

BSBI Gazette

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Editorial

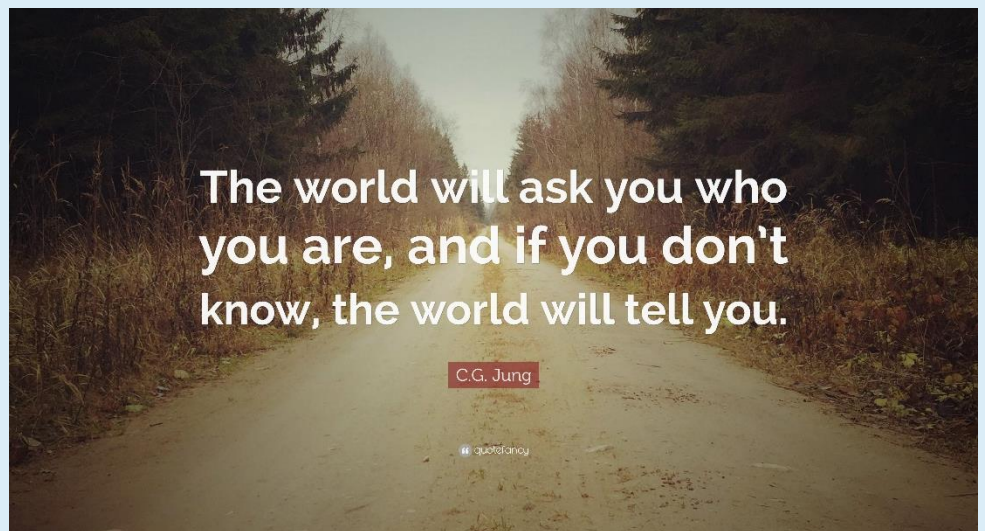


Professor Dr Kyriakos Kouveliotis FRSA
Provost & Chief Academic Officer,
Berlin School of Business and Innovation

For the week's Editorial, I'm sharing a great poem by Caleb LP Gunner, called Things You Can Control:

- Your Beliefs
- Your attitude
- Your thoughts
- Your perspective
- How honest you are
- Who your friends are
- What books you read
- How often you exercise
- The type of food you eat
- How many risks you take
- How you interpret the situation
- How kind you are to others
- How kind you are to yourself
- How often you say "I love you."
- How often you say "thank you."
- How you express your feelings
- Whether or not you ask for help
- How often you practice gratitude
- How many times you smile today
- The amount of effort you put forth
- How you spend / invest your money
- How much time you spend worrying
- How often you think about your past
- Whether or not you judge other people
- Whether or not you try again after a setback
- How much you appreciate the things you have

Photo of the Week



Inspirational Quotes

- Don't Just
- Don't just learn, experience.
- Don't just read, absorb.
- Don't just change, transform.
- Don't just relate, advocate.
- Don't just promise, prove.
- Don't just criticize, encourage.
- Don't just think, ponder.
- Don't just take, give.
- Don't just see, feel.
- Don't just dream, do.
- Don't just hear, listen.
- Don't just talk, act.
- Don't just tell, show.
- Don't just exist, live.

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



Believe in yourself.
You are braver than you think,
more talented than you know,
and capable of more than you imagine.

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

Article of the Week

UNITED NATIONS

A Liveable Future for All is Possible, if we take Urgent Climate Action: Flagship UN Report

The study, “Climate Change 2023: Synthesis Report”, released on Monday following a week-long IPCC session in Interlaken, brings into sharp focus the losses and damages experienced now, and expected to continue in the future, which are hitting the most vulnerable people and ecosystems especially hard.

Temperatures have already risen to 1.1 degrees Celsius above pre-industrial levels, a consequence of more than a century of burning fossil fuels, as well as unequal and unsustainable energy and land use. This has resulted in more frequent and intense extreme weather events that have caused increasingly dangerous impacts on nature and people in every region of the world.

Climate-driven food and water insecurity is expected to grow with increased warming: when the risks combine with other adverse events, such as pandemics or conflicts, they become even more difficult to manage.

TIME IS SHORT, BUT THERE IS A CLEAR PATH FORWARD

If temperatures are to be kept to 1.5 degrees Celsius above pre-industrial levels, deep, rapid, and sustained greenhouse gas emissions reductions will be needed in all sectors this decade, the reports state. Emissions need to go down now, and be cut by almost half by 2030, if this goal has any chance of being achieved.

The solution proposed by the IPCC is “climate-resilient development”, which involves integrating measures to adapt to climate change with actions to reduce or avoid greenhouse gas emissions in ways that provide wider benefits. Examples include access to clean energy, low-carbon electrification, the

promotion of zero and low carbon transport, and improved air quality: the economic benefits for people’s health from air quality improvements alone would be roughly the same, or possibly even larger, than the costs of reducing or avoiding emissions.

“The greatest gains in wellbeing could come from prioritising climate risk reduction for low-income and marginalised communities, including people living in informal settlements”, said Christopher Trisos, one of the report’s authors. “Accelerated climate action will only come about if there is a many-fold increase in finance. Insufficient and misaligned finance is holding back progress”.

GOVERNMENTS ARE KEY

The power of governments to reduce barriers to lowering greenhouse gas emissions, through public funding and clear signals to investors, and scaling up tried and tested policy measures, is emphasized in the report.

Changes in the food sector, electricity, transport, industry, buildings, and land use are highlighted as important ways to cut emissions, as well as moves to low-carbon lifestyles, which would improve health and well-being.

“Transformational changes are more likely to succeed where there is trust, where everyone works together to prioritise risk reduction, and where benefits and burdens are shared equitably”, said IPCC Chair, Hoesung Lee.

“This Synthesis Report underscores the urgency of taking more ambitious action and shows that, if we act now, we can still secure a liveable sustainable future for all”.

UN CHIEF ANNOUNCES PLAN TO SPEED UP PROGRESS

In a video message released on Monday, UN Secretary-General António Guterres described the report as a “how-to guide to defuse the climate time bomb”.

Climate action is needed on all fronts: “everything, everywhere, all at once,” he declared, in a reference to this year’s Best Film Academy Award winner.

The UN chief has proposed to the G20 group of highly developed economies a “Climate Solidarity Pact” in which all big emitters would make extra efforts to cut emissions, and

wealthier countries would mobilise financial and technical resources to support emerging economies in a common effort to ensure that global temperatures do not rise by more than 1.5 degrees Celsius above pre-industrial levels.

Mr Guterres announced that he is presenting a plan to boost efforts to achieve the Pact through an Acceleration Agenda, which involves leaders of developed countries committing to reaching net zero as close as possible to 2040, and developing countries as close as possible to 2050.

The Agenda calls for an end to coal, net-zero electricity generation by 2035 for all developed countries and 2040 for the rest of the world, and a stop to all licensing or funding of new oil and gas, and any expansion of existing oil and gas reserves.

These measures, continued Mr Guterres, must accompany safeguards for the most vulnerable communities, scaling up finance and capacities for adaptation and loss and damage, and promoting reforms to ensure Multilateral Development Banks provide more grants and loans, and fully mobilise private finance.

Looking ahead to the upcoming UN climate conference, due to be held in Dubai from 30 November to 12 December, Mr Guterres said that he expects all G20 leaders to have committed to ambitious new economy-wide nationally determined contributions encompassing all greenhouse gases, and indicating their absolute emissions cuts targets for 2035 and 2040.

JOURNEY TO NET-ZERO ‘PICKS UP PACE’






Achim Steiner, Administrator of the UN Development Programme (UNDP), pointed to signs that the journey to net zero is picking up pace as the world looks to the 2023 UN Climate Change Conference or COP28 in the United Arab Emirates.

“That includes the Inflation Reduction Act in the U.S., described as ‘the most significant legislation in history to tackle the climate crisis’ and the European Union’s latest Green Deal Industrial Plan, a strategy to make the bloc the home of clean technology and green jobs,” he said.

“Now is the time for an era of co-investment in bold solutions. As the narrow window of opportunity to stop climate change rapidly closes, the choices that governments, the private sector, and communities now make – or do not make – will go down in history”.

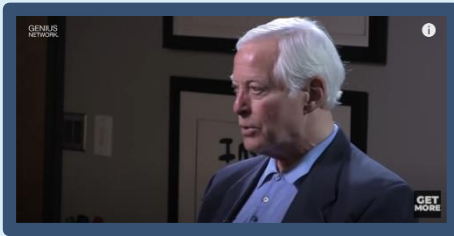
Source: [UN NEWS](#)

Websites of the Week

-  [Hospitality Mgmt vs. Tourism Mgmt](#)
-  [What is Image Recognition?](#)
-  [Deep Learning vs. Machine Learning](#)
-  [What is Crisis Management?](#)
-  [What is Time Management?](#)

Books of the Week

Videos of the Week



How to Build a Business that Works?



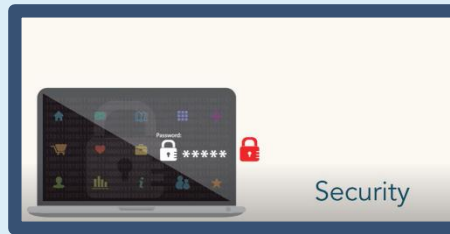
Think Fast, Talk Smart: Communication Techniques



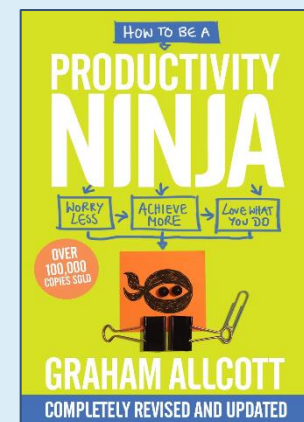
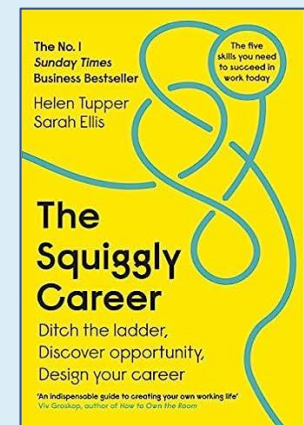
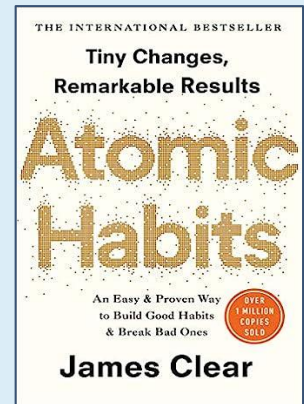
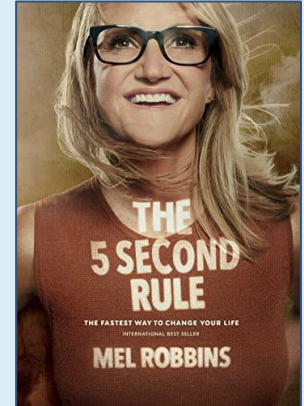
Act Like the Leader You Want to Be



What is Software Development?



What is Information Security?



BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters



Dr Mariusz Dramski

Dean of the Faculty of
Computer Science and Informatics

Areas of expertise:

Artificial Intelligence, Data and Process
Mining, Project Management

INFORMATION TECHNOLOGY

Animals in IT. Computer science seems to be one of the fields of science in which experiments on animals are not performed. But are you sure? Let's start by observing the natural world. In almost every field, the behaviour and characteristics of animals are used in order to apply them in human activities. It is no coincidence that the shape of the stairs may be similar to a snail shell. Thanks to the existence of birds, today we can travel by plane.

A very interesting case of using animal observations in computer science is ants. The pioneer of research in this field is Prof. Marco Dorigo. He noticed that ants in search of food after a short time try to find the optimal route from the anthill to the source of food. This is because the ant emits a pheromone trail on its route, thanks to which it signals where food is located. The more ants walk this route, the more pheromone there is. Marco Dorigo proposed a whole series of optimisation algorithms that we know today as ant colony optimisation. They were used, for example, when designing a mission to Mars by NASA.

Another use of animals in computer science is the attachment of various types of location devices in order to, for example, observe the migration of birds or other animal species. Of course, this is done in such a way as not to harm the animal. Many methods of artificial intelligence are also based on the observation of the behaviour of animals and even humans. Unfortunately, also in the case of computer science, unethical experiments were carried out on living creatures. There have been cases of attaching electrodes to the brain of mice and inflicting pain stimuli. Fortunately, these types of experiments are no longer carried out, and

all work involving the use of animals is regulated in most countries by law with respect for the life and well-being of animals. Of course, experiments on animals will still be necessary in some fields of science, but efforts should be made to minimize their number. And here computer science also comes in handy, providing many simulation tools that can be used almost everywhere – from aviation to modelling animal behaviour. Let's hope that ethics in science will be a key factor in all kinds of research.



Dr Kamyar Esmaeil Nasrabadi

Lecturer

Areas of expertise:

Human Resource Management, Business
Management, Tourism, Customs

COMMUNICATION

*The Feedback Skill: Giving and Receiving
Constructive Criticism*

"Feedback is the bridge between
communication and understanding"

- Natasha Duswalt

The feedback skill is the ability to give and receive constructive criticism in a way that promotes growth and improvement. Effective communication requires this skill as it allows us to provide valuable feedback to others, receive feedback from others, and ultimately improve ourselves. The importance of the feedback skill lies in its ability to facilitate growth and development. When we give and receive feedback effectively, we create a safe and supportive environment for learning and improvement. By receiving feedback, we can identify areas of strength and areas for improvement. By giving feedback, we can help others identify areas for growth and offer suggestions for improvement.

To improve this skill, it's important to approach feedback with a positive and open-minded attitude. When giving feedback, focus on the behaviour rather than the person. Use specific examples to

illustrate your points and be sure to provide suggestions for improvement. When receiving feedback, listen actively and seek to understand the other person's perspective. Don't become defensive or dismissive of the feedback. Instead, thank the person for their input and take time to reflect on their comments.

Another way to improve the feedback skill is to practise giving and receiving feedback regularly. This can be done through role-playing exercises or simply by providing feedback in everyday situations. By practising this skill, you can become more comfortable with both giving and receiving feedback, which will help you to communicate more effectively in a variety of settings. The feedback skill is an essential component of effective communication. It allows us to provide valuable feedback to others, receive feedback from others, and ultimately improve ourselves. To improve this skill, it's important to approach feedback with a positive and open-minded attitude, focus on behaviour rather than the person, and practise giving and receiving feedback regularly. With these strategies, you can develop this important skill and become a more effective communicator. Reading [this article](#) can be interesting.



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

UNWTO has concluded a three-day workshop focused on helping Member States from across Asia and the Pacific better measure and manage their tourism sectors. Recognising the importance of regional cooperation as destinations across Asia and the Pacific re-open to tourism, UNWTO organised the workshop alongside the Ministry of Culture, Tourism and Civil Aviation of Nepal and the Nepal Tourism Board and with the support of the Ministry of Culture, Sports and Tourism of the Republic of

Korea. Approximately 200 participants from nine Member States took part in the workshop, which began with a high-level discussion around the theme of “Measuring the Sustainability of Tourism for people, planet and prosperity”. Speakers emphasised the need for co-operation at the national and international levels in order to generate the reliable data needed to guide the economic, social, and environmental aspects of tourism for sustainable development. For more information visit [here](#).

Following on from the opening discussions, UNWTO hosted a series of technical training sessions focused on tourism statistics, measuring the economic impact of tourism, and measuring the sustainability of tourism, and offered an interactive platform for participants to learn and exchange good practices. Participants then reviewed the fundamental basics of tourism statistics in relation to the UN statistical standard “International Recommendations for Tourism Statistics 2008”, before they explored the technical requirements for a successful TSA compilation. The final session introduced the MST Statistical Framework, which offered unique insights into the importance of using MST indicators for policy development and the compilation of official tourism SDG indicators.

Taking part in the workshop were high-level representatives from the National Tourism Administrations and National Statistical Offices of Nepal, Bangladesh, Cambodia, India, Indonesia, Malaysia, the Philippines, the Maldives, Thailand, and the United Nations Development Programme (UNDP) Resident Representative of Nepal.



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

AI / EDUCATION

Concerns Regarding the Use of AI in Education
Artificial Intelligence (AI) has been hailed as revolutionary and world-changing, but it's not without drawbacks. The increasing integration of AI in education raises concerns about its potential risks and dangers. One of the most significant risks is the potential for bias and discrimination. AI algorithms rely on data to make decisions and predictions so, if this data is biased, the algorithm will replicate it. Another risk may be the potential for over-reliance on technology and a reduction in

human interaction. While AI can be beneficial for providing personalised learning experiences, it cannot replace the role of teachers in providing social as well as emotional support to students. Over-reliance on AI may also limit critical thinking skills, creativity as well as problem-solving abilities. Additionally, there are privacy and security risks with regard to the use of AI in education. The collection and use of personal data for personalising learning experience purposes may lead to potential breaches of privacy. Moreover, the use of AI systems in grading and assessment may lead to concerns about the reliability of the results.

In conclusion, the integration of AI in education has the potential to revolutionise the learning experience, however, it is essential to consider the potential risks and dangers. For further information regarding the risks and dangers of Artificial intelligence in general, please visit [Link 1](#) and [Link 2](#).



Dr Monika Klein

Dean of the Faculty of Creative Industries

Areas of expertise:

Design Management, Creative Industries

DESIGN

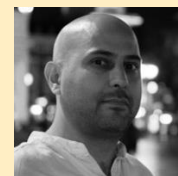
Design - the way we care for each other

Design is omnipresent and encountered in everyday life – from product design, communication, information and interface design, the environment, services and even protest and thinking (Design thinking) leads us to consider the social dimension of design. It is of note that social design is increasingly treated on par with commercial, profit-oriented design. It is important to draw attention to the fact that the user is diverse – physically fit yet frail, actively engaged or socially excluded, young and old, an immigrant or long-time resident, a parent or a child. So, we look at the user through the prism of a society that is not an undifferentiated, homogeneous mass.

Undoubtedly, design that transcends the boundaries of the object is increasingly identified with the search for innovative solutions in the sphere of broadly understood human activity and problems of the modern world. Therefore, among other things, design has recently become an important tool in the area of urban activity and the creation of urban identity, designing a variety of solutions that are in the interest of society and respond to social problems (e.g. support for the elderly and the disabled) – and reducing the negative impact of manufacturing on the environment

(e.g. eco-design, sustainable design, redesign). Since the 1971 book "Design for the Real World: Human Ecology and Social Change" by Victor Papanek appeared, more and more designers have been trying to develop design programmes that take into account a variety of social needs, from the needs of entire developing countries to the specific needs of socially marginalised and excluded people. Human beings live, work and play in a particular space, so how that space is designed is important.

Guided by the criteria of social needs, it is possible to design a space that is user-friendly, democratic and stimulates social interaction. The results of a number of studies by Robert B. Zajonc (1968) illustrate the pure exposure effect: people change their attitude from passive (neutral) to positive towards neutral visual stimuli under the influence of their more frequent exposure, even if they do not realise it. In other words, as humans, we have a natural tendency to sympathise with objects, including, of course, people we see more often, even if we are not aware of this increased frequency. These findings also apply to social situations and the formation of interpersonal relationships: we like people we see more often. Thus, in order to build positive relationships based not on stereotypes but on liking, social spaces, places where people can meet each other coincidentally, need to be created to arouse and amplify feelings of liking and rapport.



Dr Mahmoud Manafi
Lecturer

Areas of expertise:

Leadership, Human Resource Management, Digital Marketing

WORKFORCE / JOBS

Workforce Shortage and Service Quality
As Germany faces a labour shortage, so many businesses try to offer better conditions to employees. German speakers in particular are in high demand. For this reason, workers have more bargaining power in their workplaces. In other words, maybe some workers do not try their best because they feel their job security is very high. Consequently, the service quality in different organisations (even in public sectors) and businesses are already affected by the shortage of workers.

Source: [link](#)



Dr Anna Rostomyan
Lecturer

Areas of expertise:

Psychology of Emotions, Emotional Intelligence, Social Intelligence, Communication

EMOTIONS

The Rationality of Emotions

Many years ago, amongst the philosophers of thought, emotions were considered as mere sensations that have nothing to do with our rationality, thinking and reasoning abilities. In fact, in the Philosophy of Mind, there were two directions, namely the rationalists, e.g. René Descartes, Baruch Spinoza, Gottfried Leibniz, who believed that we gain information about the outward world through our thought, and the sensualists, e.g. John Locke, David Hume, who were convinced that emotions are the most important indicators of the outward reality.

Later, in the 18th century, it was Immanuel Kant, the German renowned philosopher, who resolved this yearlong debate and put forward the theory of emotions based on the interplay of both of the aforementioned viewpoints, that is to say, he assumed that for the correct perception of the reality, we need both emotions and rationality. Dr Damasio later argued that the emotional brain is involved in reasoning while making a choice out of a number of possibilities. Hence, the dance of emotion and thinking guides us in our everyday activities. Therefore, one of the main hypotheses of the author of the present piece is that emotions and rationality go hand in hand, providing one another with very useful pieces of information and making our higher cognitive processes work efficiently.



Dr Gemma Vallet
Lecturer

Areas of expertise:

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

LUXURY INDUSTRY / LUXURY BRAND

Simple luxury or just luxury

In today's world with huge economic fluctuations, not to mention the great social and ideological transformations that we experience due to armed conflicts and internal crises, we are forced to adapt to changes of an unexpected dimension. Brands, businesses, entrepreneurs, managers, academics, startups... All of us who make up the ecosystem and business fabric are obliged to adapt to this dizzying and constant change in order to stay on our feet and stay "sane" or lucid before the tide of events that threaten to devastate us.

We already assume this new "tendency" of living in an environment of financial volatility as something natural. This trend emerged in 2022 and today in 2023, it's evolving with a behaviour typical of a roller coaster that we observe, almost without blinking: in less than a week we see the collapse and rescue of banks - institutions that seemed untouchable... and we continue. We continue at an accelerated pace. In this environment, you have to move fast to at least stay afloat. One of the industries that have traditionally moved at a different speed, has been the luxury industry. Only the fast fashion of the 90s – headed by the likes of the giant Inditex Group, whose driving brand is Zara – made it move or operate at a different speed.

An industry, such as Luxury in capital letters, deserves to be reviewed, and studied, beyond a mention in a paragraph like the one dedicated in this article. All of us at some point in our lives have been captivated and seduced by the luxury industry's savoir-faire. In this industry, genuine branding masters have emerged; geniuses of creativity, artistic direction and selective marketing that all other brands have emulated or plagiarised at some point.

Where is the luxury industry going today? What measures are luxury firms adopting to continue and maintain its essence, that of luxury? We are facing a new definition of luxury; which does not correspond to the definition recently published in the Cambridge dictionary (see [here](#)): "Something expensive which is pleasant to have but is not really necessary." Allow me to say it again: this definition does not correspond to what luxury

means, because luxury is something we need as people, human beings. The person from birth seeks excellence, we seek to be better in all or some aspects of our lives. The luxury industry is a clear example of that desire and the human characteristic to be excellent, creative and innovative.

Revisiting the luxury industry and luxury brands It is necessary, as we said, to revisit the industry of luxury goods and brands. One of the things that we are already seeing is a return to simplicity; to essentials; to recover the essence of what luxury means, that luxury which delights us with a pleasant, beautiful and unrepeatable experience... and that is priceless. It is in the world of hospitality and tourism, which wisely and quickly, has reinvented itself to survive after almost two years of shutdown due to the COVID-19 pandemic – where we find exemplary cases of simple luxury and sustainability, ideas of geniuses and heroes of business innovation, reinvention and brand repositioning.

Let's revisit luxury from its essence, let's rediscover new and beautiful ideas.

In the image below, you'll see a sample of the materials and objects with which the Susurro luxury resort was designed and built in Mozambique. A beautiful example of sustainability and accountability practices in the luxury industry.



An ode to African material culture

We believe that craft serves as an important link between humanity and nature, and that maintaining this connection is imperative for our collective development with the natural world.

<https://sussurro.co/ethos>