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BSBI Gazette

Editor: Professor Dr. Kyriakos Kouveliotis FRSA / **Associate Editor:** Dr. Farshad Badie *berlinsbi.com*

Editorial

Professor Dr. Kyriakos Kouveliotis FRSA

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

For this week's Editorial I selected a great and famous poem by Walt Whitman. It is called O Captain! My Captain!

O Captain! My Captain! our fearful trip is done;
The ship has weather'd every rack, the prize we sought is won;
The port is near, the bells I hear, the people all exulting,
While follow eyes the steady keel, the vessel grim and daring:

But O heart! heart! heart!
O the bleeding drops of red,
Where on the deck my Captain lies,
Fallen cold and dead.

O Captain! my Captain! rise up and hear the bells;
Rise up—for you the flag is flung—for you the bugle trills;
For you bouquets and ribbon'd wreaths—for you the shores a-crowding;
For you they call, the swaying mass, their eager faces turning;

O captain! dear father!
This arm beneath your head;
It is some dream that on the deck,
You've fallen cold and dead.

My Captain does not answer, his lips are pale and still;
My father does not feel my arm, he has no pulse nor will;
The ship is anchor'd safe and sound, its voyage closed and done;
From fearful trip, the victor ship, comes in with object won;

Exult, O shores, and ring, O bells!
But I, with mournful tread,
Walk the deck my captain lies,
Fallen cold and dead.

Photo of the Week

Inspirational Quotes

The most valuable commodity I know of is information.
— Gordon Gekko, from the movie Wall Street

Data in the new oil.
— Clive Humby

Science is not only a disciple of reason but, also, one of romance and passion.
— Stephen Hawking

The universe is full of magical things, patiently waiting for our wits to grow sharper.
— Eden Phillpotts

"

Data is a precious thing and will last longer than the systems themselves.

— Tim Berners Lee

Article of the Week

Hamid Azad
Lecturer

Areas of expertise:
Technology in Education; Creativity in Language Learning; Monitoring and Supervision in Language Acquisition

Artificial Intelligence (AI) and Language Acquisition; Benefits and Challenges

In a globalized society, learning a language is a crucial ability because most employers today favor people who can speak one or more foreign languages. Despite the abundance of language materials and tools, user engagement appears to be declining as a result of users' frequent feelings of overwhelm and lack of will to continue their studies.

Nonetheless, there is hope owing to artificial intelligence being implemented into language learning apps to boost participation. Presently, thanks to the entry of AI into the educational sector, the majority of educational apps use language learning to make studying more enjoyable and effective.

This article will first look at the problems and challenges which language learners are facing these days while they are in the long-lasting process of acquiring a new language. Then it will briefly examine the advantages of using AI in language learning as well as the potential problems situations they may bring about for the learners.

Challenges of Learning a New Language

Worldwide, millions of people attempt to pick up a new language, yet only a handful of them succeed in doing so. There are numerous reasons why people cease learning a language in the midway, but the following are the most prevalent ones:

- **A challenge called grammar**: There are particular scenarios in which you may encounter a lot of difficulties if you do not have the essential grammatical knowledge. As it seems totally true that understanding basic tenses might make it easier for you to talk.
- **Lack of enthusiasm**: Following a few lessons, many individuals believe that they've taken on too much and that the activity isn't as enjoyable as they had hoped earlier. People are having trouble keeping up and eventually leave the program as the process gets harder.
- **Limited time:** Now, there's not much that anyone can do to address this. Simply because they lack the time, many people put off or abandon the goal of picking up a foreign language.
- **Hearing one's internal critic**: Most people see an inner voice that warns them to not try anything new since they might face failure. This inner voice runs counter to the notion that one may push themselves beyond their comfort zones. “What if the new language is too difficult to learn?” can be the inner voice that prevents someone from learning a new language.

The mentioned obstacles seem to be less effective by the development of new generation of language learning systems powered by AI (Artificial Intelligence). AI has a significant impact on language learning and with the advancements in natural language processing (NLP), AI-powered language learning tools and platforms have become increasingly popular. AI-powered language learning tools can also simulate real-life language immersion experiences by providing interactive, multimedia content that exposes students to the language in different contexts which will be highly influential in helping the learners to experience a totally new approach.

Advantages of AI in language learning

Artificial Intelligence (AI) can provide many benefits to language learning, including:

- **Personalized Learning**: AI-powered language learning systems can tailor their instruction to the individual learner's needs, preferences, and learning style. This can help learners learn more efficiently and effectively.
- **Adaptive Learning**: AI algorithms can track learners' progress and adjust the difficulty level of the material accordingly. This helps learners stay motivated and engaged, as they are constantly challenged but not overwhelmed.
- **Natural Language Processing (NLP)**: NLP technologies can help learners improve their language skills by analyzing their speech, writing, and comprehension abilities. AI-powered language learning systems can provide instant feedback on grammar, syntax, pronunciation, and vocabulary, allowing learners to correct their mistakes and improve their skills in real-time.
- **Interactive Learning**: AI-powered language learning systems can use virtual tutors and other interactive tools to make the learning experience more engaging and interactive. This can help learners stay motivated and retain information more effectively.
- **Multilingualism**: AI can help learners overcome language barriers by providing real-time translations, allowing learners to communicate with speakers of other languages. This can help learners expand their cultural knowledge and communicate more effectively in a globalized world.
- **Accessibility**: AI-powered language learning systems can provide access to high-quality language instruction for learners who may not have access to traditional language learning resources. This can help level the playing field and promote equal access to education.

While AI has many benefits for language learning, there are also some challenges that need to be considered. Lack of cultural context can be known as an initial drawback for AI in language learning. Language is not just about words and grammar, but also about culture and context. AI-powered language learning tools may struggle to provide a complete understanding of the cultural nuances and context of the language, which can make it difficult for learners to fully grasp the language. Secondly, overreliance on technology is another risk facing the language learners. AI-powered language learning tools can be a valuable resource, but language learners need to avoid over-reliance on technology. Learning a new language requires active engagement and practice, and technology should be used as a supplement, not a replacement, for human interaction. Language bias can be considered as the third potential challenge of learning a language through artificial intelligence. AI-powered language learning tools may have biases built into them, which can negatively impact language learners. For example, some tools may overemphasize formal language over colloquial language, or they may not recognize certain dialects or accents.

In conclusion, the necessary process of language learning has been largely affected by the improvement of the new technologies which are making everything seem possible. Despite the fact that AI-powered tools and systems are being utilized in greater numbers in all facets of our life, including language learning, they are still relatively new concepts with many unexplored potential downsides that will take some time to become more apparent.

References:

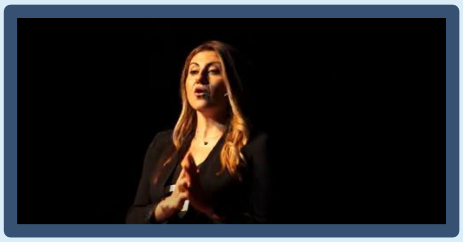
1. *Educational Technology & Society*. Vol. 26, No. 1 (January 2023), pp. 112-131. International Forum of Educational Technology & Society, National Taiwan Normal University
2. *Exploring the Benefits and Challenges of AI-Language Learning Tools.* Vol. 10 No. 01 (2023) | Page No.: 7569-7576 |
3. Chen X., Xie H., Zou D., Hwang G.-J. (2020). Application and theory gaps during the rise of artificial intelligence in education. Computers and Education: Artificial Intelligence, 1(2020), 100002.
4. Gayed J. M., Carlon M. K. J., Oriola A. M., Cross J. S. (2022). Exploring an AI-based writing assistant’s impact on English language learners. Computers and Education: Artificial Intelligence, 3(2022), 100055.
5. Shadiev R., Zhang Z.-H., Wu T.-T., Huang Y.-M. (2020). Review of studies on recognition technologies and their applications used to assist learning and instruction. Educational Technology & Society, 23(4), 59–74.

Useful links: Link1, Link2

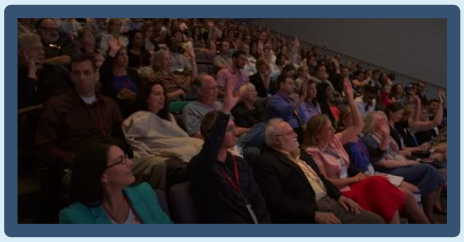
Websites of the Week

- Core Competencies for Business
- Why Research Analytics?
- Computational Thinking in Social Studies
- Important Qualities of Customer Service
- What is Market Intelligence?

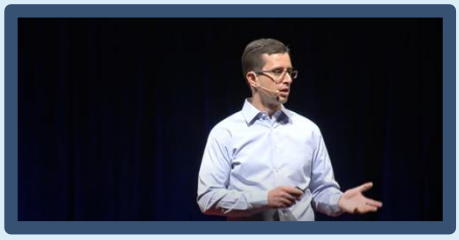
Videos of the Week



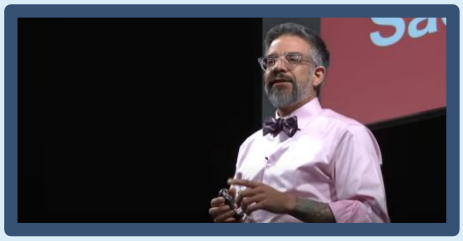
From Thinker to Observer



How to have a Good Conversation?



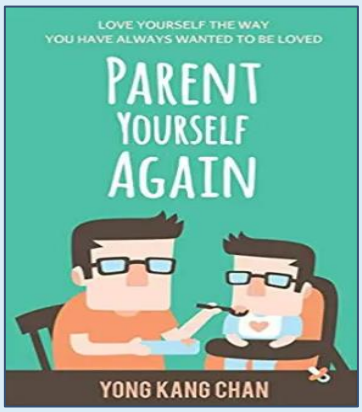
How to Ask better Questions?

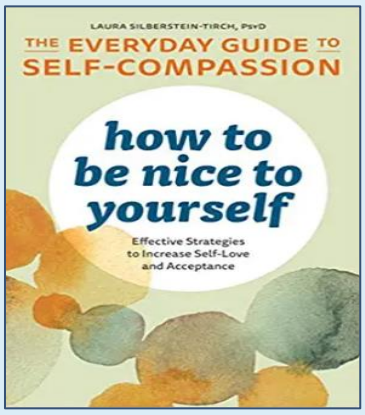


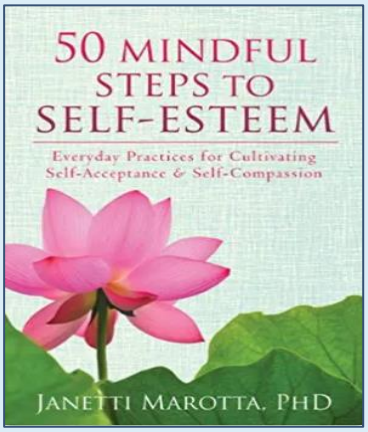
The Power of a Good Teacher

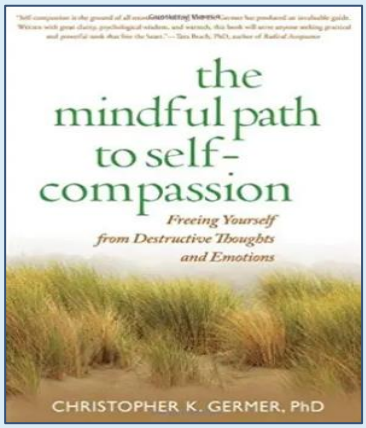
How to be Mentally Strong?

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

Areas of expertise:
Gender Studies, 20th Century American Drama, Literary Criticism

MIGRATION / LITERATURE

The literature of migration is a broad and diverse genre that explores the experiences of people who have migrated from one country to another. It encompasses a wide range of literary forms, including novels, short stories, poetry, memoirs, and essays. The basic elements of this genre include themes, motifs, symbols, and language. One of the most prominent themes in the literature of migration is the struggle for identity. Immigrants often face challenges in reconciling their old and new identities, as well as navigating the cultural differences between their home and host countries. This struggle can take many forms, from the loss of language and cultural heritage to the experience of discrimination and alienation in their new communities. Another important theme is the concept of the "American Dream." Many immigrants come to the United States with the hope of achieving a better life for themselves and their families, but they often encounter obstacles along the way. This theme is often explored through the lens of class, race, and gender, as immigrants must navigate a complex social hierarchy in order to achieve success. Motifs and symbols are also important elements in the literature of migration. One common motif is the journey, which represents the physical and emotional journey that immigrants take when they leave their home countries and start anew in a foreign land. Other motifs might include the search for belonging, the struggle for survival, or the conflict between tradition and modernity. Language is perhaps the most important element of the literature of migration. Immigrant writers often incorporate their native language into their work, either through the use of bilingualism or by incorporating foreign words and phrases into their writing. This can be a powerful way to explore the experience of being caught between two cultures and to create a sense of authenticity and connection with the reader. In conclusion, the literature of migration is a rich and diverse genre that explores the experiences of immigrants as they navigate the challenges of living in a foreign country. Through themes, motifs, symbols, and language, these writers explore the complex issues of identity, belonging, and the pursuit of the American Dream, making the literature of migration an important and essential part of American literature. Full article: Immigration, integration and citizenship: elements of a new political demography (tandfonline.com)

Dr. Kamyar EsmaeiliNasrabadi
Lecturer

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

ORGANIZATIONAL COMMUNICATION

I start this week's communication skills review with this question: "How could you handle communication with someone who consistently rejects your ideas or input (in a professional or personal context)? Do you find it appealing or worthwhile to communicate with someone who habitually dismisses your ideas or feedback?" Open-mindedness is a crucial skill in communication that involves the willingness to listen to different viewpoints and ideas without being judgmental or biased. It allows individuals to communicate effectively with people from diverse backgrounds, cultures, and perspectives. Open-mindedness creates a positive environment that fosters collaboration, creativity, and problem-solving. Open-mindedness is the ability to be receptive to new ideas, experiences, and perspectives. It means keeping an open and curious mind while listening to others without being dismissive or critical. Open-minded people approach conversations with a willingness to learn and understand, rather than to simply express their own opinions. They do seek to understand others' perspectives, even if they do not agree with them, and are willing to consider new and different ideas.

Open-mindedness is important in communication because it helps to foster mutual understanding and respect between individuals. It encourages individuals to approach conversations with empathy and understanding, which in turn, can lead to better relationships, increased trust, and improved collaboration. Open-mindedness allows individuals to expand their knowledge and understanding of different cultures, ideas, and experiences.

Practice active listening: When you actively listen to someone, you demonstrate that you value their opinions and are open to learning from them.

Challenge your assumptions: Often, our assumptions and biases can get in the way of open-mindedness. Challenge your assumptions by seeking out alternative viewpoints, questioning your own biases, and considering different perspectives.

Keep an open mind: It is important to avoid making assumptions, judgments, or stereotypes about others, and to approach conversations with curiosity and an eagerness to learn.

By practicing active listening, challenging our assumptions, and keeping an open mind, we can improve our open-mindedness and become better communicators.

You will find this link interesting.

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

Areas of expertise:
Artificial Intelligence, Data and Process Mining, Project Management

CYBERSECURITY

Cybersecurity at sea. The concept of cybersecurity is widely known and discussed.

This time, however, let's look at what it looks like from the point of view of seagoing ships. Ships and maritime infrastructure are highly dependent on digital technologies. Information exchange, control, performance assurance and much more make a seagoing ship vulnerable to all kinds of cyberattacks. A well-known example is jamming radar signals by spoofing or misleading ship captains with false AIS messages. 80% of the world's transport is carried out by sea. A major cyberattack could therefore disrupt a huge supply chain, with incalculable consequences even for the economies of entire countries. The International Maritime Organization is aware of this fact and takes various actions. New legal solutions are implemented and training is conducted. Cybersecurity at sea means efficient and safe transport. Increasing awareness in this area is a natural consequence of the current times and must not be underestimated. Continuous and repeatable training is particularly important. Sea transport is a job in an international environment where people from different countries, different cultures, different mentalities, etc. meet. Awareness of vulnerability to cyberattacks varies here - from ignorance to specialist knowledge in the field of IT. It is also important to remember, as research shows, that the risk of a cyberattack cannot be eliminated. However, it is necessary to work on ensuring that possible effects are possible to eliminate at the highest level.

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM

The return of ITB was heralded by UNWTO as proof of strong confidence in travel as "the ultimate barometer of trust". UNWTO Secretary-General Zurab Pololikashvili was invited to officially open the event, alongside Germany's Vice-Chancellor Robert Habeck, Georgian Prime Minister Irakli Garibashvili, Berlin Mayor Franziska Giffey, and public and private sector leaders. ITB Berlin is the world's biggest tourism and travel trade fair. last week's event was the first in-person ITB for four years and comes as the sector's recovery is well underway. According to UNWTO, international tourism could reach 80 to 95% of pre-pandemic numbers by the end of the year, with 70 million international arrivals recorded in January alone (more than double the number of January 2022). for more information visit this link. At the official ITB opening, UNWTO reinforced the importance of education, training, and investments for tourism's ability to deliver on its potential. In Berlin, UNWTO announced a new partnership that will see the Organization Work with Saudi Arabia to promote education and professional development in tourism. The key message of investing in people was also stressed as UNWTO took part in a special Industry Roundtable. The event built on UNWTO's status as the bridge between the public and private sectors. Recognizing the vital need for more and better-targeted investments to put transformative plans into action, UNWTO also confirmed that World Tourism Day 2023 will be celebrated around the theme of "Tourism and Green Investments". UNWTO returned to ITB Berlin with a clear message: Tourism is back and committed to delivering positive change that goes beyond the sector itself.

Dr. Ali Kamali
Lecturer

Areas of expertise:
Information Systems, Project Management, Supply Chain Management, Research Methodology

MBA THESIS / RESEARCH PROPOSAL

I have been asked by my master's students to guide them on how to start their master's thesis, and I am pleased to share with them the way to start their thesis in a simple way. Students need to start with a research proposal, which is a rough idea of their thesis' content. The rough idea is important in terms of letting them and their supervisors know what and how they will write their final thesis, and it is very important to discover any mistakes in the first place before starting to write the final thesis. The research proposal should include the following key parts of your research:

1. *Think about your topic.* A topic is a must because it forms the main idea of your work. Students are suggested to carefully choose a topic that is too narrow because it is considered a subject matter and will let students find any information and literature easily. If you are not able to find the topic, try to get advice from your supervisor or any professor in the same field.
2. *Write a short introduction.* The introduction part is a way to let your supervisor know precisely about all the details of your work. In the introduction, you should spell it out to focus on different aspects of your thesis, starting from why you have selected the topic, the way you will investigate your case, the way you will collect your literature, how to justify your research methodology, how you will come up with the hypothesis for your research paper, and finally the way you will analyze data.
3. *A typical literature review.* You should prove your skill by demonstrating how to use a literature review in your proposal and how to include a critical evaluation of the material. Through this skill, you will prove to your supervisors your capability to use a variety of academic or scholarly sources that are relevant, current, and authoritative such as books, journal articles, reports, government documents, conference proceedings, and web resources.
4. *Research Methodology.* It is important to show your supervisors the methods you will use to analyze your data. Also, try to use more than one method, e.g., quantitative and qualitative, rather than one method. Importantly, the selected method must align with your topic, so if your supervisor sees that the method does not suit the topic, he or she can advise you to change it before you start with your thesis.
5. *An effective conclusion.* The last part of your proposal should summarize the results in the conclusion section. It will show your supervisors your ability to persuasively and succinctly restate your research problem. Also, include a small section to reflect the evidence presented in the literature review and your ability to link it with your findings. Finally, try to include a small paragraph to let your supervisors understand why your research should matter to BSBI.

Dr. Konstantinos Kiousis
Lecturer

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

ARTIFICIAL INTELLIGENCE / EDUCATION

Artificial Intelligence (AI) is gaining popularity in the education sector, as it has the potential to revolutionize the way students learn and teachers teach. The main benefit of AI in education is personalized learning, where AI algorithms can analyze student data and provide tailor-made learning experiences. AI-powered platforms are able to adapt to a student's learning style, pace and knowledge level, which can result in a more engaging and effective learning experience. Moreover, AI may provide

real-time feedback by analyzing students' work and giving instant feedback on errors, areas of improvement and suggestions for further study.
In addition to personalized learning and real-time feedback, AI may assist in bridging the knowledge gap between lectures and study materials, curriculum development, as well as in lesson planning. AI algorithms may also help teachers modify their teaching approach and improve learning outcomes.
As AI technology continues to develop, its impact on education will continue to grow. Educational institutions and teachers must embrace this technology to provide the best possible education to their students. For further information, please visit Link1 and Link2.

Dr. Monika Klein
Dean of the Faculty of Creative Industries

Areas of expertise:
Design Management, Creative Industries

ART / CULTURE / HEALTH SCIENCE

Health advice for the coming weekend -Do Art! The end of winter in northern Europe can be difficult, with fluctuating weather, lack of sunshine, and fatigue after a long period of grey. Winter in northern Europe is steel grey with sharp edges and a metallic aftertaste as Olga Tokarczuk Nobel laureate in literature, wrote - and shows that the earth is not a friendly place for people. We can feel tired and depressed. Is the art and culture the answer to that? While creative activities such as the visual arts, music and choir participation have been used for some time to treat or manage mental ill-health in the clinical context (McCrary et al., 2022), a growing body of literature suggests that arts and culture activities, such as going to a concert, theatre show, cinema, or visiting a museum or exhibition, can enhance and protect mental health and wellbeing in the general population setting. Creating art can help to reduce stress levels and promote relaxation. It can be a great way to unwind after a long day and let go of any tension or anxiety. Participating in art boost creativity and encourages new ways of thinking. This can be beneficial not just for artistic endeavors, but also for problem-solving in other areas of life.
Making art can be a great way to boost mood and increase feelings of happiness and well-being. This can be especially true if the art-making process is enjoyable and engaging. Engaging in creative activities can help to enhance cognitive function and improve brain health. This can be particularly beneficial for older adults, as it may help to stave off age-related cognitive decline.
What is already known about this subject? The existing literature indicates that engaging in arts and culture activities such as attending concerts, shows, movies, visiting museums or exhibitions can have a positive impact on mental health and wellbeing. Studies conducted in England and Norway have shown that these activities can help prevent depression in the general population. Despite global evidence supporting the potential benefits of arts and culture activities on mental health, the involvement of cultural and creative sectors in health strategies is still important. Encouraging the public to participate in such activities at least once every quarter can be an effective mental health promotion initiativE.

Azadeh OveisGharani
Lecturer

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

CULTURE / HISTORY

Rebellious Berlin: Thoughts on Freedom and Democracy. Berlin is a city full of revolutionary stories. In March, there are special programs to follow the traces of March revolution 1848. For those of us entering Berlin as newcomers, looking at new buildings, historical sites, however what we are missing are the stories behind each street and facade giving extensive knowledge about how history is shaping life today in Berlin. Berlin's turbulent history comes to life on the banks of the Spree. 175 years ago, in March 1848, Berliners fought for democratic liberties, a constitution and the unification of Germany. On November 9, 1918, the Kaiser was overthrown in Berlin and the Republic was proclaimed. In 1968 the student movement was at its peak. Other rebellious events such as the GDR civil rights movement of 1989 are also presented on the journeys prepared for visitors. Women also made a political appearance in Berlin in 1848, they took part in barricade fights, helped the wounded, wrote appeals and petitions. They founded women's associations, published magazines, and went beyond the critical writing of bourgeois women before March. Some died during the fighting, others were spied on, expelled, and forced into exile. These programs and tours are for all of us to remember the road to democracy and wellbeing of a society is a continues process. To remember the barricade fighters who lost their lives for freedom, democracy, and a better life 175 years ago. There are speakers including the President of the Bundestag Bärbel Bas, MdB, President of the House of Representatives Dennis Buchner, MdA, the human rights activist Düzen Tekkal and Volker Schröder, Action 18 March. These programs are funded by the Berlin State Center for Civil Education for children, tourists, students, (barrier-free) participants and all who beyond enjoying their lives in freedom, engage in an interaction with the society to fulfil their roles as citizens of the world.
Programs: link / Reference: link / Photo1: © Archiv der Berliner Geschichtswerkstatt / Photo2: Robert Schlesinger/ picture alliance - dpa

Dr. Anna Rostomyan
Lecturer

Areas of expertise:
Psychology of Emotions, Emotional Intelligence, Social Intelligence, Communication

EMOTIONS

The Universality of Emotion Expressions. We all experience diverse emotions throughout the whole day and we express them overtly in the process of interpersonal communication. As to the cultural specifics of emotion facial expressions, Dr. Paul Ekman discovered strong evidence of universality of some facial expressions of emotions. When Dr. Ekman began researching facial expressions of emotions across cultures (1972, 1975), he initially had the opposite view to Charles Darwin. Ekman believed that expressions were socially learned, and therefore culturally variable. Dr. Ekman's initial study consisted of showing these groups of people photographs of individuals displaying different facial expressions of emotion. He would then ask the groups to judge what emotion they thought was being displayed in each photograph. The vast majority of the individuals from the five cultures agreed on the expressed emotion. While this was a big step towards Darwin's universality view that expressions of emotion are universal, Ekman was not fully convinced. So, to test this theory, Ekman came up with a solution: to go to a faraway place completely isolated from the rest of the world with no TV shows nor popular magazines to see how people display basic emotions. Consequently, in Ekman's experiment, a man living in New Guinea was asked to display facial expressions according to some described situations and the facial expressions of his on some basic emotions match those of other European cultures. This fact drove Ekman to the conclusion that especially basic emotions are of universal nature.