

BSBI Gazette

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Editorial



Professor Dr Kyriakos Kouveliotis
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For this week's editorial, I'd like to share with you a short story by Anonymous, titled: "The Right Teaching"

The Right teaching by *Anonymous*

"Once, a renowned monk lived in a beautiful monastery with many of his pupils. His teachings were known to be very effective and many of his students grew up to become great masters themselves.

One day, one of them was caught stealing from his fellow students and they reported him to the monk. But he took no action against the boy.

A few days later, the same boy was again caught stealing. And again, the head monk did nothing to punish him.

This angered the other students, who drew up a petition asking for the dismissal of the thief. They threatened to leave en masse if the boy was allowed to stay in the monastery.

The teacher called a meeting of the students. When they had assembled, he said to them: "You are good boys who know what is right and what is wrong. If you leave, you will have no trouble joining some other school. But what about your brother, who does not even know the difference between right and wrong? Who will teach him if I don't? No, I cannot ask him to go even if it means losing all of you."

Tears coursed down the cheeks of the boy who had stolen. He never stole again and, in later life became renowned for his integrity."

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Photo of the Week



Inspirational Quotes

"The unexamined life is not worth living."

— **Socrates**

"No man's knowledge here can go beyond his experience."

— **John Locke**

"A leader is a dealer in hope."

— **Napoleon Bonaparte**



"I've actually not read any books on time management."

— **Elon Musk**

Article of the Week

THE DIGITAL MASK

By **Vinton G. Cerf**
Internet Pioneer

As I write these words, the world is engulfed in a viral pandemic that has claimed over a million lives and infected more than **38 million**. Relative to a total population of over 7 billion, these numbers might seem fractionally small, but they represent an enormous toll that might have been prevented had there been a more concerted effort to educate the public, coordinate the production of protective equipment, implement social distancing, and lock down some enterprises and activities for a matter of weeks where proximity was unavoidable. It is evident, however, that the impact of these measures would affect different sectors of the population unequally. For those whose livelihoods depend on working near others, economic assistance is also necessary during a lockdown, in addition to taking active steps to stem the spread of the virus.

It is no surprise that in the digital world, the language we use to describe the threat of so-called “malware” has been adopted from the medical terminology of epidemics. We talk of digital viruses that infect computers, copy themselves and spread to other machines through the Internet or by means of “infected” thumb drives. In the past, computer diskettes were a vector for the spread of malware. The word “bug”, used to describe biological viruses and bacteria, is generally defined in computer terminology as a mistake in programming that can be exploited to cause harm.

In the case of the COVID-19 pandemic, medical experts tell us that wearing masks does not adequately protect us from the virus. Rather, it helps protect others from being infected by us! For this concept to be effective, all members of a population must cooperate to protect each other from the further spread of the virus. A parallel might be drawn between the SARS-CoV-2 virus and digital viruses. To the extent that we make use of virus-detecting software and keep all of our applications up to date to

repair software bugs that can be exploited by hackers, we also protect others’ computers from being infected by our own. The exploitation of software bugs serves as the moral equivalent of infection, hence the commonality of language.

United Nations Secretary-General António Guterres studied electrical engineering and speaks authoritatively and persuasively about the need for “digital cooperation” in a time of great interdependence. Our global society has evolved to become increasingly dependent on digital technology. When the technology fails, this reliance can lead to a range of cascading negative effects. People feel disabled when a 3G, 4G, 5G or Wi-Fi signal is unavailable and the myriad smartphone applications on which they depend stop working. I expect that many readers who travel extensively understand the consequences of the dire message “the computers are down” at the airport. In addition to the many ways in which we can use the Internet for e-commerce, e-government, e-education and many other “e-” areas, we are increasingly motivated to cooperate and collaborate to reduce vulnerabilities.

The Internet and its World Wide Web applications present many great opportunities for the discovery, production and distribution of information, among other benefits. Machine learning has augmented our human abilities to process and understand data. These digital tools are enabling super-human capabilities as never before. Unfortunately, they also may be applied to harmful and destructive digital behaviors such as the exploitation of susceptible, bug-ridden software for attacks, and the sometimes unintentional dissemination of misinformation and disinformation intended to create confusion, division and conflict. It has long been recognized that a distinguishing characteristic of our species (and others!) is the making of tools. The misuse and abuse of tools follows not too far behind.

This leads us to the obvious question, “What is to be done?” Here we have a number of avenues to explore. For one thing, our computer scientists can develop better programming tools to expose mistakes before software is released into use. They can share these discoveries widely, in line with the Secretary-General’s call for cooperation. As I type these words, the software I am using automatically highlights misspellings and grammatical errors. We need similar tools to highlight mistakes occurring in the many programming languages used today. Of course, serious problems with software are often the result of subtle race-conditions or errors

in logic rather than spelling or syntax, and thus require much more sophisticated scrutiny. We can also ensure that software-based products, including the growing “Internet of Things”, are capable of safe updates coming from a trusted source without being altered on the way to their destination. This process is especially important for products with long lifespans, such as industrial machinery and long-lived household equipment, including kitchen appliances and heating, ventilation and cooling systems. One can imagine common standards for updates that are required for the sale or export of programmable devices.

We might also ask of our computer scientists and software engineers that they design and build more secure operating systems that serve as platforms for the millions of applications on which we have come to depend. The same can be said for the applications themselves, ensuring that they are resistant to malformed inputs used by hackers to trigger exploitable vulnerabilities. These desirable outcomes deserve to be widely shared in an effort to collaboratively build a safer and more secure digital world.

There is more to the “digital mask” than virus and malware detectors and safe software updates. In fact, one of the most effective means of dealing with the side effects of the online digital world isn’t digital at all. It’s what I call “wetware”, otherwise known as brains. Even when we use computers to help us process information, the ultimate use of that information is a human affair. What we do with it, how we evaluate it, and how and when we share it is all part of the human equation. Uncritical acceptance of information without questioning its origins or corroborating sources and intent serves to spread deliberate disinformation or misinformed rumour. Critical thinking is yet another mask we can wear to protect others and ourselves. Responsible parties should ask questions about information received from any source, including newspapers, magazines, television, radio, books and the Internet. Especially important is information derived from social networks, which should be scrutinized for accuracy before repeating (I almost wrote “retweeting”).

Ultimately, we should strive to put the most powerful information processing tool ever invented—the computer—to work validating and verifying the information we obtain from digital sources of all kinds. This is one of the many ways in which digital cooperation can benefit our global and increasingly network-based societies.

Source: <https://www.un.org/en/un-chronicle/digital-mask>

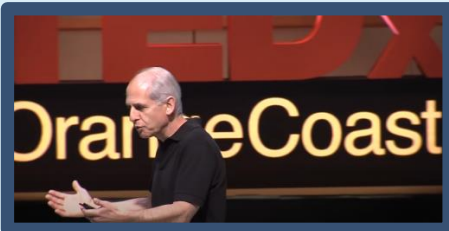
Websites of the Week

- 🔗 [On Effective Leadership](#)
- 🔗 [Robots Learn Household Tasks](#)
- 🔗 [On Psychology of H-M Connection](#)
- 🔗 [Alexa and Siri, Listen up!](#)
- 🔗 [5 Management Trends for 2022](#)

Videos of the Week



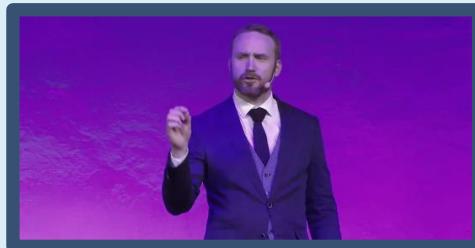
How mindfulness changes the emotional life of our brains



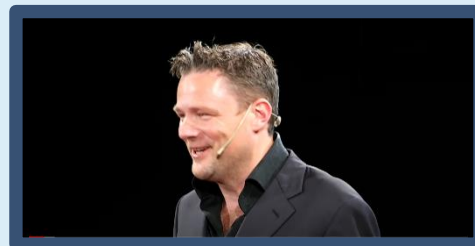
Change your brain; Change your life



The art of focus

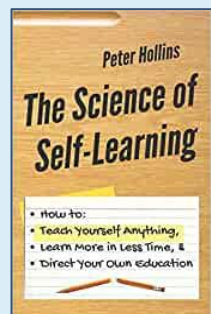
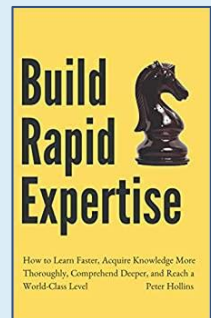
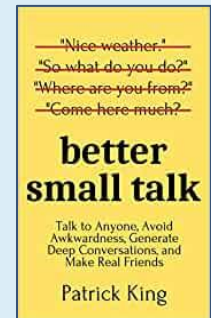
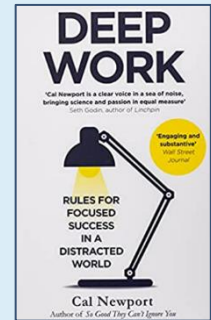
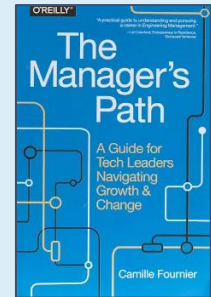


The magical science of story telling



Speak like a leader

Books of the Week



Week in Review

All you need to know about everything that matters



Flavio Andrew Santos

Lecturer

Areas of expertise:

Behavioral Economics in Tourism, Behavioral Pricing, Decision Making, Revenue Management

Tourism

Atypon’s award-winning online publishing platform just announce the launch of CABI Digital Library, the new home of CABI’s Tourism Cases and Books. The move is the first step in CABI’s plans to migrate all its content into one platform to make it easier for students, researchers, librarians, practitioners and extension workers to access the wealth of available knowledge. Tourism Cases and CABI Books are the first group of resources to migrate to the platform alongside our journals, preprints and distribution map resources. CABI Digital Library offers a wealth of enhancements and user tools to support study, research and practice.

You can find all the available data on the website: <https://cabidigitallibrary.org/>



Dr Duraisamy Balaganesh

Lecturer

Areas of expertise:

Database Systems, Artificial Intelligence, Li-Fi Technology

Deep Learning

Data is generated every day by almost all the devices that we use today, and hence data is abundant. However, a few features of the generated data alone prove to be useful. For instance, in the case of CCTV monitoring, when

a certain part of the video or object in the scene interests us and needs to be analysed, the other parts of the video become useless. It is very tedious to go through the long video streams to identify and track a particular part or scene. Object detection and classification system could be used to overcome this problem. A trigger can be set when desired target objects are found in a video (like camera, knife, or pets in a prohibited area or vehicles in a no parking zone, etc.)

Many of the existing Deep Learning architectures and algorithms have been tested only on sophisticated devices with GPU and larger RAM. Accurate and real-time results cannot be obtained using low power devices due to their limited computational capabilities. Full automation with less or no human intervention is also needed. The new detection system using low power devices that are integrated with the cloud. a detection component using Single Shot Multi-Box Detector topology (SSD) is implemented, the input data is pre-processed to reduce its size before it is fed into the Deep Learning model. This makes the Deep Learning model more suitable for general applications. The decrease in size and the amount of data can make computations easier and faster. However, there is a trade-off between accuracy and time. Deep Learning models are efficient on highly sophisticated machines for object detection in video analytics.



Kathrin Bremer

Lecturer

Areas of expertise:

Global Marketing, Cross-Cultural Communication (CCC)

Culture

"Do you already know the "House of World Cultures" on the Spree, next to the Federal Chancellery? There are great concerts there now in summer and films from all over the world are shown.

https://www.hkw.de/en/programm/projekte/2022/wassermusik_2022/programm_wassermusik_2022/termine.php



Dr Anastasios Faountis

Head of Undergraduate Studies, Lecturer

Areas of expertise:

Business, Cybernetics, STEM Studies

On the Scarcity of Resources

One of the fundamental ideas in economics is scarcity. It indicates that there is a gap between the supply and demand for an item or service. As a result, scarcity may restrict the options available to consumers, who in the end drive the economy. The term "scarcity" alludes to a fundamental economics conundrum—the discrepancy between finite resources and hypothetically unbounded wants. In order to meet both basic necessities and as many additional wants as feasible, people need to decide how to spend resources effectively. Any resource that has a cost to use that is greater than zero is scarce to some extent, but in actuality, relative scarcity is what counts. "Paucity" is another word for scarcity.

Due to manpower shortages and plant closures related to Covid over the past two years, there has been a bottleneck in the production and shipping of raw materials. As a knock on effect, numerous well-known stores and emerging companies are now vying with one another for access to the raw materials they require.

<https://education.nationalgeographic.org/resource/scarcity>
<https://eitrawmaterials.eu/>
<https://www150.statcan.gc.ca/n1/daily-quotidien/220617/dq220617b-eng.htm>
<https://www.modernretail.co/startups/the-shortage-of-paper-glass-and-raw-materials-has-upended-manufacturing/>



Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

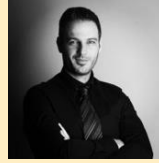
UNWTO sets out Shared Goals and Opportunities for Tourism in Paraguay

The President of Paraguay Mario Abdo Benitez, welcomed UNWTO's support this week, as the county works to make tourism a central pillar of economic growth and social opportunity.

Leading an official UNWTO delegation to Paraguay, Secretary-General Zurab Pololikashvili met with President Abdo Benitez to discuss the biggest challenges and opportunities for tourism in Paraguay and identify ways of working together to grow the sector in both size and relevance. Paraguay currently serves as Chair of the UNWTO Regional Commission for the Americas and is a member of its Executive Council. Such an active role in the mission of UNWTO underscores the government's commitment to establishing the country as one of the region's top tourist destinations and the sector as a driver of sustainable development.

Secretary-General Pololikashvili noted that Paraguay is already "on the world map as a destination", and that, working together, UNWTO and the government can "make this beautiful country better known and make tourism a priority for creating jobs and opportunities for economic growth."

For more information visit the following link <https://www.unwto.org/news/unwto-sets-out-shared-goals-and-opportunities-for-tourism-in-paraguay>



Dr Konstantinos Kiousis
Lecturer

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

Finance

After enjoying a long reign as the king of streaming, Netflix faces a tough fight to keep its crown. Between April and June 2022, the company lost almost 1 million subscribers but investors aren't freaking out. Paradoxically, they believe that this is good news, as they expected to lose 2 million subscribers in the same period.

This week, after the company reported its latest results, shares of Netflix (NFLX) were up more than 6% in premarket trading. The simple reason was that the results could have been so much worse. "Less bad news is good news" analysts say. Netflix profits improved from \$1.3B up to \$1.4B, and revenue improved by 8.6% to \$7.9B. However, there is still work to be done to convince investors that it's on the right track. Its stock is down almost 67% year-to-date. Other tech firms, like Google parent Alphabet and Facebook's Meta, are off 21% and 48%, respectively. The S&P 500 is 17% lower. Netflix launched on 29th August 1997 and the net worth as of 28th July 2022 is \$100.84B.

<https://www.makeuseof.com/netflix-isnt-worried-losing-subscribers/>
<https://www.bbc.com/news/business-62226912.amp>
<https://www.macrotrends.net/stocks/charts/NFLX/netflix/net-worth>



Dr Palanivel Rathinasabapathi Velmurugan
Lecturer

Areas of expertise:
Finance, Human Resource Management, Mixed Research Methodology

Bausch Health

Trading in the pharmaceutical company's shares was halted after their stock dipped by 50%. A Delaware federal court judge issued an oral order regarding patent litigation over Xifaxan, Bausch's drug that treats irritable bowel syndrome and diarrhoea. The order could pave the way for generic competition for the drug in the late 2024-to-2025-time frame, according to JPMorgan.

Meta

Shares of the Facebook parent company slid 5.22% on the back of disappointing quarterly results. Meta platforms posted a miss on the top and bottom lines in the second quarter as digital advertising slowed. The company also issued a weak forecast for the current period.

Comcast

The cable and entertainment giant's shares slid 9.13%, despite the company posting strong quarterly earnings and revenue. Comcast failed to add broadband subscribers in the quarter for the first time ever. The company said it lost 30,000 broadband subscribers this month alone.

Qualcomm

Shares of the chipmaker fell 4.54% after the company issued guidance for the current quarter that was short of consensus expectations. Qualcomm's forecast suggested that the company's handset sales growth would slow during its fiscal fourth quarter, reflecting a decline in smartphone demand. Still, the company's third-quarter earnings slightly beat Wall Street expectations.

Source: www.cnn.com