BSBI Gazette

Editorial

Professor Dr Kyriakos Kouveliotis

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

For this week's Editorial I would like to share with you the second part of Socrates' most important quotes.

Part II

"He who is not contented with what he has, would not be contented with what he would like to have."
"He who would change the world should first change himself."
"How many things can I do without?"
"I cannot teach anybody anything I can only make them think"
"I know you won't believe me, but the highest form of Human Excellence is to question oneself and others."
"If you don't get what you want, you suffer; if you get what you don't want, you suffer; even when you get exactly what you want, you still suffer because you can't hold on to it forever. Your mind is your predicament. It wants to be free of change. Free of pain, free of the obligations of life and death. But change is law and no amount of pretending will alter that reality."
"It is better to change an opinion than to persist in a wrong one."
"It is better to suffer wrong than to do wrong"
"Know thyself."
"Let him who would move the world first move himself."
"Life contains but two tragedies. One is not to get your heart's desire; the other is to get it."
"Mankind is made of two kinds of people: wise people who know they're fools, and fools who think they are wise."
"May the inward and outward man be as one."
"My advice to you is get married: if you find a good wife you'll be happy; if not, you'll become a philosopher."
"No one knows whether death may not be the greatest of all blessings for a man, yet men fear it as if they knew it was the greatest of evils."

Photo of the Week

Be the change you seek.

— Mahatma Gandhi —

Inspirational Quotes

Do not let making a living prevent you from making a life.
— **John Wooden**

I didn't fail the test. I just found 100 ways to do it wrong.
— **Benjamin Franklin**

Before anything else, preparation is the key to success.
— **Alexander Graham Bell**

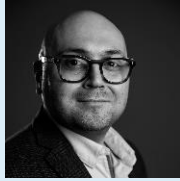Success usually comes to those who are too busy to be looking for it.
— **Henry David Thoreau**

Becoming is better than being.

— **Carol S. Dweck**

Article of the Week

Dr Farshad Badie
Lecturer, Postdoctoral Centre Coordinator,
Scientific Journal Associate Editor

Areas of expertise:
Logic; Knowledge Representation;
Information Science; Cognitive Science

Values in the Age of Information-based Technologies

The point of departure is a special focus on the importance of observing *information science* from the perspective of *operations science* in the age of information-based technologies. Since I believe that 'operations science' deals with carefully analysing and assessing different operational processes to analyse and understand how various products and services are producible, I am going to focus on 'information-based technologies from the perspective of operations science'. In such a framework, operational processes (in information-based technologies) would be defined as a series of actions or activities which are taken/processed in order to achieve a particular product or service at the end.

I highly believe that one of the most important operational characteristics of modern information-based technologies is their concentration on *values*. In the age of information-based technologies, 'values' are the products of humans' conceptions of the importance of something (e.g., some digital device, some specific graphical user interface). In the age of information-based technologies, values are the outcomes of humans' conceptualisation, interpretation, understanding, and determination of what they need, as well as of what [kinds of] activities and processes are required to be done. In addition, values are concerned with the significance of different operational activities in different scenarios.

It can also be summarised that values can be regarded as some standards or ideals with, and based on, which we can evaluate human beings, their activities, their goals, and their situations in the world. In the age of information-based technologies, we can classify values into two categories *personal (individualistic) values* and *group-based values*. 'Personal (individualistic) values' are cognitively associated with an individual human being's conceptualisation and comprehension. For example, someone may regard frugalness as his/her most significant value and, accordingly, develop his/her activities in a way to, e.g., produce, buy, and sell cheap digital devices. However, 'group-based values' are cognitively associated with a group's conceptualisation and comprehension (that can be analysed in the context of different collaborations, co-activations, co-operations, and co-ordinations in a group). For example, one company may regard resistance as their most essential value and, relying on such a value, model and develop their operational activities in a way to produce more resistant digital devices.

Values (both personal and group-based) are, existentially, either *moral* or *aesthetic*. *Moral values* help individuals or groups to determine what is morally (as well as ethically) right or wrong. For example, fairness, equity, success, and victory are some examples of moral values. Moral values are especially used to evaluate our world and environment (which are both very important in the age of information-based technologies). Moreover, *aesthetic values* are associated with some individual's (or a group's) evaluation of being aesthetic (as well as pleasing and beautiful). We can find many relevant examples in the operational aspects of information-based technologies (for example, in the design of interfaces, or in the ease of use of some mobile phones).

Values are very important in our world. In the age of information-based technologies, based on their created and developed values, human beings express themselves, get connected, focus on their daily activities, and deal with their operational processes.
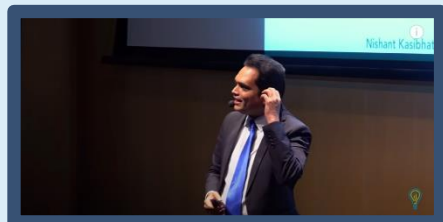
Source: Technology Dispatch

Websites of the Week
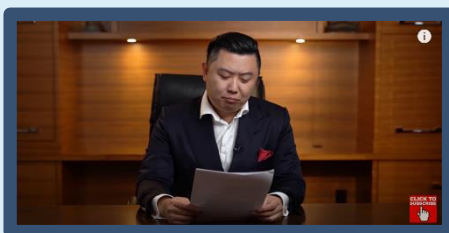
Books of the Week

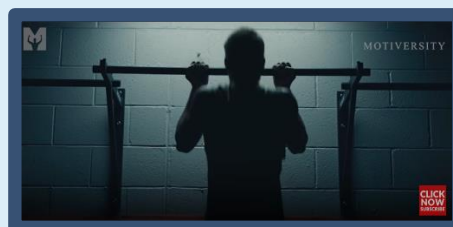## Videos of the Week

Let's train our minds ...

How to learn fast

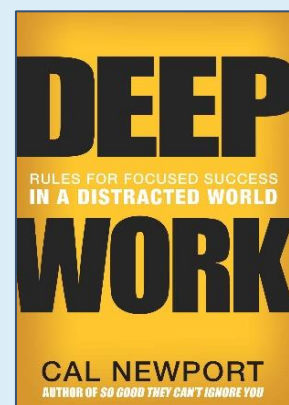
Tell me about yourself - A good answer to this interview question

What is your biggest weakness? (Good to use in a job interview)

The mindset of a winner

Daniel H. Pink
DRIVE
The Surprising Truth About What Motivates Us

The FIVE DYSFUNCTIONS of a TEAM
A LEADERSHIP FABLE
PATRICK LENCIONI

INFLUENCE
THE PSYCHOLOGY OF PERSUASION
ROBERT B. CIALDINI, PH.D.

DEEP WORK
RULES FOR FOCUSED SUCCESS IN A DISTRACTED WORLD
CAL NEWPORT
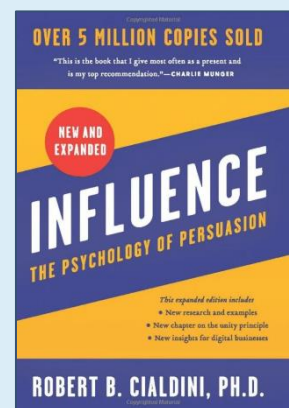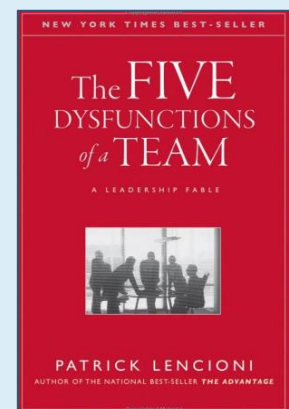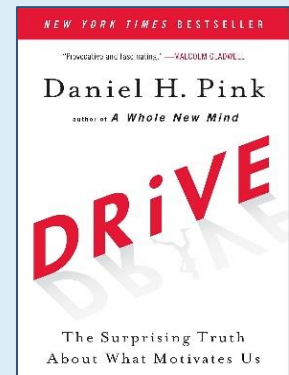
BERLIN SCHOOL OF BUSINESS & INNOVATION

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

MEDICINE / PSYCHOLOGY

What is obesity? How can stress alter it? Is the association between stress and obesity bilateral? Having stress seems to influence all organisms in the body, particularly the digestion system. The digestion system can be affected easily by the malfunction of other organisms, and it can influence other organs when it does not work properly. The bilateral function of this system makes it entirely exceptional and unique.

The significance of its mechanism is in the way that the intake of food changes, seemingly, on some occasions stress causes the person to eat nothing, ending in weight loss, and occasionally on the contrary, it leads to obesity.

The stress-eating habit has a direct relation to the neurotransmitters that control appetite. People mostly complain that when they are stressed, they eat more, but as the matter of fact, it is the function of hormones that have not been controlled by transmitters and the person never feels full.

To learn more, click here.
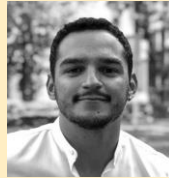
Flavio Andrew Santos
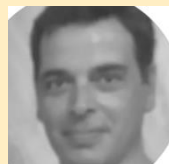Lecturer

Areas of expertise:
Behavioural Economics in Tourism, Behavioural Pricing, Decision Making, Revenue Management

TOURISM

International Symposium: Asian Women in Tourism with Expert Panel. The International Symposium: Asian Women in Tourism with Expert Panel aims to inspire more women (and men) in the travel industry with features highlighting the incredible stories of women in travel who are successful in their own right – from prodigious top executives who ascended the competitive corporate ladder to extraordinary women at the grassroots level.

The committee aims to shine the spotlight and advocate for all the inspiring women in the travel, tourism, and hospitality industry with their amazing stories that will not only inspire peers but celebrate their success.

The event is online and free. You can register for the event here.

Dimitrios Avgerinos
Lecturer

Areas of expertise:
Mathematics, Systems Biology, Environmental Engineering

GREEK MYTHOLOGY, GREEK STORIES

Apollo Artemis And Orion Stories. Artemis, Greek goddess of wild animals, the hunt, and of chastity and childbirth, was the daughter of Zeus and Leto, and the twin sister of Apollo. Orion was a handsome giant hunter, the son of Poseidon and Euryale, the wife of King Minos. Orion travelled to the island of Crete, where he would eventually meet Artemis.

STORY 1: THE BOASTFUL ORION. There was a story where the two fell madly in love and would then hunt together, continuously trying to outdo each other. That is until Orion made the mistake of telling Artemis that he could slay anything that came from the earth. This only served to anger Gaia, who considered all living things on earth to be her children, and so she took Orion's boasting as a threat. As you would expect from any mother who thought her children were in danger, Gaia attempted to protect them. She summoned a giant scorpion which Artemis and Orion would have to fight together. Orion was sadly killed during this battle. Whether it came from the scorpion's sting or Artemis's accidental arrow—the love story ends here. At the request of Artemis, the fallen hunter was placed in the sky as the constellation Orion and the Scorpion as Scorpio.

STORY 2: APOLLO, THE JEALOUS BROTHER. If Orion wasn't killed by Artemis or a giant scorpion, then it was Artemis' twin brother Apollo who ensured that the two would never be together. One day, Apollo came across Orion when he was bathing in a lake. When standing, the giant was submerged to the point where only his head was visible. Apollo approached Artemis and challenged her to a competition to determine who was superior with the bow. When she asked her brother what exactly she would be aiming at, he pointed across the lake at what seemed like a rock. She accepted her brother's challenge, pulling back her bow, firing and hitting the target. Artemis drew closer to see exactly what she had hit, she realised that it was Orion in the lake. It was Orion's head that she had hit, and it was her lover Orion who was now dead. Orion would once again become a constellation along with his pack of hunting hounds.

STORY 3: BACK TO THE FUTURE. Artemis 1, NASA's new moon rocket, blasted off on its debut flight on Wednesday 16 November 2022, bringing the US a big step closer to putting astronauts back on the lunar surface for the first time since the end of the Apollo program. Artemis and Orion looking back at Earth as it travels towards the moon, 57,000 miles away from the place we call home. As it heads for the moon, NASA's Orion space capsule is sending back snapshots of

Earth that evoke the 'blue marble' pictures taken by Apollo five decades earlier. More than 50 years later, Apollo still stands as NASA's greatest achievement. Using 1960s technology, NASA took just eight years to go from launching its first astronaut, Alan Shepard, and landing Armstrong and Aldrin on the moon. By contrast, Artemis already has dragged on for more than a decade, despite building on the short-lived moon exploration programme Constellation. Twelve Apollo astronauts walked on the moon from 1969 through to 1972, staying no longer than three days at a time. For Artemis, NASA will draw from a diverse astronaut pool and is extending the time crews spend on the moon to at least a week. The goal is to create a long-term lunar presence that will grease the skids for sending people to Mars.

Dr Kamyar EsmaeiliNasrabadi
Lecturer

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

HUMAN RESOURCES
In this issue of the Gazette, we discussed the well-being trend. An issue that is not only the main factor in maintaining the existing human resources of companies after the pandemic but can also be the main factor in motivating people to choose companies to work for. Although it may not seem like it, the great resignation was the first and loudest stage of a modern well-being revolution. What people expect from an employer in relation to well-being support has completely changed and this process will continue for the coming years. Employees (and of course job seekers) deal with work/life balance with great care and sensitivity and examine well-being issues such as mental health, physical health, financial health, social health etc., We are currently in an era where, it's now simply not enough for organisations to improve a benefits package, pay their staff more or introduce a new mental health wellness strategy into their company to 'fix' issues with staff well-being. Employers need to show that they value and invest in well-being beyond a profit margin or recruitment selling point. This crisis can be overcome only by guaranteeing a complete, reliable and sustainable welfare culture. It is recommended to pay attention to WELL-BEING DIVERSITY. Well-being strategies have to focus on all its elements and all its people. You need to diversify well-being services to suit your entire community, regardless of their

needs. Alienation of your people is a sure-fire way to degrade the well-being of your company. Don't let employees look for well-being outside the company. And finally, as discussed in the previous issues, the experience of becoming a hybrid worker is very important. We should also pay attention to the hybrid well-being platform, and all employees, including remote workers, should also be affected by the benefits of our well-being culture.
It is worth reading this article on well-being. The article titled: Sustaining Employees' Engagement and Well-being in the "New Normal" Times, written by Tatjana Jovanovic and Marija Lugonjic

Professor Dr Ahmad Farhat
Lecturer

Areas of expertise:
NGOs and Non-Profit Management, Organisational Behaviour and Psychology, Coaching, Training and Development

AUTISM / BRAIN SCIENCE
Researchers at Yale University have identified specific brain regions in the dorsal parietal region of the brain that are associated with social symptoms of autism. A study published on Wednesday 9 November in PLOS ONE journal, found that these neural responses to live face and eye-contact may provide biomarkers for diagnosing ASD and autism as well as provide a test of the efficacy of treatments for autism. A team at Yale University, led by James McPartland, Harris Professor of Hersh and Yale Center for Child Research, used functional near-infrared spectroscopy to identify typical and adult participants, including those with ASD. The brain activities were analysed during short social interactions between pairs., a non-invasive optical neuroimaging procedure. Researchers found that participants with ASD had significantly reduced activity in a brain region called the dorsal parietal cortex during eye contact compared to participants without ASD Regional neural activity was synchronised among typical participants during real eye contact, but not during video face viewing.
Source: Why eye contact is different in autism | YaleNews

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM
As leaders of the G20 economies meet in Bali this week, UNWTO has stressed the importance of empowering grassroots actors as well as MSMES in order to drive sustainable and inclusive transformation and build greater resilience. For this reason, small enterprises and local communities must be given the support they need to become true 'agents of change'.
As the global community faces a range of challenges, including geopolitical tensions, rising energy prices and a climate emergency, UNWTO has placed tourism firmly on the G20 agenda. Under the Indonesian Presidency of the G20, UNWTO Secretary-General Zurab Pololikashvili urged leaders to seize the opportunity to rethink and transform tourism to deliver on its massive potential for sustainability and opportunity. For more information visit this link.
Secretary-General Pololikashvili said: "We are behind in progress towards the Sustainable Development Goals. In fact, progress has been reversed in areas like gender equality. Tourism can help us get back on track. But we need to speed up. And we need to scale up. There is no time to lose."
Over the course of 2022, UNWTO has worked with the G20 Tourism Working Group under the leadership of the Indonesian Presidency and the Minister of Tourism and Creative Industries, Sandiaga Uno, on Guidelines to make MSMEs and Communities agents of transformation. Released in September, on the occasion of the G20 Tourism Ministers' Meeting, the Guidelines are built on five pillars: 1. Human Capital; 2. Innovation, digitalisation, and the creative economy; 3. Women and youth empowerment; 4. Climate action, biodiversity conservation, and circularity; and 5. Policy, governance and investment.

Swati Jeevan
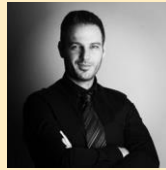Lecturer

Areas of expertise:
Information Technology, Innovation, Digital Transformation

QUANTUM COMPUTERS

The First Quantum Computers With 1 Million Qubits Will Emerge (see this *Link).* By 2023, IBM and Google could each build quantum computers with 1 million qubits. This innovation will transform how we solve optimisation problems, train and run machine learning algorithms, and better understand the physical processes of nature at the sub-atomic level. It will revolutionise areas such as artificial intelligence, financial modelling, drug development, weather forecasting and cyber-security. And by as soon as 2035, fully functional quantum computers could become accessible to the public both in the cloud and as physical components.

'Miracle of Technology'. Standard PCs process capabilities in a binary design, carrying undertakings that utilise sections of information that are just a 1 or 0. Quantum PCs use subatomic particles to perform computations at far more noteworthy paces than Feynman supercomputers, and information can be both a 1 and 0 simultaneously. Qubits, short for "quantum bits," are the data fragments that boost a quantum computer's computing power.

Quantum computers aren't the next generation of supercomputers, they're something else entirely and before we can even begin to talk about their potential applications, we need to understand the fundamentals. In the 1980s one of the most important physicists of the 20th century, Feynman Richard was hungry for a window into the quantum universe but quantum systems by nature are fragile and the information they hold or hide from us. Because Feynman couldn't directly observe quantum events, he wanted to design a simulation, but it quickly became clear that his personal computer was incapable of completing the task. Then, he had a breakthrough. If he could design a tool made up of quantum elements itself, this instrument would work according to the laws of quantum physics, making it the flawless way to review the mysteries of quantum physics. The idea of the quantum computer was born, and Feynman had started to build a bridge between computers and quantum physics to understand how quantum computing works. Even if quantum computing is exciting to explore physics, there will be practical applications in the future that are still very much an open question.

Dr Konstantinos Kiousis
Lecturer

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

SPACE INDUSTRY

After being delayed four times, Artemis 1 successfully launched on Wednesday 16 November 2022, at 1:47 am EST (6:47 am GMT). The 32-story Space Launch System (SLS) rocket surged off the launch pad from the Kennedy Space Center in Cape Canaveral, on 4 million kg of thrust and hitting 160 km/h within seconds, to send its Orion capsule on a three-week test journey. The Artemis programme is a series of ongoing space missions run by NASA. Three Artemis missions are currently in progress: Artemis 1, an uncrewed test flight which will circle and fly past the Moon, Artemis 2, a crewed flight beyond the Moon, which will take humans the furthest they've ever been in space and Artemis 3, which will land the first female astronaut and first astronaut of colour on the Moon. Artemis 3 will be the US space agency's first crewed Moon landing mission since Apollo 17 in 1972 and involves spending a week performing scientific studies on the lunar surface.

More than a decade in development with years of delays and budget overruns, the SLS - Orion spacecraft has so far cost NASA at least $37 Billion, including design, construction, testing and ground facilities. Each successful launch will cost about $4.1 Billion and NASA's inspector general expects the overall Artemis program to reach $93 Billion by the time the first astronauts return to the surface of the moon, targeted for 2025.

For further information about this very interesting topic, please visit Link1, Link2 and Link3.

Dr Maryam Mansuri
Head of Postgraduate Studies

Areas of expertise:
Virtual Education, Management, Trend and Forecasting

COMMUNICATION / LEARNING

Do you like receiving feedback? Have you given feedback on a matter? Do you like feedback about your work? Do you think feedback has a positive impact or negative?

"Feedback is the task or process of learning that fills a gap between what is understood and what is aimed to be understood" *(Sadler, 1989).*

Feedback is the best thing you can receive in regards to the work that you have submitted to a teacher.

Negative feedback in particular can be valuable because it allows us to monitor our performance and alerts us to important changes we need to make. But processing and acting on negative feedback is not always easy. It can make us defensive, angry and self-conscious, which subsequently impairs our effectiveness.

For further information on how to cope with negative feedback please visit this website.
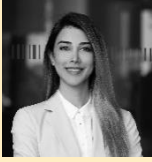
Mina Shokri, PhD Candidate
Lecturer

Areas of expertise:
Education, Applied Linguistics,
Multilingualism, Pragmatics

LANGUAGE LEARNING

Have you ever thought about learning another language? Why is it important to know more than one language at all?

In today's changing and interdependent world, knowing more than one language can give you essential skills to connect and communicate with people from different cultures in a more effective way.

There are tangible benefits to being bilingual or multilingual. It can improve your brain and memory functions, boost your creativity and self-esteem, help in your career opportunities as well as increase your understanding of the language you already speak.

Maybe now it is time to start learning another language!

For more information, please see this link.

Dr Elif Vozar
Lecturer

Areas of expertise:
Tourism Management, Sustainable Tourism,
Socio-cognitive Mindfulness Theory

TOURISM MANAGEMENT

Hybrid Research Seminar. There is a useful hybrid research seminar on Wednesday 23 November from 13:00 to 16:00. This seminar will be organised at the University of Sunderland, UK. Specifically, the seminar concerns the writing of journal articles and their publication potential. A part of the seminar will include an online panel of journal editors (Professor Levent Altinay: Service Industries Journal; Dr Andrea Caputo: Journal of Management and Organisation; Dr Michael Duignan: Event Management; Dr Eleni Michopoulou: International Journal of Spa and Wellness; Professor Marianna Sigala: Journal of Hospitality and Tourism Management). The editors will present their journals and have a discussion with the seminar participants explaining the prerequisites (quality, relevance, innovativeness, contribution etc.,) an article should have in order to be published to their journal. The research seminar is organised by CERTE (ATHENA member) and the University of Sunderland, and it is powered by ATHENA. The seminar's registration and participation are free of charge. To register for the seminar, please visit: Hybrid Research Seminar.

BERLIN SCHOOL OF BUSINESS & INNOVATION