BSBI Gazette

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EDITORIAL

Professor Dr Kyriakos Kouveliotis

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

For this week's Editorial, I'm sharing an amazing, inspirational poem by Marge Piercy:

To be of use

The people I love the best
jump into work head first
without dallying in the shallows
and swim off with sure strokes almost out of sight.
They seem to become natives of that element,
the black sleek heads of seals
bouncing like half-submerged balls.

I love people who harness themselves, an ox to a heavy cart,
who pull like water buffalo, with massive patience,
who strain in the mud and the muck to move things forward,
who do what has to be done, again and again.

I want to be with people who submerge in the task, who go into the fields to harvest
and work in a row and pass the bags along,
who are not parlor generals and field deserters
but move in a common rhythm
when the food must come in or the fire be put out.

The work of the world is common as mud.
Botched, it smears the hands, crumbles to dust.
But the thing worth doing well done
has a shape that satisfies, clean and evident.
Greek amphoras for wine or oil,
Hopi vases that held corn, are put in museums
but you know they were made to be used.
The pitcher cries for water to carry
and a person for work that is real.

PHOTO OF THE WEEK

INSPIRATIONAL QUOTES

"If everything is thinking alike, then no one is thinking."
— Benjamin Franklin

"What you can't imagine, you can't discover."
— Albert Einstein

"Good decisions come from experience. Experience comes from making bad decisions"
— Mark Twain

"Always Stand on principle even if you stand alone."

— John Adams

ARTICLE OF THE WEEK

TAKING CONTROL OF OUR RIGHT TO READ

Martine Abel – Williamson
President of the World Blind Union

On 4 January 2022, we commemorated the 213th birthday of Louis Braille, the inventor of the tactile system many of us use as our prime literacy tool. But in today's era of advanced technology, social media options and possible information overload, many are still experiencing a "book famine", a lack of access to hundreds of thousands of titles, just because we cannot agree on how to collaborate to get information to each and every person in the world.

We humans are supposed to be the most evolved species on earth, certainly the brightest, and yet, after having finally agreed to the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled in 2013, implementation and true action is happening at a grindingly slow pace. The Treaty is meant to bring together authors, print disabled persons, and library and learning institutions from around the world to make print information available and accessible to all. It is a great step forward, but we now need more than awareness-raising and reliance on good will.

When young Louis Braille invented the braille code in 1824, I'm sure his thoughts at the time weren't centred around a purist view of the right to access information, thus the right to read. He knew what he wanted and took action, took control of a dire situation instead of simply holding a hand out to receive charity. In those days, and sadly, in many places today, begging for charity is still the most basic way of "receiving help" in the community, even at the governmental level. Awareness of our rights is great, and the United Nations and other structures and institutions should never underestimate the power of knowledge and awareness, but what we now need as never before is more action, for more of us to roll up our sleeves and get our hands dirty, for more of us to disrupt the current systems, intervene in the machinery of bureaucracy and play an innovative role.

The time is now for the United Nations and the World Intellectual Property Organization (WIPO), working through its Accessible Books Consortium, to step up the pace, to accelerate the availability of educational, recreational and any other information source, for if knowledge is power and if the pen is mightier than the sword, the power of the word will be at the fingertips of us all.

We shouldn't expect it to go swimmingly, however! During his lifetime, Louis Braille didn't receive recognition for his amazing, enlightening invention—he actually got ridiculed for it, as is often and sadly the case when we do have disrupters, interveners and innovators among us. People fear change; just remember what happened in the pre-industrial era when the spinning wheel was invented.

Now is the time for the United Nations and similar entities to make funding and capacity-building support available so that more scientists and even ordinary people can invest time into developing creative solutions, whether in the fields of e-book readers, mobile apps, smart home options and so much more—solutions I can't even imagine at present. I don't simply want to pay tribute to Louis Braille by remembering what he has done for us, but to challenge everyone to accelerate their efforts, as the work is not yet done. While I have access to at least five technological options for accessing information in Braille and synthesized speech, in the community of 253 million blind and low vision persons, so many still cannot make use of those tools, either because great opportunities and solutions are not affordable, or where they might actually be available at a limited cost, awareness of such availability hasn't reached everyone. Knowledge of what governments, corporations and the United Nations can do to facilitate further access remains limited.

The COVID-19 pandemic has shown us just what can happen when the science and medical fraternities collaborate with the corporate sector: never before have effective vaccines been developed so quickly. We have also proved to be resilient and flexible in getting on with life, which included utilizing e-solutions to meet with each other! Why can't we do the same when it comes to access to information?

So, in conclusion, I still wish to say thank you, Louis Braille, not just for inventing your liberating code but also for challenging all of us to take up the responsibility of advancing access to literacy.

Resource: https://www.un.org/en/un-chronicle/taking-control-our-right-read

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WEBSITES OF THE WEEK

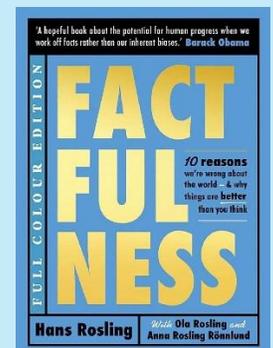🔗 [Babies and the Future of Artificial Intelligence](#)

🔗 [Stress and Immune Aging](#)

🔗 [NASA, Artificial Intelligence, and Counting Trees](#)

🔗 [Mathematics, Artificial Intelligence, and Unethical Decision Making](#)

🔗 [Microsoft and Harness Artificial Intelligence](#)

BOOKS OF THE WEEK

'A hopeful book about the potential for human progress when we work off facts rather than our inherent biases.' *Barack Obama*

FACTFULNESS

10 reasons we're wrong about the world – & why things are better than you think

Hans Rosling *With Ola Rosling and Anna Rosling Rönnlund*

VIDEOS
OF THE WEEK

What is Data Science?

What is Data Analytics?

How to become a Data Analyst?

All you need to know about Knowledgebases

Who is Leader?

BEING LOGICAL
A GUIDE TO GOOD THINKING
D. Q. McINERNY

SUMMARY
OF
THE POWER
OF HABIT
.... IN 20 MINUTES
CHARLES DUHIGG'S BEST SELLING BOOK

HOW WE KNOW WHAT ISN'T SO
THE FALLIBILITY OF HUMAN REASON IN EVERYDAY LIFE
THOMAS GILOVICH

BERLIN SCHOOL OF BUSINESS & INNOVATION
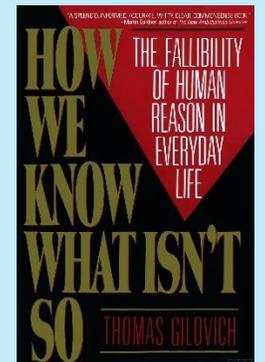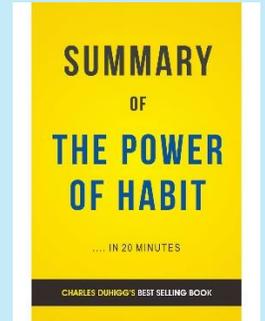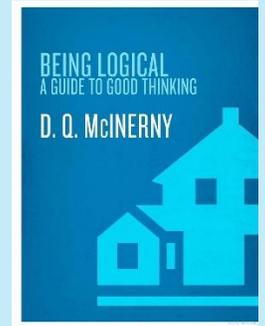
WEEK IN REVIEW
All you need to know about everything that matters

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Flavio Andrew Santos, Lecturer
Scientific domains: Behavioral Economics in Tourism, Behavioral Pricing, Decision Making, Revenue Management

TOURISM & TECHNOLOGY

The virtual and for free 2nd CRiT Summer School on "Innovation and Technology in Tourism to achieve SDGs" from 23 - 25 August 2022 is open for registration!

There are 12 exciting up-to-date sessions presented by international and distinguished experts in the field of tourism innovation, technology and SDGs including Professor Dr Neethiahnanthan Ari Ragavan, Professor Dr Dimitrios Buhalis, Professor Dr Noel Scott, Professor Dr Michael Hall, Professor Dr Peter O'Connor and Professor Dr Xavier Font.

Free registration is available here: https://forms.office.com/r/Rrcz02tD2E

Dr Duraisamy Balaganesh, Lecturer
Scientific domains: Database Systems, Artificial Intelligence, Li-Fi Technology

MACHINE LEARNING

Machine learning. The term itself indicates that a computer machine learns. Then the question arises of how the machine learns and does it learn on its own. The answers to these questions and further exploration is the study of algorithms and preparing own mathematical or statistical model through the data trained to it. The training or sample data, which is fed into the machine learning algorithm, results in a prediction or decision-making model. This model can be implemented for any real-time problems with the help of a computer, with lots of human intervention.

One of the best examples of understanding machine learning is E-Commerce websites, which give automatic product preferences through the prediction of the searches made by a customer on a product of a particular kind already visited. The mobile cellular network performance prediction and traffic congestion control model becomes one of the best research ideas, considering current research development and technological advancements in human societal boundaries.

Dr Anastasios Fountis, Head of Undergraduate Studies; Lecturer
Scientific domains: Business, Cybernetics, STEM

STEM & MANAGEMENT

During the last 5 years, a trend has been noticed inside several business schools around the world to improve their educational programmes with STEM Courses (either in their MBAs as concentrations or electives or as stand-alone programmes). STEM stands for Science, Technology, Engineering and Mathematics and alludes to any subjects that come under these four disciplines.

In a globalised world, where technological developments are happening each other day, businesses are becoming more computerized and tech-oriented than ever. In this way, the prerequisite for profoundly talented experts with strong domain knowledge and technical skills is increasing in all fast-growing industries. At the same time, as traditional business school programmes cannot be categorised as STEM courses, the new modern programmes with STEM and Management offer a blend of business and technical education. As more businesses tend to utilize information and Big Data to form their decision-making processes, data analytics and business skills will become even more intertwined.

Moustafa Gaballa, Lecturer
Scientific domains: Tourism, Hospitality

TOURISM, HOSPITALITY, TRAVEL

The airline industry is set to reduce its overall global losses to $9.7 billion this year, although some regions such as North America may return to profit during 2022. The latest industry outlook by airline association IATA said that the sector's predicted loss in 2022 would be a "huge improvement" on the losses of $137.7 billion in 2020 and $42.1 billion in 2021 when services were heavily curtailed due to the Covid-19 pandemic. IATA, which is holding its annual general meeting in Doha this week, added that the sector's return to profitability "appears within reach" in 2023, while North American carriers are set to makeana $8.8 billion profit in 2022, despite the rising cost of aviation fuel. For more information visit the following link https://www.businesstravelnewseurope.com/Air-Travel/Airline-industry-cuts-losses-as-travel-demand-returns

Willie Walsh, IATA's director-general said: "Airlines are resilient. People are flying in ever greater numbers. It is a time for optimism, even if there are still challenges on costs, particularly fuel, and some lingering restrictions in a few key markets. IATA added that the war in Ukraine would "continue to disrupt travel patterns within Europe and between Europe and Asia-Pacific.

"However, the war is not expected to derail the travel recovery, with the region edging closer to profitability in 2022, with a net loss of $3.9 billion forecast. Demand is expected to reach 82.7 per cent of pre-crisis levels and capacity 90 per cent," added Willie Walsh.

Dr Konstantinos Kiousis, Lecturer
Scientific domains: Human Resource Management, Development and Training, Leadership

TECHNOLOGY & FINANCE

Internet Explorer is officially retired. Microsoft announced recently the end of an era, as Internet Explorer has officially been retired after 27 years. The iconic Microsoft product has been put to rest through a Blogspot article last week.

After its debut as part of Windows 95, IE enjoyed a virtual monopoly hitting 95% of the browser market at its peak. In the last fifteen years some bugs, security issues and slow tech lead to a share of below 50%. In the first four months of 2022, the browser sat at about 1.8%.
At the moment, millennial and generation Z traders might wonder why they should bother with MSFT stock. Instead, investors can celebrate Microsoft's future endeavours because the company still offers a decent dividend and the shares have a good value at their current price point. The takeaway is that investors can hold their stocks with confidence for the long-term as Microsoft remains as modern as ever due to a variety of technology-focused business interests.
https://cnn.com/2022/06/15/tech/internet-explorer-dead/index.html
https://www.nasdaq.com/articles/celebrate-internet-explorers-retirement-with-a-small-stake-in-microsoft

Dr Maryam Mansuri, Head of Postgraduate Studies; Lecturer
Scientific domains: Virtual Education, Management, Trend and Forecasting

PROJECT MANAGEMENT

The most significant news in the field of project management is "the new challenges managers are facing everyday". There are two eternal truths: life is about change, and managing people is never easy. To compound the issue, managers are now facing new challenges.

The pandemic has produced a rapidly changing business environment and created a number of new obstacles. COVID-19 has clearly proven to be an ominous threat, impacting the health of both individuals and businesses. Research shows us that 93% of employees have struggled with their wellbeing in 2020. That's almost everybody! 73% of those affected linked this struggle to the pandemic. A company culture built on effective communication can differentiate a great team from an average one! But recent work trends have increased the challenge of communication between teams. Research shows that 97% of workers consider communication to have a meaningful impact on their daily tasks. Succeeding in today's business world is to embrace uncertainty with knowledge and a plan of action.

If you need more information in this regard, please visit the following link: https://www.theprojectgroup.com/blog/en/project-management-trends/

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Academic Publications - Berlin School of Business and Innovation (BSBI) (berlinsbi.com)