the reward structure of a given reinforcement learning problem, thereby allowing the AI system to learn more quickly and effectively.

ReSkin is an inexpensive and replaceable touch-sensing skin that uses a learning algorithm to help it be more universal, meaning that any robotics engineer could in theory easily integrate this skin onto their existing robots, Meta AI researchers wrote in a blog.

One of the key challenges of Meta AI is the need to balance exploration and exploitation. Exploration involves trying new approaches and strategies in order to find the optimal solution to a problem. Exploitation involves using the best-known strategy to maximise performance. Meta AI seeks to find the optimal balance between these two approaches, so that AI systems can learn quickly and effectively without becoming stuck in local optima.

Meta AI is still a relatively new field, and there is much work to be done in order to fully realise its potential. However, as AI systems become more prevalent and more complex, the need for Meta AI will only continue to grow. By developing new approaches to optimizing and improving AI systems, Meta AI has the potential to revolutionise the field of artificial intelligence and usher in a new era of intelligent machines.



Dr Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

COMMUNICATION

Finally, as the last skill to be discussed in this series, we come to the vital aptitude of "Picking the Right Medium". Effective communication requires not only the mastery of language but also the art of choosing the right medium, for it is through this skill that the message truly resonates with its intended audience. This skill refers to the ability to choose the appropriate means of communication for a given message and audience. Choosing the right medium for communication is essential for several reasons.

First, it ensures that the message is delivered effectively and efficiently. Second, it helps to avoid misunderstandings and potential conflicts that can arise from using the wrong communication method. Third, it demonstrates a thoughtful approach to communication, which can help to build trust and positive relationships with colleagues and superiors. For example, suppose you need to discuss a sensitive or serious matter such as layoffs, changes in salary, or a performance review. In that case, it is best to have the conversation in person as face-to-face conversations allow for a more personal and nuanced discussion that can help to avoid misunderstandings and build rapport. On the other hand, if you need to communicate with someone who is very busy, such as your boss, email or instant messaging may be a more thoughtful approach. To improve your ability to pick the right medium for communication, consider the following:

1. Understand the different communication mediums available and their advantages and disadvantages.
 2. Consider the audience and the message when selecting the medium of communication.
 3. Be aware of the level of formality required and tailor your communication accordingly.
 4. Pay attention to the urgency of the message and choose a medium that is appropriate.
- Picking the right medium for communication is a crucial skill that can help individuals communicate effectively in various situations, avoid misunderstandings, and improve relationships with their colleagues and superiors. It requires an understanding of the various communication mediums available and their advantages and disadvantages, as well as

consideration of the audience's preferences, urgency, and level of formality required.

Link: [here](#)



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

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

The Summit emphasized tourism as a force for good, with momentum building towards a regenerative and nature-positive future. UNWTO and the Government of Mallorca welcomed more than 400 delegates at this year's event, which showcased the latest developments in sustainability for destinations. Discussions highlighted the interdependence of tourism on natural and cultural resources and the potential mutual benefits, while also providing unique first-hand perspectives such as from Chief Frank Antoine from the Bonaparte First Nation, or the view from outer space, as told by Pedro Duque, the first ever Spanish astronaut. For more information click [here](#).

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

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



Dr Mahmoud Manafi

Lecturer

Areas of expertise:

Leadership, Human Resource Management, Digital Marketing

ART / PSYCHOLOGY

Everything Everywhere All at Once!

"Everything Everywhere All at Once" is a multiverse ride that naturally talks about mental health (i.e., from Attention deficit hyperactivity disorder (ADHD) to depression). ADHD is a condition that affects people's behaviour. People with ADHD can be seen restless. They may have trouble with concentration and may also act on impulse; see [here](#).

The movie shows mental health complications through a very different and, most probably, it is the first of its kind multiverse ride. This film received seven Oscars, including awards in the four Big Five categories in which the film was nominated: Best Picture, Best Director, Best Actress, Best Original Screenplay.

This movie is made as a mixture of Hollywood's cinema and some Asian jokes (which sometimes aren't understood by non-Asians). Apparently, the producers of this movie intentionally put some Asian elements to increase the sales. Almost eighteen percent of the population of the world belong to China. Therefore, from Marketing management perspective, China could be a good target for this movie as this movie has received significant number of Oscar awards.



Dr Ali Kamali

Lecturer

Areas of expertise:

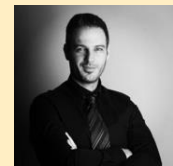
Information Systems; Project Management; Supply Chain Management

EDUCATION

Advantages of using Quizzes in classroom!
Quizzes are an effective tool for assessing student learning and understanding, and they

can be used to motivate students to keep up with their studies. Here I have listed some important points that lecturers can consider making quizzes effective in classrooms:

1. Make it a formative assessment in a way to provide feedback to students on their understanding of course material. Also, do not take quizzes as high-stakes assessments in terms of grades but as a way to help students focus on each chapter and clear any difficulties.
2. Make them frequent and consistent throughout the course semester in order to keep students engaged and motivated, which will help them stay on top of the course material and reinforce key concepts.
3. Try to conduct a quiz after each chapter, which could help you as a lecturer identify students who need help understanding the concepts again.
4. Try to use different question types, such as Yes/No, multiple choice, short answer, and essay questions, which can be helpful to assess students' levels and hence help them to demonstrate their knowledge in different ways.
5. Let students see your feedback after each quiz, which will let them know their weaknesses in each chapter. Also, it is very important to provide students with full details about their mistakes in order to avoid making the same mistakes in the future.
6. Try to track and monitor your student's performance through the quizzing process, maintain a record of their scores and responses, and provide feedback because it could improve their performance throughout the course.



Dr Konstantinos Kiousis

Lecturer

Areas of expertise:

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

NASA / EDUCATION

NASA and CSA announced on the 3rd of April, the four astronauts who will venture around the Moon on the Artemis II mission. The crew, comprised of NASA astronauts Reid Wiseman (Commander), Victor Glover (Pilot), Christina Hammock Koch (Mission Specialist) and CSA astronaut Jeremy Hansen (Mission Specialist), will be the first to demonstrate NASA's foundational human deep space capabilities through the Space Launch System rocket, the Orion spacecraft and the ground systems

needed to launch them.

The Artemis programme not only offers groundbreaking scientific research opportunities but also has the potential to inspire and enhance STEM education for future generations. Schools and Universities may collaborate with NASA to develop educational programmes that focus on the Artemis mission's scientific objectives. Such programmes may offer learning experiences in various fields such as physics, engineering and computer science. On the other hand, Artemis project's importance extends beyond the STEM field, as the programme can also inspire and promote innovation in other areas such as environmental science, health sciences as well as in international collaborations.

While the Artemis project is a remarkable opportunity to enhance STEM education, it also has the potential to inspire and promote innovation in other areas and can play a vital role in shaping the future by making the world a better place for everyone. For more information, please click [here](#) and [here](#).



Dr Anna Rostomyan
Lecturer

Areas of expertise:

Psychology of Emotions, Emotional Intelligence, Social Intelligence, Communication

INTERPERSONAL RELATIONS

In life, we do not exist apart from each other, instead we make parts of the whole system called Humanity. An interpersonal relationship (or interpersonal relation) can be defined as a social association, connection, or affiliation between two or more people. This can vary in degrees of intimacy, self-disclosure, duration, reciprocity and power distribution.

When we cooperate with one another, we not only share our thoughts and ideas, but we also share information about our personal internal states, feelings, beliefs, desires, aspirations, intentions, etc.

Being a part of society as a large concept, we continuously emerge into verbal and non-verbal communication in the process of interpersonal communication, which mitigates the feeling of loneliness and raises the level of connection, interaction, and appreciation. In this respect, it is noteworthy that the more we share our internal states with others, the stronger the emotional bonds may get, letting us cooperate with one another harmoniously and efficiently towards a common goal.

It is also noteworthy here that nowadays in the times of digitalization a great deal of social exchange happens on the net, which facilitates the communication exchange across borders, making people come together and indulge into a common cause.

To put it into other words, being a part of the so-called "Matrix", we should always appreciate everything and everyone on our paths, who make us the best version of ourselves and makes the ride worthwhile.



Dr Gemma Vallet
Lecturer

Areas of expertise:

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

RETAIL BRANDING & INNOVATION

Luxury Fashion Brands accepting crypto coins.
On 5th April 2023, the iconic American fashion brand Ralph Lauren opened a new concept design store in Miami. One of the biggest novelties announced here is that the brand will accept cryptocurrency payments in its new flagship store.

However, cryptocurrency payments are not a new innovation or novelty in the fashion luxury business. In December 2021, Balenciaga announced a metaverse business unit with payments for goods and services in cryptocurrency coins. Other brands such as TAG Heuer, Gucci, Off White, and many others have also announced that they are now accepting cryptocurrency payments.

One trend to observe in this case is that, after all the turbulent financial movements, cryptocurrency may be accepted as a standard payment method. It is not a coincidence, given the big PR and advertising machine of brands such as Ralph Lauren, that the launch of its latest store coincided with the birthday of Satoshi Nakamoto, the legendary creator of Bitcoin, who turned 48 on that day. A date provided to the global network P2P Foundation when registering. Although the identity of the creator of Bitcoin (BTC) and, therefore, his birthday remains unknown to the public, cryptocurrency enthusiasts took note of when Satoshi's age increased by a year on his P2P Foundation profile – which suggests a birthday of 5th April 1975.

And the major trend to highlight is that we are facing a new type of consumer - a creative class - who is embracing cities such as Miami and

will soon be coming to cities like Berlin or Barcelona, which are magnets for this creative class.



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BUSINESS & INNOVATION**