

BSBI Gazette

Editor: Professor Dr. Kyriakos Kouveliotis FRSA

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Editorial



Professor Dr. Kyriakos Kouveliotis FRSA

Provost & Chief Academic Officer,
Berlin School of Business and Innovation

For this week's Editorial I want to share a great poem by Phil Harris. It is called: "I will Prevail".

I have been told that I will never exceed.
I have been told that I am living in a dream.
I have been pushed to the side by many of my peers.
I have heard of the struggles that were present before me.
I have heard others speak of the struggles they were presented with.
I have accepted I can't change everything in my life.
I know the things that can be changed will take time.
I have watched many come and fall.
I have seen those who have raised to riches fall to pennies.
I have started a goal.
I have told myself that I will prevail.
I have seen the evil in life.
I have once been a victim to this life.
I have learned that the only thing that can hold you back in life is living for the past.
I refuse to give up without a try.
I refuse to let anyone tell me that I can't reach the sky.
I refuse to live for today.
I will always prepare for tomorrow, even though it is not guaranteed.
I will refuse to allow anyone to change my heart.
I believe that God will lead me to a higher place.
I believe that change has been accepted for my life.
I believe that someone is watching over me.
I will prevail.
I apologize for the struggles others may have faced.
I refuse to allow myself wait.
I know that many have never received an apology for the struggles they have faced.
I hope that you accept this from me as I am speaking through them to you.
I know that for many of you this is the reason
You have given in to the belief that you can't exceed.
I will continue through the obstacles that step in my way.
I will ask for guidance every day.
I will not give up.
I will not give in.
I will not look back.
I will not expect that this is all my life is meant to be.
I will continue.
I will prevail.

Photo of the Week



Inspirational Quotes

"The greatest discovery of all time is that a person can change his future by merely changing his attitude."

– Oprah Winfrey

"There is strange comfort in knowing that no matter what happens today, the Sun will rise again tomorrow."

– Aaron Lauritsen

"Live your life, sing your song. Not full of expectations. Not for the ovations. But for the joy of it."

– Rasheed Ogunlaru



Everything is within
your power, and your
power is within you.

– Janice Trachtman

Article of the Week



Dr. Farshad Badie

Vice-Dean of the Faculty of Computer Science and Informatics

Areas of expertise:

Logic; Symbolic Artificial Intelligence;
Knowledge Representation & Reasoning;
Cognitive Science; Learning Science; Change
Management

CONCERTO OF CREATIVITY: UNITING EFFECTUATION AND COGNITIVE ADAPTABILITY*

This article focuses on the synergy of two vital cognitive frameworks — *effectuation* and *cognitive adaptability* — and their essential roles in steering businesses toward success.

MAKING IDEAS REAL

Let us acquaint ourselves with Diego, a wise entrepreneur, who possesses the prowess to translate his mental concepts into functional realities. Visualise Diego as an artist, wielding a brush to paint the canvas of innovation. He harnesses the power of ‘effectuation’ to breathe life into his ideas, orchestrating a mental chess game where he contemplates moves and anticipates subsequent outcomes.

Diego does not only think about what customers want, but he also tries to predict what will happen when he introduces his ideas. Similarly, he gathers a varied group of skilled people, like a musical band with different types of musicians playing together smoothly. Much like capturing and utilising the light of a star to navigate, Diego seizes favourable opportunities to materialise his aspirations.

CHANGING AND GROWING

Now, let us turn our attention to Frida, another luminary in the business sphere. Frida excels in aligning her cognition with the ever-evolving global landscape. Her ‘adaptability’ is the cornerstone, enabling her to seamlessly revise her strategies in response to emergent circumstances. Frida is really good at turning problems into chances for success. It is like watching a dance

where many people work together smoothly and make something beautiful.

This adaptive cognitive approach does not only facilitate Frida’s generation of novel ideas but also converges diverse thoughts to inform judicious decision-making. Every time she comes up with smart ideas and quickly changes how things are done, it adds new and exciting parts to her business efforts, making everything work together in a great way.

A CONFLUENCE OF EFFECTUATION AND COGNITIVE ADAPTABILITY

Intriguingly, Diego’s ‘effectual’ approach and Frida’s ‘cognitive adaptability’ converge in a marriage of strategic brilliance. Consider a scenario where Diego conceives a ground-breaking sustainable technology — a fusion of renewable energy and cutting-edge data analytics. His practical way of thinking helps him find people to work together with and take advantage of new opportunities. Frida’s ability to adjust her thinking is what helps her quickly see that the world is moving towards more environmentally friendly solutions for society.

As Diego deals with complicated technology partnerships, Frida skilfully shifts her business towards environmentally friendly projects. Their teamwork changes the business world. This leads to creating a new company that combines new technology with being able to adjust to how society is changing.

AN ANALYTICAL SYNTHESIS

When ‘effectuation’ and ‘cognitive adaptability’ meet each other, it shows how taking quick chances and adjusting to changes work well together. Diego takes quick chances and Frida adjusts to changes smoothly. This creates a perfect business rhythm. In this rhythm, new ideas are not only imagined but are also carefully put into action.

In this dance, Diego and Frida’s partnership manifests a balanced team. This reflects the idea that turning ideas (from minds) into actions is like creating music that changes over time in the business world. Their story tells what ‘success’ is. It is actually about combining new ideas and the ability to adjust, creating a successful and ever-changing business journey.

When these two ways of thinking come together, they show something important. The mixture of coming up with great ideas and being able to adapt is like a compass for businesses today. It helps them move towards success and growth.

ANALYSING THE FUSION OF EFFECTUATION AND COGNITIVE ADAPTABILITY: A TECHNICAL PERSPECTIVE

In the framework of contemporary business

strategy, when we dive into the convergence of ‘effectuation’ and ‘cognitive adaptability’, we can uncover a dynamic interplay that finds its roots in both *cognitive psychology* and *strategic management*. Effectuation, as a framework that makes a backbone for entrepreneurship, underscores the importance of resource utilisation and strategic partnerships to iteratively mould opportunities. This forward-looking approach harmonises with the essence of cognitive adaptability, which emphasises the skill of quickly readjusting cognitive patterns in response to ever-shifting external dynamics.

From a psychological standpoint, the synergy between these frameworks capitalises on some cognitive mechanisms like, e.g., sense-making, pattern recognition. The iterative and collaborative nature of effectuation aligns with cognitive adaptability’s process of restructuring cognitive frameworks and constructing scenarios. This fusion enhances an entrepreneur’s cognitive flexibility, allowing them to seamlessly transition between exploratory and exploitative mental approaches.

Strategically, the unification of effectuation and cognitive adaptability constructs a robust framework to navigate complex and uncertain terrains. Effectuation’s emphasis on leveraging contingencies resonates with cognitive adaptability’s capacity for agile decision-making and swift strategic shifts. This harmonised approach not only aids in identifying nascent opportunities but also situates the entrepreneur to proactively tackle market disturbances.

Moreover, the amalgamation of effectuation and cognitive adaptability encourages a dual approach to innovation. Effectuation sparks the generation of creative ideas. Such creative ideas then become transformed into viable offerings through gradual experimentation. Cognitive adaptability complements this by helping entrepreneurs distinguish between the persistence of ideas and the crucial need for adaptability. This ensures that innovative insights develop in tandem with the ever-evolving business landscape.

SOME FINAL WORDS

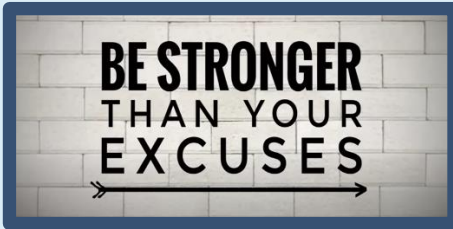
The fusion of effectuation and cognitive adaptability highlights the nuanced intersection of cognitive psychology and strategic entrepreneurship. This alliance empowers entrepreneurs to maneuver the complexities of the business environment with an agile mindset. It is a mindset where opportunities are not just recognised but are actively shaped. This analytical exploration represents a significant stride in understanding the intricate mechanics that underpin successful entrepreneurial pursuits in a world of constant change and transformative innovation. As the business landscape continues its evolution, the symbiotic relationship between effectuation and cognitive adaptability serves as a guiding light for pioneering entrepreneurs. It is a compass that aids them in orchestrating their journey towards enduring success.

* The article is also published on Medium at this [link](#)

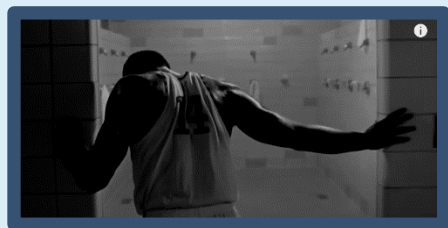
Websites of the Week

- 🔗 [What are Human Rights?](#)
- 🔗 [Marketing: Planning and Strategizing](#)
- 🔗 [How to Write a Marketing Plan?](#)
- 🔗 [Market Pricing — What Price Should You Charge?](#)
- 🔗 [The Medicine of the Future could be Artificial Life Forms](#)

Videos of the Week



Discipline your mind



Kill your laziness



One of the most inspiring speeches ever

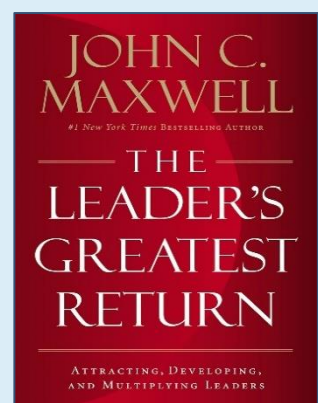
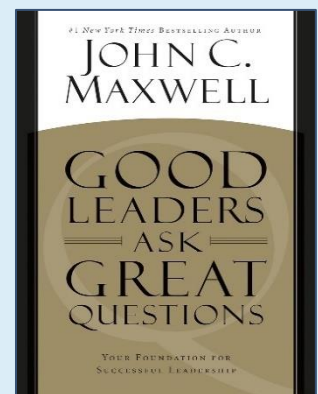
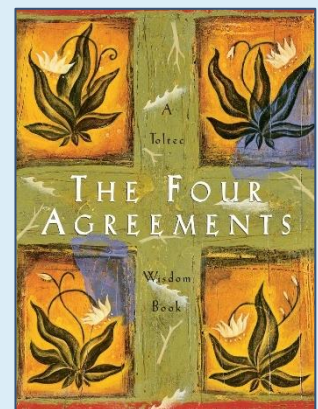
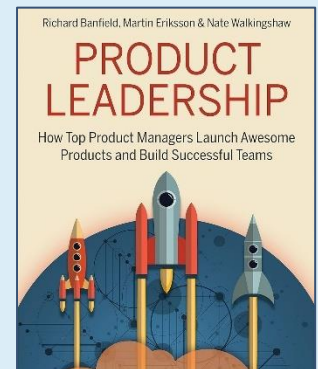


Why you procrastinate even when it feels bad



How to stay calm under pressure

Books of the Week



**BERLIN SCHOOL OF
BUSINESS & INNOVATION**

Week in Review

All you need to know about everything that matters



Dr. Niloufar Aminpour

Lecturer/Academic Initiatives Coordinator

Areas of expertise:

Gender Studies, 20th Century American
Drama, Literary Criticism

ANGER/FUNCTIONALITY

Anger, a widely influential emotion, permeates numerous aspects of human functioning, exerting its influence on behaviours, decision-making, interpersonal connections, and the general state of being. Anger, being an inherent component of human emotions, possesses a complex nature that yields many effects, both positive and negative, depending on how it is managed and manifested. When traversing the intricate landscape of human emotions, rage can often serve as a paradoxical instrument, capable of either stimulating constructive transformation or triggering a series of adverse consequences. First and foremost, it is crucial to acknowledge that rage is not inherently negative as it possesses the capacity to initiate constructive changes. When used in a constructive manner, rage can function as a driving force that compels individuals to address instances of unfairness, correct imbalances, and implement beneficial transformations. In contrast, the uncontrolled presence of rage can significantly hinder performance in various disciplines. In the realm of personal experiences, the absence of regulation in expressing anger often leads to rash decision-making, as the intense emotional state tends to hinder logical reasoning and careful evaluation. Impulsivity can give rise to a wide range of adverse outcomes, such as strained interpersonal connections, unattained goals, and in severe instances, it can escalate into acts of hostility or violence. Within a professional setting, the expression of anger has the potential to impede the establishment of a productive work environment and undermine the collaborative efforts of a team. The physiological consequences of chronic rage are significant as well. The presence of chronic anger has been associated with a wide range of

health problems, including hypertension, cardiovascular illnesses, and compromised immune function. These negative health outcomes can be attributed to the continuous activation of the body's stress response mechanisms. In addition, the prolonged experience of anger can lead to the development of psychological conditions such as sadness, anxiety, and various other mental health illnesses. Consequently, this can impede an individual's capacity to perform well in both personal and professional domains. Within the domain of cognitive functioning, anger frequently disrupts our cognitive abilities, leading to a decline in logical reasoning, problem-solving, and decision-making proficiencies. An individual experiencing heightened emotional distress may encounter difficulties in maintaining an objective perspective when processing information, sometimes leading to a tendency to oversimplify intricate matters and gravitate towards a dichotomous or dogmatic thought process. The presence of this cognitive limitation frequently gives rise to solutions that lack thorough consideration and may consequently yield inferior results across diverse scenarios. The requirement of balancing and regulating anger is crucial in order to transform it into a constructive force for personal growth and overall functioning, rather than allowing it to hinder our well-being.



Dr. (MD) Ahmed ElBarawi

Lecturer / Executive Assistant of the Provost

Areas of expertise:

Healthcare, Education, International Trading,
Medical Supplies

SPORT / HEALTH

Non-Medical Antidepressant Alternative

It was of wonder, why and how playing sports makes a person feel pleasant, moreover, it dismisses stress “The hormonal levels of dopamine and serotonin, during and after the sports respectively are the main regulators

here.”!

But what if playing sports has been applied on depression treatment?

Running therapy and antidepressant medication are both successful therapies for people with depression and anxiety disorders. They might have diverse effects on physical health, though, and they might operate through various pathophysiological processes. This research compared the effects of running therapy to antidepressants on both physical and mental health.

Reference: Verhoeven, J.E. et al. (2023) ‘Antidepressants or running therapy: Comparing effects on mental and physical health in patients with depression and anxiety disorders’, *Journal of Affective Disorders*, 329, pp. 19–29. doi:10.1016/j.jad.2023.02.064.



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

***LINKS BETWEEN AGRICULTURE,
GASTRONOMY AND TOURISM***

UNWTO has held the 8th edition of its World Forum on Gastronomy Tourism co-organized with Basque Culinary Center (BCC), with a focus on the links between product, gastronomy and tourism.

The promotion and preservation of local products, the contribution of tourism to sustainable development, innovation and food waste all took center stage as UNWTO and BCC, also welcomed more than 300 online participants from 50 countries. for more information visit this [link](#).

Opening the Forum, UNWTO Secretary-General Zurab Pololikashvili said: “Gastronomy Tourism can play a leading role in promoting responsible agricultural practices, protecting biodiversity and reducing the environmental footprint. It can also create new opportunities for communities

to thrive and protect their heritage and traditions and become an engine of growth and diversification for destinations supporting our roadmap towards the Sustainable Development Goals.”

The Forum put the spotlight on gastronomy tourism's role in the preservation of local territories and the promotion of sustainable practices. A high-level panel of tourism ministers – Bulgaria, Puerto Rico and Zimbabwe focused on policies that strengthen agriculture, gastronomy, and tourism. Expert-led discussions also focused on the protection of culinary traditions, the value of geographical indications, advancing the sustainability and resilience of rural areas, enabling producers to thrive in an increasingly interconnected and technology-driven world.

There are many mutually beneficial links between agriculture, gastronomy, and tourism are examined. The modern-day traveler's desire for authentic, immersive experiences has led to a growing interest in the connection between these three domains. Agriculture serves as the primary source of fresh, local ingredients, which, in turn, become the backbone of regional culinary traditions. This dynamic synergy not only supports local economies but also enriches the tourism industry.

Gastronomy has emerged as a vital driver for tourism, enticing visitors to explore new destinations and their culinary heritage. Local cuisines, street food, and traditional dishes create a sensory connection to the place, fostering unforgettable memories. This culinary exploration bolsters the tourism sector, attracting food enthusiasts and supporting local food producers and artisans.

The article concludes by emphasizing the importance of sustainable and responsible practices in agriculture and gastronomy. The harmonious relationship between these sectors not only enhances the travel experience but also contributes to the preservation of cultural and culinary traditions, benefiting local communities and fostering economic growth in regions that rely on tourism as a significant revenue source.



Dr. Aidan Islyami
Lecturer

Areas of expertise:

Economics, Development Studies,
International Economics, Statistics,
Mathematics

EDUCATION

***ENABLING MORE STUDENT PARTICIPATION
IN THE CLASSROOM***

According to E. Shelley Reid the work of teaching has moved from “teaching as delivering information” to “teaching as enabling learning.” Effective learning happens when students have an opportunity to actively engage in the class. However, as lecturers, we always face a challenge in encouraging all students to participate. At the same time, there are students with different backgrounds and different levels of previous knowledge related to the subject matter in the class. Therefore, discussions in the class are crucial for students and instructors to find common ground and for instructors to receive valuable feedback on students’ understanding of the subject. I believe that interactive lectures led by instructors are an important prelude for meaningful discussions.

The purpose of the lecturer is therefore to create an inclusive environment in which students are interested to participate and contribute to the discussion. It is also to build a bridge between the structures represented by linked concepts, networks and principles in the students' minds and the structures of a given subject.

A meaningful discussion should have a *strong framing*: why a particular question or topic needs to be discussed? Does it have several interesting answers to be analysed by the students? Does it represent a good application of the course materials and stimulate critical thinking?

On the practical side, some of the ways to facilitate discussion in the class would be to have students write their thoughts before speaking or to give students “think time” before speaking. Then lecturer should structure who speaks when and assign specific roles in the discussion. Sometimes a few students dominate the discussion. In such case, the strategy could be to let the discussion go “around the circle”. In other words, everyone must speak once before someone else can speak again. The discussion could be structured by writing down the ideas on sticky notes, then sorting them into categories and

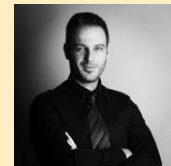
organizing a discussion around it.

Another method is the so called “fish bowl” that allows students to reflect on the discussion. In such case students are divided into two groups where one group is actively involved in discussion and another is observing, reflecting and taking notes. There is a specific arrangement for seating and interaction.

My own experience of teaching both courses according to a certain given program and study guide such as University of London courses developed by LSE and Advanced Placement courses by College Board as well as developing specific independent courses have led me to agree with the opinion: the role of lecturer is to communicate his or her enthusiasm of the subject to the students. Unsurprisingly, the research on student learning has also indicated that teaching courses lecturers are fascinated about is important for student motivation and engagement.

References

- Bligh, D. A. (2000). What's The Use of Lectures? San Francisco: Jossey-Bass.
- McKeachie, W., & Svinicki, M. (2005). McKeachie's Teaching Tips: Strategies, Research, and Theory for College and University Teachers (College Teaching Series), 12th Edition. Wadsworth Publishing.



Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:

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

ECONOMICS

The Nobel Prize in Economics 2023

The prestigious award, formally known as the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel, is the last of this year's crop of Nobel prizes and is worth nearly \$1 Million. The Royal Swedish Academy of Sciences has decided to award the prize to Claudia Goldin, a Professor from Harvard University, for exposing the causes of deeply rooted wage and labour market inequality between men and women. In other words, “for having advanced our understanding of women’s labour market outcomes” as the Press release stated.

Claudia Goldin was born in 1946 in New York and received her PhD in 1972 from the University of Chicago. In 1990, she became the first woman to be tenured at Harvard's economics department

and is only the third woman to win the Nobel economics prize. Moreover, she is the first to win it by herself rather than sharing it. In her work, she provided the first comprehensive account of women's earnings and labour market participation through the centuries, revealing the causes of change, as well as the main sources of the remaining gender gap. Goldin showed that female participation did not have an upward trend over this entire period, but instead formed a U-shaped curve (as shown in the figure below). The participation of married women decreased with the transition from an agrarian to an industrial society in the early 19th century, but then started to increase with the growth of the service sector in the early 20th century. Goldin explained this pattern as the result of structural change and evolving social norms regarding women's responsibilities for home and family.

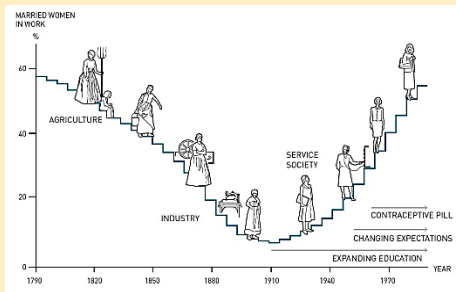
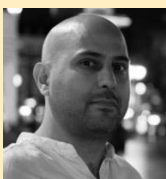


Fig. 1 The U-shaped curve. © Johan Jarnestad/
The Royal Swedish Academy of Sciences

The Royal Swedish Academy of Sciences, founded in 1739, is an independent organisation whose overall objective is to promote the sciences and strengthen their influence in society. The Academy takes special responsibility for the natural sciences and mathematics, but endeavours to promote the exchange of ideas between various disciplines. For further information, please visit [Link1](#), [Link2](#) and [Link3](#).



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

LITERATURE

Nikos Kazantzakis

Nikos Kazantzakis, a Greek writer, philosopher, and thinker, was born in Crete in 1883. He is best known for his literary works that delve into

existential themes, the human spirit, and the struggle for freedom and self-realization. Kazantzakis' most famous work is "Zorba the Greek," published in 1946. The novel follows the protagonist, a reserved Englishman, as he befriends the exuberant and free-spirited Zorba, who imparts life lessons and a zest for living. This tale of friendship, passion, and embracing life's uncertainties became a classic and inspired the iconic film adaptation starring Anthony Quinn as Zorba.

Another notable work by Kazantzakis is "The Last Temptation of Christ," published in 1951. The novel reimagines the life of Jesus Christ, exploring his humanity and internal struggles, including the temptation to abandon his divine destiny. The novel stirred considerable controversy upon its release but also garnered widespread acclaim for its thought-provoking portrayal of religious figures and the human experience. This work, too, was adapted into a movie directed by Martin Scorsese in 1988.

Kazantzakis' influence on literature and philosophy extends beyond his notable works. His philosophical ideas and quest for a "universal harmony" have left a lasting impact on the world. He was deeply influenced by Nietzsche and Bergson and sought to reconcile the spiritual with the physical, striving to unite the Eastern and Western philosophical traditions. His writings often questioned traditional beliefs and societal norms, encouraging readers to embrace their individuality and find meaning in life's struggles.

Kazantzakis' unique blend of existentialism, mysticism, and philosophical exploration has inspired writers, philosophers, and artists worldwide. His influence on modern Greek literature is immense, and he is considered one of Greece's most significant literary figures. Moreover, his ideas continue to resonate with a global audience, influencing authors and thinkers across cultures. Nikos Kazantzakis' literary and philosophical legacy remains an enduring source of inspiration, encouraging readers to ponder the complexities of human existence and the pursuit of a meaningful life.

Sources: [Link1](#), [Link2](#)



Dr. Priyadarshini Pattanaik
Lecturer

Areas of expertise:

Deep Learning, Machine Learning for Health, Bioinformatics, Image and Multidimensional Signal, Digital Health

E-BUSINESS / MANUFACTURING

E-Business Services Shaping Manufacturing Market

The influence of intelligent products and e-business services on the manufacturing market within Industry 4.0 is profound. In the realm of international e-business transactions, the demand for smart product services is rapidly growing, gaining significant importance as it transitions into the digital sphere. International e-business trade stands as the central hub for logistics, serving as a foundational pillar for global commerce. The emergence of smart product-service systems (PSS) has paved the way for an improved international trade landscape, addressing challenges related to product risks and enhancing individual customer satisfaction. Smart product servitization has become a crucial component of e-business, elevating itself within the value chain to tackle various barriers associated with product design, management, and delivery. The manufacturing market in both of the developing countries and developed countries nowadays is huge and with the implementation of smart products or the industrial 4.0 evolution expanding in the manufacturing market and making the industry smart by adopting better product service systems or the e-business models for the smart connectivity and thus making the international e-business denser with the expansion of the markets in manufacturing by becoming smarter and making the industry smarter by adopting better smarter versions of their machinery for making the products or for the manufacturing. The main motivation for this article is to assess the industry dynamics of the smart products used in the manufacturing market and analyse the complete industry dynamics in smart manufacturing, as it is a relevant topic to be researched as in developing countries and the worldwide smart products in the manufacturing sector in the future booming industry and to be completely adopted by 2025 and so it is expanding and tremendously increasing to discover. With the use of more IoT applications in the manufacturing market, it helps in increasing the overall experience of the manufacturing processes or in the production of the products, with the machines more reliable and more life of its working, the better control



over the processing of the manufacturing work with the applications of IoT, also increase in the better quality, the compliance of the company, the reduced costs or the better product output and so getting better operations with more quality in the process of manufacturing operations.

There are many companies as well which are becoming the main key companies who are creating better IoT solutions for the manufacturing sectors to make it better and smart and examples of them are IBM corporations, Bosh software, Zebra technologies, Siemens, Cisco, etc. and many more companies are creating best IoT solutions for the manufacturing sector so that this sector grows and make it global smart manufacturing solutions. It has been analysed that the IoT manufacturing markets will tend to grow in the next few years, and which will rise to the more economical with this sector. As per the research done by Capgemini Research Institute, it is stated that if there would be more smart factories then more and more economy would be added by 2024 i.e., 2.2 trillion dollars of the economy. So, the smart factories are scaling up and in the period from 2019 to 2023 there would be a great increase in the set-up of the more and more smart factories scaling up will be the fore coming challenge for industry 4.0. It is said that around 55% of companies say that their smart factories involve the Greenfield projects, and it is more in the mid-size and small-scale industries, and 33 percent of the companies are doing the processes in their factories more digitally now. 68% of companies that are manufacturing have already the smart initiatives in their factories presently whereas in 2017 it was around 43%. This information was gathered by the Capgemini Research Institute. The manufacturing firms are adapting themselves onto more and more into smart factories making themselves digitalized and making their processes smarter and getting more smart industries to create a huge market in smart industries and forecasting more and more investments in the upcoming years in this market of smart industries. Henceforth, smart products in the manufacturing market were having huge impacts on the industry on their industrial dynamics and forecasting the global smart manufacturing economy.



Dr. Gemma Vallet
Lecturer

Areas of expertise:

Areas of expertise: Digital Branding & Marketing / Marketing Direction & Strategy/ Innovation in Advertising & Media / eCommerce

MARKETING

11th of October 2023 we did celebrate first ceremony to announce the winner BIG idea and marketing strategy for BSBI Future Lab D-TICKET Challenge. The ceremony was open by Prof. Dr. Kyriakos Kouveliotis, Provost & Chief Academic Officer at the Berlin School of Business & Innovation (BSBI).

THE WINNER IDEA: WE ARE HEROES
We are heroes.

The creative idea and marketing strategy that was selected for the expert jury aims to educate potential buyers not only to subscribe to D-TICKET, but also to be an example of good citizens, people that help other people struggling when they are using public transportation.

The campaign in terms of strategy focus in content marketing and affiliate marketing, some aspect that D-TICKET campaign is embracing during the next months. BSBI Team behind the idea and strategy: Ebenezer Olorunfemi and Mohammed Aftabuddin.

Special mention to:

- Taylan, Mateo, and Norina. They did an outstanding presentation in terms of visuals, campaign assets and marketing events.
- Loiwe Shawa and Bijneshwor Shrestha. They were pick 2on best big idea and marketing campaign with “Germany is all yours”.
- 3r team chosen was Shweta Surve, Liubov Antonova, Ivel Simon Mathias. Their SEM and SEO analysis was really well received as well as the concept “Embrace the spirit of Germany”:
- Erdinc, Chidozie and Farzaneh that they present a challenger idea, based on a QR code that invite people to “Open a window to your future”.

THE JURY

From BSBI

- Dr. Monika Klein, Dean of Faculty of Creative Industries

- Dr. Gregor Tkachov, Computer science lecturer at BSBI
- Dr. Gemma Vallet, global marketing lecturer and main driver organiser of BSBI Future Lab.

From D-TICKET

- Mr. Wolfgang Schwenk, Managing Director at Mobil 2030 GmbH
- Ms. Andrea Cossaboom , Kampagnerbüro D-Ticket Deutschland Mobil 2030 GmbH
- Mr. Christian Ringlepp, PR Consulting for D-TICKET from the famous PR company Scholz&Friends.

WORDS FROM THE JURY

“Amazing to see in how in such a short time (3 weeks) they a great job did... the did work really hard, and all they performed really professionally”

Mr. Wolfgang Schwenk, Managing Director at Mobil 2030 GmbH



THE MAKING OFF

The 1st edition of the BSBI Future Lab Challenge

On 30th of September 2023, after three intensive workshops and long hours working on their ideas for the Winter marketing campaign for D-TICKET, participants for the 1st edition of BSBI Future Lab Challenge were ready to defend their ideas on 11th of October, the day of the final.

Five teams, formed by selected talented BSBI students, were pitching their marketing campaigns to an expert jury consisting of members of the D-TICKET marketing team - part of the German Minister of Transport- and BSBI faculty and business experts. A real challenge for a real challenger brand.

During September more than 20 students, 7 teams, enrolled into BSBI Future Lab to work at delivering best-in-class ideas and pitch to be part of the D-TICKET German national campaign.

DIVERSITY DRIVES FUTURE CREATIVITY IN ADVERTISING AND MARKETING

The BSBI Future Lab challenge 1st edition was a diverse gathering of talented BSBI students and experts from ten nationalities: Austria, India, Italy, Iran, Nigeria, Russia, Spain, Syria, Turkey and Zambia.

In the coming years diversity will be shaping creativity for brands that are both sustainable and challenging. BSBI Future Lab aims to be a hub to link this new talented generation of marketing strategists, advertising and content creatives with brands that want to make a real positive impact.

ARTIFICIAL INTELLIGENCE AT THE CENTRE OF THE CREATIVITY AND STRATEGY.

AI is at the core of BSBI Future Lab Challenge. The participants have to find new clever ways of experimenting with AI.

However, the use of AI is not the same as having creative strategic ideas.

AI can assist in many tasks, but human creativity and strategic thinking remain essential for innovation and problem-solving. And that is the challenge the teams have risen to.

THE STARTING POINT

BSBI Future Lab started on the 16th of September 2023 led and organised by Dr Gemma Vallet, with the support of BSBI Academic Direction, BSBI Academic Initiatives unit, BSBI operations and marketing teams among other departments.

Dr. Vallet is BSBI Global Digital Marketing lecturer, former Innovation Director of PHD Media Omnicom Group and CMO of well-known eCommerces in Europe.

ABOUT BSBI FUTURE Lab

It is a platform made in Berlin at the Headquarters of BSBI in the Springtime of 2023 with the purpose and goals of envisioning the future for brands and branding in a sustainable world:

- accelerating innovative thinking and know-how for today's sustainable advertising and marketing.
- embracing and delivering latest trends in sustainable branding and advertising, marketing.

BSBI Future Lab is an innovative business and academic initiative that provides:

- BSBI Future Lab Challenge, a competition that happens once a year. It is a competition among selected students which receive a real marketing case and they have to deliver in an accelerated way best in class marketing ideas, living in an intense month a similar experience like pitches in advertising agencies. BSBI Future Lab Challenge today's major brand sponsor is the pioneer public transport ticket in Germany: D-TICKET.

FROM OUR STUDENTS



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EDUCATION / CONFERENCES

«The Role of International Conferences in the Development of MBA Education»

‘Do what you love and success will follow. Passion is the fuel for a successful career.’

— Meg Whitman, CEO of Qubi

International conferences play a pivotal role in shaping the evolution of various academic disciplines, including MBA education. This paper elucidates how these gatherings foster collaboration, introduce innovative teaching methodologies, and cultivate global perspectives that have been crucial in developing MBA curricula, adapting them to the changing demands of the business world. Master of Business Administration (MBA) programs have historically been at the forefront of integrating cutting-edge business practices, theories, and methodologies into their curriculum. Their evolution, however, has not been solely insular; they have been significantly influenced by the global interchange of ideas and practices at international conferences.

1. Knowledge Dissemination and Collaborative Learning:

International conferences provide a platform for academicians, practitioners, and thought leaders to share research findings, teaching methods, and innovative pedagogical tools. As educators present their research, these conferences become hubs of knowledge dissemination, allowing MBA programs worldwide to integrate new, validated knowledge into their curricula.

2. Introduction of Innovative Teaching Methodologies:

As the business world evolves, so does the need for effective teaching methodologies. International conferences expose educators to a variety of teaching techniques and strategies. For example, case-based teaching, which is now prevalent in MBA programs, gained traction through discussions and workshops in such forums. Similarly, the push towards experiential learning, simulations, and gamified teaching modules can be traced back to presentations and debates at these gatherings.

3. Cultivating a Global Perspective:

In today's interconnected world, an MBA graduate's success hinges on understanding global business dynamics. International conferences, with their diverse attendees, bring multiple global perspectives to the table. Discussions on global market trends, cross-cultural management, and geopolitical issues help in molding MBA curricula to be more internationally inclusive.

4. Addressing Contemporary Challenges:

The dynamic nature of business means MBA programs must remain agile and adaptive. Topics such as sustainability, business ethics, digital transformation, and global economic shifts are frequently the center of discussion at international conferences. These events enable MBA programs to integrate timely and relevant subjects into their curricula.

5. Networking and Collaboration Opportunities:

Beyond knowledge dissemination, these conferences offer opportunities for institutions to forge partnerships. Collaborations can lead to student exchange programs, joint research projects, and dual-degree offerings. This not only enhances the reputation of the MBA programs involved but also broadens the horizons for their students.

6. Setting Benchmarks for Quality Assurance:

Maintaining a high standard of education is paramount for MBA programs. International conferences often play a role in defining these benchmarks. Organizations like the Association to Advance Collegiate Schools of Business (AACSB) often use these events to disseminate accreditation standards and best practices, ensuring a consistent quality of MBA education globally.

International conferences are catalysts for change and innovation in MBA education. By fostering a culture of knowledge sharing, introducing novel teaching methodologies, and cultivating a global perspective, these forums play an indispensable role in ensuring MBA programs remain relevant, dynamic, and aligned with the ever-evolving demands of the business world. The role of international conferences in shaping the trajectory of MBA education cannot be understated. These forums, which bring together academics, business leaders, and educators from around the world, serve as melting pots of ideas and innovations, driving change and progress in MBA curricula. Their influence is manifold, touching upon knowledge sharing, teaching methodologies, and the development of a global outlook.

Links: [Link1](#), [Link2](#), [Link3](#), and [Link4](#)