

BSBI Gazette

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Editorial



Professor Dr Kyriakos Kouveliotis

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

Part IV

"The secret of change is to focus all your energy, not fighting the old, but on building the new."

"The secret of happiness, you see, is not found in seeking more, but in developing the capacity to enjoy less."

"The unexamined life is not worth living."

"The way to gain a good reputation is to endeavour to be what you desire to appear."

"Those who are hardest to love need it the most."

"To be is to do"

"To find yourself, think for yourself."

"To know, is to know that you know nothing. That is the meaning of true knowledge."

"To move the world we must move ourselves."

"True wisdom comes to each of us when we realize how little we understand about life, ourselves, & the world around us."

"Virtue does not come from wealth, but...wealth, and every other good thing which men have....comes from virtue."

"We can easily forgive a child who is afraid of the dark; the real tragedy of life is when men are afraid of the light."

"Wealth does not bring about excellence, but excellence makes wealth and everything else good for men, both individually and collectively."

"What screws us up the most in life is the picture in our head of what it's supposed to be."

"When the debate is over, slander becomes the tool of the loser."

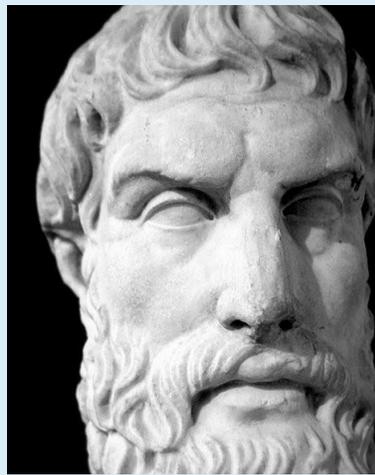
"When you want wisdom and insight as badly as you want to breathe, it is then you shall have it."

"Wisdom begins in wonder."

"Wonder is the beginning of wisdom."

"Worthless people live only to eat and drink; people of worth eat and drink only to live."

Photo of the Week



Do not spoil what you have by desiring what you have not; remember that what you **now have** was once among the things you only **hoped for**.

– *Epicurus*

Inspirational Quotes

The mind is furnished with ideas by experience alone.

— **John Locke**

Leaders are made, they are not born. They are made by hard effort.

— **Vince Lombardi**

Start with the end in mind.

— **Stephen Covey**

Hard work beats talent if talent doesn't work hard.

— **Tim Notke**



To be is to be perceived.

— **Bishop George Berkeley**

Article of the Week

United Nations

Department of Economic and Social Affairs

As the world's population hits 8 billion people, UN calls for solidarity in advancing sustainable development for all

By achieving the Sustainable Development Goals, delivering human rights and leaving no one behind, we can usher in a world where all 8 billion people can thrive.

15 November 2022 - The global population is projected to reach 8 billion on 15 November 2022, signalling major improvements in public health that have lowered the risk of dying and increased life expectancy. But the moment is also a clarion call for humanity to look beyond the numbers and meet its shared responsibility to protect people and the planet, starting with the most vulnerable.

“Unless we bridge the yawning chasm between the global haves and have-nots, we are setting ourselves up for an 8-billion-strong world filled with tensions and mistrust, crisis and conflict,” said António Guterres, UN Secretary-General.

A more demographically diverse world than ever before

While the world's population will continue to grow to around 10.4 billion in the 2080s, the overall rate of growth is slowing down. The world is more demographically diverse than ever before, with countries facing starkly different population trends ranging from growth to decline. Today, two-thirds of the global population lives in a low fertility context, where the lifetime fertility is below 2.1 births per woman. At the same time, population growth has become increasingly concentrated among the world's poorest countries, most of which are in sub-Saharan Africa. Against this backdrop, the global

community must ensure that all countries, regardless of whether their populations are growing or shrinking, are equipped to provide a good quality of life for their populations and can lift up and empower their most marginalised people.

“A world of 8 billion is a milestone for humanity – the result of longer lifespans, reductions in poverty, and declining maternal and childhood mortality. Yet, focusing on numbers alone distracts us from the real challenge we face: securing a world in which progress can be enjoyed equally and sustainably,” said Dr Natalia Kanem, UNFPA Executive Director. “We cannot rely on one-size-fits-all solutions in a world in which the median age is 41 in Europe compared to 17 in sub-Saharan Africa. To succeed, all population policies must have reproductive rights at their core, invest in people and planet, and be based on solid data.”

Complex linkages between population, sustainable development and climate change

While the day of 8 billion represents a success story for humanity, it also raises concerns about links between population growth, poverty, climate change and the achievement of the Sustainable Development Goals. The relationship between population growth and sustainable development is complex.

Rapid population growth makes eradicating poverty, combating hunger and malnutrition, and increasing the coverage of health and education systems more difficult. Conversely, achieving the SDGs, especially those related to health, education and gender equality, will contribute to slowing global population growth.

Relatedly, although slower population growth – if maintained over several decades – could help to mitigate environmental degradation, conflating population growth with a rise in greenhouse gas emissions ignores that countries with the highest consumption and emissions rates are those where population growth is already slow or even negative. Meanwhile, the majority of the

world's population growth is concentrated among the poorest countries, which have significantly lower emissions rates but are likely to suffer disproportionately from the effects of climate change.

“We must accelerate our efforts to meet the objectives of the Paris Agreement as well as achieve the SDGs,” said Li Junhua, UN Under-Secretary-General for Economic and Social Affairs. “We need a rapid decoupling of economic activity from the current over-reliance on fossil-fuel energy, as well as greater efficiency in the use of those resources, and we need to make this a just and inclusive transition that supports those left furthest behind.”

The need for a sustainable future built on rights and choices

In order to usher in a world in which all 8 billion people can thrive, we must look to proven and effective solutions to mitigate our world's challenges and achieve the SDGs, while prioritising human rights. In order to pursue these solutions, increased investment from member states and donor governments is needed in policies and programmes that work to make the world safer, more sustainable and more inclusive.

Key facts and figures at a glance

- It took about 12 years for the world population to grow from 7 to 8 billion, but the next billion is expected to take approx 14.5 years (2037), reflecting the slowdown in global growth. World population is projected to reach a peak of around 10.4 billion people during the 2080s and to remain at that level until 2100. For the increase from 7 to 8 billion, around 70 per cent of the added population was in low-income and lower-middle-income countries.
- For the increase from 8 to 9 billion, these two groups of countries are expected to account for more than 90 per cent of global growth.
- Between now and 2050, the global increase in the population under age 65 will occur entirely in low income and lower-middle-income countries, since population growth in high-income and upper-middle-income countries will occur only among those aged 65 years or over.

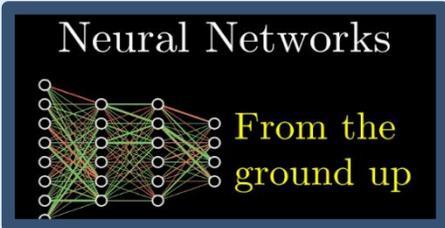
Source: [Link](#)

Websites of the Week

- 🕒 [What is Human Memory?](#)
- 🕒 [Project Knowledge Management](#)
- 🕒 [Functions of Human Resource Mg.](#)
- 🕒 [On Strategic Thinking](#)
- 🕒 [Sleeping in Artificial Neural Networks!](#)

Books of the Week

Videos of the Week



What is a Neural Network?



What is a Knowledge Graph?



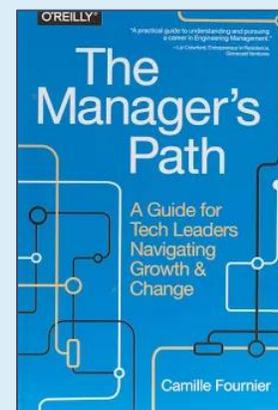
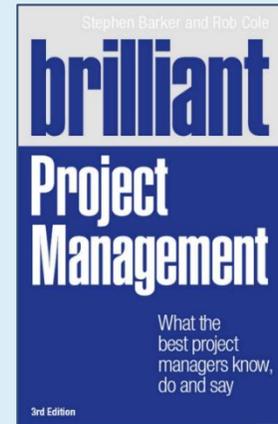
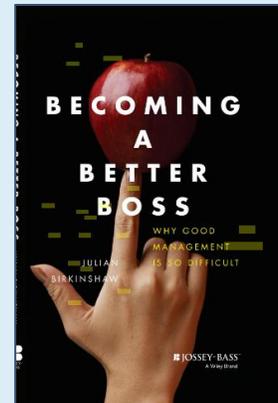
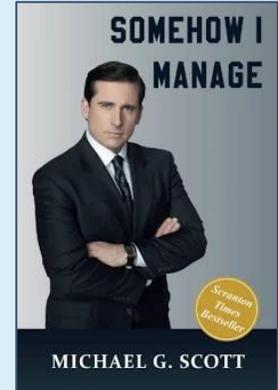
Six Lessons for the Modern Strategist



How Capitalism Works



Strategy and Culture



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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

GREEK MYTHOLOGY, GREEK STORIES

True Happiness. Psyche (meaning mind) was one of the most beautiful girls of her time; therefore, wishing to attract her attention, wealthy and handsome men from different parts of the kingdom were coming to worship her beauty and express their admiration. She was considered to be in a higher level of beauty compared to Aphrodite, the goddess of beauty and love. As her temples were abandoned, Aphrodite could not tolerate that a mortal girl be recognised as her competitor; consequently, she asked for help from her son, Eros, to make Psyche fall in love with the most terrible person in the world. Meanwhile, Psyche did not feel happy because she could not really fall in love with anybody. Following the advice of Apollo, she was left alone in the mountain and the day after, she found herself in a castle where she realised her invisible, kind and caring husband. Being tempted to see who this man is, she decided to see his face using an oil lamp in the night, but surprisingly instead of the beast she anticipated to meet, she saw the lovely god, Eros. They have been separated and she asked Aphrodite to help her to join Eros again and as she was now fearless to go for her love, she accepted dangerous rules that Aphrodite defined her. On the other hand, Eros asked Zeus to help Psyche and keep her safe. Zeus went beyond the expectations and gave Psyche the immortality and two lovers joined eternally. The reunion of Psyche and Eros suggests the modification between love and thought that should come into consideration; otherwise, the person will never be happy. Life full of thought and without love does not end in eternal happiness as the opposite case is invalid, too.



Dimitrios Avgerinos
Lecturer

Areas of expertise:

Mathematics, Systems Biology,
Environmental Engineering

QUANTUM SIMULATION

Scientists simulate 'baby' wormhole without rupturing space and time. The first known report of a quantum 'simulation' of a holographic wormhole on a quantum processor was published in *Nature* this week. The demonstration, performed using the Google Sycamore processor, represents a step towards the possibility to study quantum gravity in the laboratory, general relativity describes the physical world at high energies or matter densities, for instance in astrophysical objects. Quantum mechanics describes matter at atomic and subatomic scales. Quantum gravity is a hypothetical physical theory that would describe objects where both these instances are relevant, such as the interior of black holes. However, quantum mechanics and general relativity are fundamentally incompatible, and there is therefore no consensus on a theory of quantum gravity. The holographic principle is a way to connect different theories that might help reconcile quantum mechanics and general relativity, explaining relativity as emergent from quantum physics in a restricted physical system. Following this principle, Maria Spiropulu and colleagues designed a simple system to simulate a holographic wormhole — where the properties of a suitably designed quantum system match what is expected in a gravitational system. The quantum simulation is performed using a quantum computer, consisting of a nine-qubit circuit. A qubit teleported across the processor exhibits the same dynamics as a qubit would be expected to while crossing a traversable wormhole. The experiments offer a first demonstration of the potential future feasibility of using quantum computers to test theories of quantum gravity. Source: [Link](#)



Dr Mariusz Dramski
Dean of Computer Science and Informatics

Areas of expertise:

Artificial Intelligence, Data and Process Mining,
Project Management

**ARTIFICIAL NEURAL NETWORKS /
IMAGE RECOGNITION SYSTEMS**

SaraVision. Image recognition systems based on artificial neural networks work very well nowadays. Nevertheless, the very process of their formation is quite complicated. First, creators need to build a database of relevant images. Sometimes you can use stock images available for a small fee. Very often, however, the image database must be created from scratch, which of course becomes time-consuming and thus expensive. Once we have the database of images, we need to divide it into training and test images. Training a neural network to recognise images is usually supervised and requires many presentations of a given image until the model learns to recognise it. What we see in the already operating system is the final product. Image recognition systems are available almost everywhere. Today, we no longer have to stop at toll booths to pay the toll. This is done automatically. However, work on improving these systems is still underway, with particular attention to the speed of learning and incomplete information. The Polish project SaraVision, which was created in cooperation with Google and Amazon, is interesting. Its innovation lies in the fact that only a few presentations of the reference image are required for the learning process. The angle from which we look at the image is not important, we do not need great computing power, etc. More information at <https://saraai.com/>



Dr Kamyar Esmaeili Nasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

HUMAN RESOURCES

How do you continue to attract employees, hire effectively and reward your people for a job well done when business perks no longer work? This is the trend that I will talk about in this article. This was the most obvious of workplace pandemic challenges - scores of employers found their perks weren't enough to battle the effects of the great resignation, and entire systems of recruitment, retention and performance reward were turned upside down. First, forward-thinking employers turned to new and enhanced benefits to help employees through the rapidly evolving workplace, and the world for that matter. From physical, mental and financial health to remote and flexible working arrangements, to psychological safety and a revamped attitude to people development, performance management and feedback, the latest developments have shed light on what is most important to people. employers must focus on personalisation, employee feedback and lifestyle needs as the primary drivers of post-pandemic, contemporary benefit strategies. Consider the elevation of remote work to the pantheon of work perk demands. No longer can benefit structures be place-bound, so make your benefits work for your people, where they work, how they work and why they work. Involve your teams! Put the personal in personal work perks! If your perks are not relevant, they aren't working, and they certainly won't attract skilled talent. Flexibility means focusing on worker perk relevancy above all else. Put wellbeing and wellness at the heart of your work perks and use your benefit offers to remind your team you don't just want to celebrate their performance but that you value their health and happiness. In the field of changing employee benefits, there is a report in Harvard Business Review written by Tim Allen, which you can read at this [link](#).



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

UNWTO has welcomed 18 new Affiliate Members into its global network. The newly admitted UNWTO members reflect the diversity of the broad tourism sector, with private companies, Destination Management Organisations, universities, professional associations, Intergovernmental Organisations and NGOs, all represented. The new additions also reflect UNWTO's global mission, six from Europe; four from the Americas; four from Asia and the Pacific; two from Africa and two from the Middle East. In accordance with the current legal process of admission, the 18 candidatures were submitted for consideration and approval of the 117th Executive Council after being previously reviewed and endorsed by the Committee on Matters related to Affiliate Membership, during the meeting of the Committee that took place on 17 November. With this official approval of the Executive Council, the new members can enjoy all the rights and benefits corresponding to this UNWTO membership, in accordance with the statutes and rules of the organisation. For more information visit this [link](#). Zurab Pololikashvili, UNWTO Secretary-General, said: "We are proud to see the Affiliate Members network growing while adding value to the organisation and wish a warm welcome to the 18 new entities joining our community." Bringing together over 500 companies, educational and research institutions, destinations and NGOs, the UNWTO Affiliate Members provides a space for members to engage in dialogue, share information and take further action. Its principal mission is to foster synergies among Affiliate Members and Member States and to promote the exchange of knowledge among key stakeholders with the objective of contributing to the promotion of the United Nations Sustainable Development Goals.



Dr Konstantinos Kiousis
Lecturer

Areas of expertise:

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

WORLDWIDE COST OF LIVING

The Economist Intelligence Unit (EIU) released this year's Worldwide Cost of Living Index. According to it, the average cost of living is up 8.1% in 2022, mostly due to the Russian war in Ukraine as well as to the lingering effects of the pandemic. The EIU tracks everyday expenses in 172 cities around the world producing yearly results as far as the most expensive cities to live in are concerned. This is the first time that New York, the biggest city in the United States, has landed first place in a tie with frequent winner Singapore while, on the other hand, last year's winner, Tel Aviv, fell to third place. Los Angeles followed in fourth place, alongside Hong Kong. As expected, there are four European cities in the top 10 with Zurich (sixth place) the highest and Paris, Copenhagen and Geneva rounding out the rest. Unsurprisingly, Moscow saw significant hikes in cost-of-living expenses, while Kyiv was not analysed this year. Three other European cities, Stockholm, Lyon and Luxembourg declined on the list. In total, 22 of the 172 cities the EIU tracks annually are in the US, where every single one experienced a rise in inflation this year. People feel that every month, when household bills are due, the cost of living has gone up again. The Russian war in Ukraine, western sanctions on Russia and China's zero-Covid policies have caused supply-chain problems that, combined with rising interest rates and exchange-rate shifts, have resulted in a cost-of-living crisis around the world. The impact in this year's index is very clear, as the average price rise is the strongest in the last 20 years. It is not only the rise in petrol prices which was particularly strong, but also food, utilities and household goods are all getting more expensive for city-dwellers. For more information about this interesting topic, please visit [Link1](#), [Link2](#) and [Link3](#).



Flavio Andrew Santos
Lecturer

Areas of expertise:

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

TOURISM

TEN IMPORTANT WORLD TOURISM ISSUES FOR
2023, by David L. Edgell, Sr., Ph.D., Emeritus
Professor of Trade, Tourism, and Economic
Development, East Carolina University.

Top challenges confronting tourism according
to David L. Edgell, Sr., Ph.D.:

1. Determine the most effective approaches to regain the contributions of tourism during a global economic slowdown.
2. Research policies/plans for the most effective means to avoid negative outcomes of present and future pandemic viruses.
3. Examine long-term impacts on the tourism industry of overtourism, political disruptions, climate change and global warming.
4. Address safety, security and crime concerns in the global travel and tourism industry.
5. Identify transportation problems, especially with respect to airlines and cruise ships.
6. Recognise the need for increased global cooperation, coordination and leadership in tourism policy and planning.
7. Develop consistent global rules and restrictions with respect to visas and entry procedures during pandemic situations.
8. Maintain a well-educated, trained, engaged and experienced workforce in order to deliver quality tourism experiences.
9. Explore the effect on travel from natural/human-induced disasters and health/humanitarian crises and military disruptions.
10. Manage sustainable tourism effectively to protect the environment and to provide economic benefits to local communities.

For the whole publication, please check out these books: *Tourism Policy and Planning* (third edition manuscript 2023, Edgell and Swanson); book: *Managing Sustainable Tourism: A Legacy for the Future* (third edition-2021, Edgell); book manuscript: *The Worldly Travelers: Their Lives and Journeys Changed the World* (2022, Edgell and Kogos); draft of a partial book chapter manuscript for the book: *Routledge Handbook of Trends and Issues in Global Tourism* (Morrison and Buhalis-2022).



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