

BSBI Gazette

Editor: Professor Dr. Kyriakos Kouveliotis FRSA /
Associate Editors: Dr. Farshad Badie / Dr. Anna Rostomyan

berlinsbi.com

Editorial



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

For this week's Editorial, I want to post a very fruitful infographic for our students:

10 Primary Habits of Successful Students

- Time Management for getting Organized
- No Multitasking
- Ask questions
- Set a schedule
- Take notes
- Do not study at the cost of your sleep
- Facing the mistakes with courage and finding the methods to correct them
- Study in a group
- Do not take much help from the parents
- They know that life is much more than school, but together with it understand how important is the school

Photo of the Week



Inspirational Quotes

“Keep your thoughts positive because your thoughts become your words.”
 – **Mahatma Gandhi**

“One positive thought produces millions of positive vibrations.”
 – **John Coltrane**

“Once you replace negative thoughts with positive ones, you’ll start having positive results.”
 – **Willie Nelson**

“Live life to the fullest, and focus on the positive.”
 – **Matt Cameron**



Quote of the Week

But you will admit that it is a very good thing to be alive.

— **L. Frank Baum**

Article of the Week



Dr. Noah Mutai
Lecturer

Areas of expertise:

Applied Statistics, Econometrics,
Business Analytics

Machine Learning in Healthcare

Abstract

Machine learning's role in healthcare advances medical data analysis, disease detection, and patient care. This study explores its applications in medical data interpretation, illness prediction, and treatment enhancement. Despite barriers like ethical concerns and data privacy, the study addresses these issues and envisions a collaborative future between healthcare and machine learning. Explainable AI enhances transparency. Overcoming these challenges is crucial to harness machine learning's potential in revolutionizing medical diagnosis and treatment.

Keywords: Disease Prediction, Machine Learning, Medical Imaging, Ethical Considerations, Personalized Medicine, Explainable Artificial Intelligence.

1. Introduction

Machine Learning (ML) in healthcare employs algorithms to interpret complex medical data, aiming to extract insights and predictions from vast datasets. This approach, informed by patterns and trends, enhances decision-making for clinicians and researchers (Qiu et al., 2022). ML's transformative potential lies in its ability to deliver precise diagnoses, personalized treatments, and better patient results (Arafah et al., 2023). ML aids physicians in tasks such as diagnosis, therapy selection, and risk prediction, elevating efficiency for patients and professionals alike. The integration of robots and artificial intelligence (AI) in healthcare is expanding. These technologies enhance accuracy, reduce errors, and elevate patient outcomes. Surgical robots, enhancing precision, minimize human errors during complex procedures (Kayani and Haddad, 2019). AI-driven rehabilitation equipment tailors therapies and monitors recovery progress. Moreover, AI-powered diagnostics analyze medical images and patient data for early illness detection, facilitating timely interventions.

Page 2

Customized treatments, made possible through ML's pattern recognition in extensive patient data, address unique healthcare needs (Silva et al., 2022). This individualization yields improved outcomes. Overall, ML and AI hold substantial potential for revolutionizing healthcare, delivering precise diagnoses, tailored treatments, and elevated patient results.

2. Implications of Machine Learning on Patient Care

The impact of machine learning on healthcare is profound. Integrating machine learning algorithms in medical procedures can lead to faster, precise diagnoses by uncovering hidden patterns in patient data. This enables early illness detection and effective treatment. Machine learning aids in treatment selection and optimization by predicting ideal options based on patient history and genetics. Additionally, it anticipates patient outcomes, allowing focused therapies. Automation streamlines administrative tasks, freeing healthcare practitioners for direct patient care. Furthermore, machine learning identifies individual characteristics and genetic markers from vast patient data, informing personalized treatments. Overall, machine learning enhances patient care through rapid, accurate diagnoses, tailored treatments, and improved outcomes (Hevia-Montiel et al., 2022).

3. Challenges in Implementing Machine Learning in Healthcare

Implementing healthcare machine learning raises concerns including data privacy and security due to sensitive patient information. Ensuring stringent protocols safeguard patient privacy and deter unauthorized access is paramount. Moreover, transparent, interpretable machine learning models are essential. This facilitates practitioners' comprehension of algorithm predictions, enabling informed decisions. Addressing algorithmic biases is critical to prevent healthcare disparities stemming from racial or cultural prejudices. Over-reliance on AI might risk de-skilling healthcare professionals. Continuous validation and monitoring of machine learning algorithms are necessary to ensure real-world effectiveness. In summary, while healthcare machine learning promises improvements in diagnosis and treatment, challenges such as data security, bias mitigation, and skill retention necessitate careful consideration.

4. Real-world Applications of Machine Learning in Healthcare

In healthcare, machine learning is pivotal, especially in medical image analysis. This practice has revolutionized diagnosis accuracy through swift identification of illnesses using X-rays, MRIs, and CT scans. Machine learning also influences drug research, predicting drug efficacy and safety, and streamlining discovery processes by analyzing genetic data and clinical trials. Customized medicine utilizes machine learning to personalize therapies based on genetic and medical history data, while administration benefits from the technology by optimizing the

resource allocation and predicting patient demand. Overall, machine learning transforms healthcare with precise diagnostics, drug advancement, personalized treatments, and efficient resource management (Silva et al., 2022).

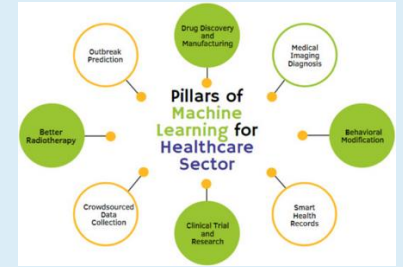


Figure 1 source: Javaid et al (2022, p. 59) [link](#)

5. Ethical Considerations in Machine Learning Healthcare Applications

In healthcare applications of machine learning, ethical considerations are vital. Algorithmic bias poses a key issue—biased outcomes can arise from flawed training data, perpetuating disparities. Transparency matters, especially in healthcare. Understandable algorithms ensure practitioners and patients grasp their functioning, critical due to life-altering implications. A concern is overreliance on algorithms, possibly diminishing clinical skills. As machine learning's role expands in healthcare, balanced integration is crucial to retain sound decision-making abilities among practitioners.

6. The Future of Machine Learning in Healthcare

The future of machine learning in healthcare is bright. There is continuing research and development to improve the capabilities and uses of AI in medicine. These projects try to overcome the constraints and problems of using machine learning in healthcare, such as algorithmic bias and the need for openness. Furthermore, there is an increasing interest in employing machine learning algorithms for customized medicine. These algorithms can evaluate large volumes of patient data to detect trends and predict individual patients' reactions to various treatments or interventions (Silva et al., 2022).

7. Conclusion

To summarize, the use of machine learning in healthcare has the potential to significantly enhance accuracy, efficiency, and cost-effectiveness. Machine learning algorithms could facilitate customized care, diagnose illnesses at an early stage, and forecast future dangers by harnessing artificial intelligence and analyzing large volumes of patient data. To summarize, the use of machine learning in healthcare has the potential to significantly enhance accuracy, efficiency, and cost-effectiveness.

References

- Arafah, A., Khatoun, S., Rasool, I., Khan, A., Rather, M. A., Abujabal, K. A., ... & Rehman, M. U. (2023). The future of precision medicine in the cure of Alzheimer's disease. *Biomedicine*, 11(2), 335.
- Hevia-Montiel, N., Perez-Gonzalez, J., Neme, A., & Haro, P. (2022). Machine Learning-Based Feature Selection and Classification for the Experimental Diagnosis of *Trypanosoma cruzi*. *Electronics*, 11(5), 785.
- Kayani, B., & Haddad, F. S. (2019). Robotic unicompartmental knee arthroplasty: current challenges and future perspectives. *Bone & Joint Research*, 8(6), 228-231.
- Silva, G. F., Fagundes, T. P., Teixeira, B. C., & Chiavegato Filho, A. D. (2022). Machine learning for hypertension prediction: a systematic review. *Current Hypertension Reports*, 24(11), 523-533.

Websites of the Week

- 🕒 [What AI is According to Marr](#)
- 🕒 [What is the Future of AI?](#)
- 🕒 [Positive Thinking](#)
- 🕒 [Legislation vs Regulation](#)
- 🕒 [Intercultural Communication](#)

Books of the Week

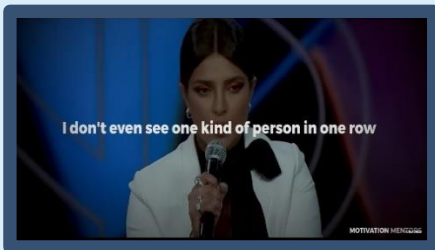
Videos of the Week



The Mindset of a Winner
By Kobe Bryant



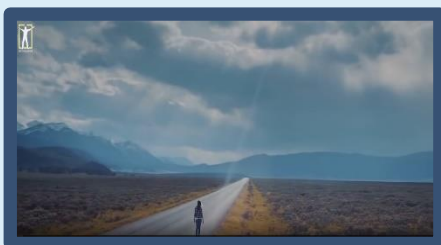
The ONLY way to stop procrastinating
By Mel Robbins



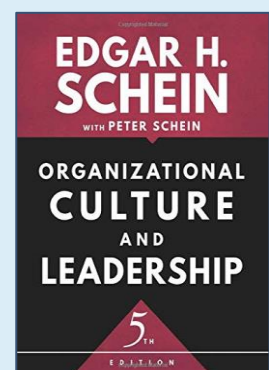
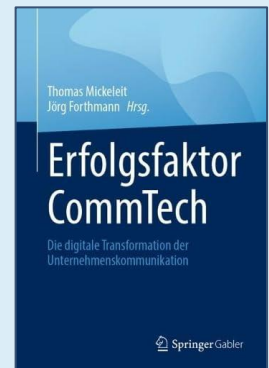
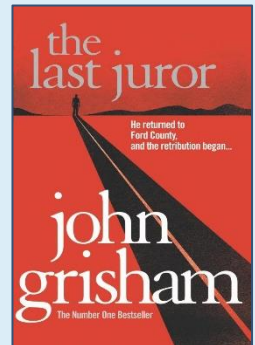
Priyanka Chopra's Motivational Speech



What is Strategy?



The No.1 Habit Billionaires Run Daily



**BERLIN SCHOOL OF
BUSINESS & INNOVATION**

Week in Review

All you need to know about everything that matters



Dr. Niloufar Aminpour

Lecturer/Academic Initiatives Coordinator

Areas of expertise:

Gender Studies, 20th Century American Drama,
Literary Criticism

PSYCHOLOGY

The Dichotomy of Self-Esteem

The development of a robust feeling of self-esteem is crucial for the maintenance of our psychological well-being. Self-evaluation plays a crucial role in determining our self-esteem and has a significant impact on our decision-making processes, social relationships, and general perspective on the world. Nonetheless, it is crucial to recognize the delicate distinction between a healthy level of self-esteem and an excessive level of self-esteem, since the latter can potentially result in the development of narcissistic tendencies, so causing harm to both the individual and their surrounding environment.

Developing a comprehensive comprehension of one's own self, encompassing both personal qualities and limitations, holds significant importance. Individuals who possess a positive sense of self-esteem do not exhibit feelings of superiority towards others. Instead, they possess the ability to recognize and appreciate their own intrinsic value, while also being capable of acknowledging and learning from their own errors without causing harm to their self-perception. Individuals exhibit resilience by acknowledging that setbacks and failures are inherent components of human experience.

Individuals are capable of establishing significant interpersonal relationships without consistently pursuing external validation. On the other hand, an excessive level of self-esteem, particularly when it reaches the point of narcissism, can have detrimental effects. Individuals exhibiting narcissistic tendencies are characterized by a strong desire for praise and validation, a deficiency in empathy, and the display of an exaggerated sense of self-confidence.

Individuals exhibit anger or aggression in response to a lack of acknowledgment.

The aforementioned differentiation is particularly conspicuous within the contemporary context of social media, wherein the quantification of one's worth is often seen through metrics such as likes, shares, and comments. The differentiation between narcissism and healthy self-esteem lies in the enduring requirement for external validation. The duality is also influenced by the cultural milieu: cultures that place a high emphasis on individualism and the pursuit of achievement may inadvertently cultivate narcissistic tendencies among their members, whereas collectivist cultures prioritise communal well-being and the maintenance of harmonious relationships. The utilisation of reflection, heightened awareness, and expert advice can effectively facilitate the navigation of this inherent duality. Recognising and accepting one's personal strengths and shortcomings is a crucial aspect of personal development, as it allows individuals to have a comprehensive understanding of their own abilities and limitations. However, it is imperative to avoid allowing these attributes to solely shape one's character or self-esteem. The optimal foundation of self-esteem ought to stem from inherent and genuine qualities, rather than being contingent upon external affirmations.



Hamid Azad

Lecturer

Areas of expertise:

Technology in Education; Creativity in
Language Learning; Monitoring and
Supervision in Language Acquisition

**LANGUAGE ACQUISITION/
COGNITIVE SCIENCE**

Language Learning and Brain Development

Learning a new language is an incredibly multifaceted endeavor that extends far beyond mere communication.

Encouraging open communication, recognizing

It is a captivating journey that not only allows us to connect with others but also serves as a remarkable exercise for our brain.

The process of language acquisition has been extensively studied and has been found to have a profound impact on the development and function of our intricate neural network.

Countless studies conducted by esteemed researchers from around the globe have unequivocally demonstrated the myriad benefits of language learning. One of the most remarkable findings is that it can significantly enhance our cognitive abilities. As we embark on the path of acquiring a new language, our brain is stimulated in ways that challenge and stretch its capabilities. The intricate dance between our brain's various regions, such as the prefrontal cortex, hippocampus, and temporal lobe, is orchestrated with precision as we grapple with new vocabulary, grammar rules, and pronunciation.

Moreover, the process of language learning has been shown to have a positive impact on brain health. It acts as a mental workout, akin to a rigorous exercise regimen for our most vital organ. Just as physical exercise strengthens our muscles and improves our overall physical well-being, language learning exercises our brain, enhancing its resilience and promoting its longevity. The constant mental gymnastics required to master a new language stimulate the growth of new neural connections, fortifying our brain's neural pathways and bolstering its overall health.

Furthermore, the benefits of language learning extend beyond the realm of cognitive abilities and brain health. It has been found to enhance our creativity, problem-solving skills, and even our ability to empathize with others. As we immerse ourselves in a new language, we gain a deeper understanding of different cultures, traditions, and perspectives. This newfound knowledge broadens our horizons and enriches our lives, fostering a sense of global interconnectedness and empathy.

In conclusion, the process of learning a new language is a captivating and transformative journey that not only facilitates communication

but also serves as a remarkable exercise for our brain. The extensive research conducted in this field has unequivocally demonstrated the profound impact of language learning on our cognitive abilities, brain health, creativity, problem-solving skills, and empathy. So, let us embark on this extraordinary adventure, for in doing so, we not only expand our linguistic repertoire but also nurture and strengthen the very essence of our being - our brain.



Dr. Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Unveiling the Role of Happiness in Emotional Intelligence

In the realm of emotional intelligence, a factor that shines brilliantly is none other than happiness. Beyond the fleeting smiles and momentary joy, happiness holds a significant role in fostering a sustainable and thriving work environment.

It is a sentiment that goes beyond individual contentment, impacting team dynamics, employee retention, and overall organizational success. Happiness, in the context of emotional intelligence, refers to a profound sense of well-being, contentment, and positivity. This emotional facet is not merely a fleeting emotion but a consistent state of mind that influences how individuals perceive and react to challenges, setbacks, and interactions.

Why is happiness crucial within the scope of emotional intelligence? The answer lies in its ripple effect on various aspects of workplace sustainability. When employees are genuinely happy, they are more likely to cultivate strong interpersonal relationships, collaborate effectively, and embrace change with optimism. This, in turn, boosts team cohesion and innovation, leading to a more resilient and adaptable organization. The impact of happiness on sustainability is undeniable. Happier employees tend to exhibit higher levels of engagement and loyalty, reducing turnover rates and recruitment costs. Their ability to handle stress improves, allowing them to navigate high-pressure situations more effectively.

Moreover, happiness fosters a sense of belonging and purpose, contributing to a positive work culture where individuals are motivated to contribute their best. Developing happiness within the work environment requires a multi-faceted approach.

It begins with leadership that prioritizes employee well-being and models a positive attitude. Encouraging open communication, recognizing achievements, and providing opportunities for skill development can contribute to a happier workforce. Implementing flexible work arrangements, wellness programs, and mental health support mechanisms also play pivotal roles. Happiness is not just a fleeting emotion; it's a cornerstone of emotional intelligence with far-reaching effects on workplace sustainability. Nurturing happiness within the work environment results in a workforce that is emotionally resilient, socially connected, and motivated to excel. As organizations invest in cultivating this facet of emotional intelligence, they lay the foundation for long-term success, growth, and a harmonious workplace that stands the test of time.

Useful links: [Link1](#), [Link2](#), and [Link3](#).



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

Trends Shaping the Meetings Scene in 2023

At the mid-point of 2023, six trends remain prominent in the meetings and events space, impacting planners and their stakeholders: inflation; the decentralized workforce; attendee well-being; issues around diversity, equity, and inclusion; technology; and sustainability.

In a late July episode of The Business of Travel, the podcast of the Global Business Travel Association, meeting executives from Shell and Amgen spoke with Dan Humby, co-chair of GBTA's Meetings & Events Europe Committee and vice president of sales, Europe for Groups360, about these trends and how they're affecting their meetings and events. For more information visit the following [link](#).

"Inflation is a very big topic across all businesses. And yeah, obviously, we're seeing an increase in meeting costs, which affects our budgets not only for this year, but we've already started budgeting for next year," said Jason Hart, strategic sourcing manager at Amgen. He noted that with meetings, "you don't just want the lowest price, which is the traditional procurement thing. It's about working with our partners and our agencies trying to make it work for both parties."

With a significant number of employees now working out of home offices in the wake of Covid, Humby commented that more stakeholders are aware of the indirect value of meetings and events.

"We saw an initial surge in meeting demand through the recovery period, but there was a lot of speculation that it would plateau after that," he said. "But I think the reality is that organizations are recognizing the value of bringing people together particularly to drive culture."

Through Covid and the return to work, work-life balance was at the fore for Shell, and it has "continued as a legacy" of that period, Pape said. "Now when people are meeting, whether in the office or out of the office, they want the same well-being benefits."

Commenting on inclusion, Pape noted that accessibility questions became part of the meeting request form at Shell about two years ago. "And this is really just intended as a prompt," she said. "Most people don't know everybody who will be coming to their meeting from the beginning, but it is a prompt to think about what type of meeting space will suit all people, and also to have that conversation with your meeting participants."

"We're using a booking tool, a meeting request form, and other tools," said Hart. "The data that comes out of that is really important in terms of what we're spending and who we're spending it with." The tools, he noted, are making an important difference for smaller meetings or offices in smaller countries that do not have agency support. "That's where we see technology really helping us. There may have been some leakage previously because they would have just planned meetings on their own, but now we can potentially look at it and manage it."

The podcast participants emphasized that, at a minimum, it is critical to get started with sustainability. "If we were to wait to implement sustainability into our meetings program until we have the solutions for everything, I think we would never get started," Pape said. "It's all about working with our vendors to understand their sustainability credentials, adding those into the RFP, and encouraging our meeting requests to look at sustainable options." [source](#) In conclusion, the meetings scene is evolving rapidly, driven by technological advancements, changing attendee expectations, and global dynamics. The key is to strike a balance between leveraging technology for engagement and maintaining the human connections that make events truly meaningful.





Dr. Konstantinos Kiouis
Lecturer

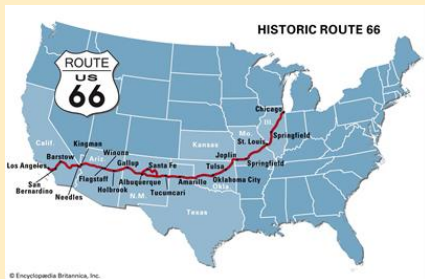
Areas of expertise:

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

HISTORY/GEOGRAPHY

Route 66: The Ultimate Road Trip through American History

U.S. Highway 66, popularly known as Route 66, or the "Main Street of America", or the "Mother Road", is a highway that winds its way through the heart of the United States. Spanning 2448 miles (~4000km) from Chicago, Illinois, to Santa Monica, California, this iconic road has etched its place in history and popular culture.



Route 66 was established in 1926 as part of the U.S. Highway System and soon became a symbol of westward expansion and the American dream, as countless migrants sought a better life along its path. The highway's charm goes beyond its historical significance, as Route 66 cuts through diverse landscapes offering travelers a kaleidoscope of American culture and natural beauty. One of Route 66's enduring charms lies in its quirky roadside attractions. From oversized sculptures to neon-lit motels and classic diners, the route is a treasure of nostalgia that may take travelers on a journey back in time, offering a glimpse into the bygone era of American road travel. There are more than 250 buildings, bridges, road alignments and other sites along Route 66 that are listed on the National Register of Historic Places.



Though Historic Route 66 no longer holds the same importance in modern transportation, its allure remains strong, as travelers from all corners of the globe still undertake the pilgrimage along this historic road.

Its enduring spirit lies in the sense of adventure, the remembrance for simpler times and the lure of the open road. Route 66 serves as a reminder of the resilience of the American dream and the enduring appeal of exploration. As you traverse the miles of this iconic highway, you're not just driving, you're embarking on a journey through the heart of America.

If you would like to have a glimpse of Route 66, or you are planning your road trip, please visit [Link1](#) and [Link2](#).



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

MANAGEMENT

The Value of Certification in Project Management

One of the most popular international certificates in project management is the Project Management Professional (PMP) certification, offered by the Project Management Institute (PMI). The PMP certification is widely recognized respected in the project management field and is sought after by professionals looking to enhance their project management skills and advance their careers. To obtain the PMP certification, candidates must meet certain education and experience requirements and pass a rigorous examination that tests their knowledge and application of project management principles, processes, and best practices. The PMP certification is not limited to a specific industry, making it valuable across a wide range of sectors and organizations.

The value of certification in project management, such as the PMP, lies in several key aspects. Firstly, it provides a standardized and globally recognized benchmark of project management knowledge and competency. Holding the PMP certification demonstrates that an individual has a solid understanding of project management principles and practices, making them more credible and trustworthy in their role. Secondly, the certification enhances career opportunities and employability.

Many organizations specifically seek PMP-certified professionals to lead their projects, as it gives them confidence in the individual's ability to deliver successful outcomes. Thirdly, the certification can lead to higher earning potential. PMP-certified professionals often command higher salaries than their non-certified counterparts due to their proven expertise and the value they bring to projects.

Lastly, the certification encourages ongoing professional development. PMP-certified professionals are required to earn professional development units (PDUs) to maintain their certification, ensuring they stay up-to-date with the latest project management practices and trends, which benefits both their careers and the organizations they work for.



Dr. Anna Rostomyan
Lecturer

Areas of expertise:

Cognitive Science, Neuropsychology of Emotions, Emotion Management, Education

PSYCHOLOGY

The Importance of a Positive Mindset

Mindset refers to our state of mind, the way that we think and feel and how this influences our external verbal and non-verbal behaviour in the process of interpersonal interaction.

Mindsets can be held by an individual or by a group of people. A group of people who live in the same place and are taught the same things might share a world view that affects their mindset altogether.

For example, if everyone in a school was told that their exams were going to be really hard, and they were not capable of passing them, all the students would have a negative mindset towards exams all in all, thinking that the exams were going to be way too hard and that they would fail. And just vice versa: if they are told that it is easy to pass exams, even if they are hard, they will have a positive mindset and, hence, their positive attitude will guide them towards resultant success. This concerns not only the educational sphere, but also both the business world and our personal lives.

Our mindset is, in fact, an attitude that affects how we perceive the world, the way we see ourselves as a physical entity and as a part of the world.

In this respect, it is very important to highlight the importance of a positive mindset, which guides us throughout our lives.

Having a positive mindset, or otherwise a positive mental attitude, actually means that we are optimistic about the world around us, and we expect that good things will happen to us.

The first step to achieving a positive mindset is to have positive thoughts. Besides, it is also important to note that positive thoughts help us have a more positive perspective towards life that has the ultimate chance of making our lives much more enjoyable and valuable.

Other traits of a positive mindset are resilience and acceptance, mindfulness, being very attentive, mindful and considerate about the

outward situation, and last but not least, having an optimistic worldview, namely always seeing the glass half full instead of half empty.

As a matter of fact, it is a set of optimism beliefs that shape how we make sense of the outward world and our internal selves. It influences how we think, feel, and behave in any given situation at hand, being the prerequisite for either our success or failure.

So, your PQ (Positive Intelligence Quotient, or Positivity Quotient for short) measures the relative strength of your positive versus negative mental muscles. PQ is the measure of your mental fitness. Take our PQ Score assessment to discover how often your mind is serving you versus sabotaging you.

To sum up with, a positive mindset is a true gift, which can both be an inborn quality and be a taught skill that has the utmost potential of upgrading our lives, both in private and in business.



Infographic source [link](#)

FROM OUR STUDENTS



Artem Lomakin
CUC MBA master

Areas of expertise:

MBA, International Relations, Global Governance, Secure Governance

EDUCATION

MBA: Perspectives of International Interaction and Cooperation in Education

"By empowering people to share, we make the world more transparent."

— **Mark Zuckerberg**

Under the theory of "globalization of education", today most people are rapidly moving towards

globalization and unification of almost all spheres of life of the population to the unity of the education system, the basic basis of which is the Bologna Process.

In this regard, a fair question arises: what progress has been made in the level of interaction between leading educational programs and universities that offer MBA educational programs?

The problem of interstate interaction and cooperation in sharing knowledge and teaching experience is a new and young space for scientific reflection and cooperation. In the search for ideal practices and methodologies in the field of collaboration, MBAs can be envisioned in the format of an academic community that comes together to reach agreements and adopt common MBA teaching methodologies and technologies. At the same time, the number of such schools is also growing - developed and developing countries are investing more resources in developing their own research programs.

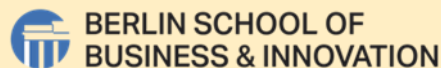


Furthermore, several scholars and specialists rightly attribute differences and competitive advantages to the field of rivalry.

Specialists believe that the "Matthew Effect" is also viable in the field of education. An educational institution with a rich economy and great fame gives more leverage than an ordinary institution that is not included in the rankings of leading universities.

Furthermore, there is a growing gap between approaches and opportunities. However, this field requires collaboration rather than rivalry, such opportunities are provided by the MBA space. The academic environment of MBA is unique and shows a positive tendency to establish long-term collaborative relationships. However, in the context of comprehensive globalization, this field can be a good base for convergence of best practices, allowing professionals from many countries to receive quality and better education around the world.

LINKS: [Link1](#), [Link2](#), [Link3](#), [Link4](#), [Link5](#).



All students are kindly invited to send their original texts to the Associate Editors: either to Dr. Farshad Badie to the email address:

farshad.badie@berlinsbi.com

or to Dr. Anna Rostomyan to the email address:

anna.rostomyan@berlinsbi.com



**BERLIN SCHOOL OF
BUSINESS & INNOVATION**