BERLIN SCHOOL OF BUSINESS AND INNOVATION / ISSUE 2 - 27.05.2022

BSBI Gazette

Editor: Prof. Dr. Kyriakos Kouveliotis
Associate Editor: Dr Farshad Badie

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EDITORIAL

For this week's Editorial I'm sharing one of the most motivational poems ever written:

If

by
Rudyard Kipling

If you can keep your head when all about you
  Are losing theirs and blaming it on you;
If you can trust yourself when all men doubt you,
  But make allowance for their doubting too;
If you can wait and not be tired by waiting,
  Or, being lied about, don't deal in lies,
Or, being hated, don't give way to hating,
  And yet don't look too good, nor talk too wise;
If you can dream—and not make dreams your master;
  If you can think—and not make thoughts your aim;
If you can meet with triumph and disaster
  And treat those two impostors just the same;
If you can bear to hear the truth you've spoken
  Twisted by knaves to make a trap for fools,
Or watch the things you gave your life to broken,
  And stoop and build 'em up with wornout tools;
If you can make one heap of all your winnings
  And risk it on one turn of pitch-and-toss,
And lose, and start again at your beginnings
  And never breathe a word about your loss;
If you can force your heart and nerve and sinew
  To serve your turn long after they are gone,
And so hold on when there is nothing in you
  Except the Will which says to them: "Hold on";
If you can talk with crowds and keep your virtue,
  Or walk with kings—nor lose the common touch;
If neither foes nor loving friends can hurt you;
  If all men count with you, but none too much;
If you can fill the unforgiving minute
With sixty seconds' worth of distance run—
  Yours is the Earth and everything that's in it,
And—which is more—you'll be a Man, my son!

The poem will also be presented in one of our future "Poetry Matinees" events. More details will follow so stay tuned!

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

PHOTO OF THE WEEK

INSPIRATIONAL QUOTES

"Be the change that you wish to see in the world."
— Mahatma Gandhi

"We are all in the gutter, but some of us are looking at the stars."
— Oscar Wilde

"It's never too late to be what you might have been."
— George Eliot

"I have not failed. I've just found 10,000 ways that won't work."

— Thomas A. Edison

ARTICLE OF THE WEEK

Responsible Innovation for a New Era in Science and Technology

By Izumi Nakamitsu

Izumi Nakamitsu is Under-Secretary-General and High Representative for Disarmament Affairs.

Today we are at the dawn of an age of unprecedented technological change. Sometimes referred to as the Fourth Industrial Revolution, this historic moment has inspired a growing consensus that recent developments in science and technology are of a unique nature, and likely to impact almost every facet of our daily lives. In areas from robotics and artificial intelligence (AI) to the material and life sciences, the coming decades promise innovations that can help us promote peace, protect our planet and address the root causes of suffering in our world. Our enhanced ability to interact through cyberspace is sustaining and reinforcing these broad technological strides, multiplying the opportunities we have to share information and build knowledge across our increasingly networked planet.

As United Nations Secretary-General António Guterres has argued, these technologies can accelerate the achievement of the 2030 Agenda for Sustainable Development and promote the values enshrined both in the Charter of the United Nations and the Universal Declaration of Human Rights. Yet along with unique potential, there are unique risks. Mitigating those risks will require new kinds of planning and collaboration.

Today's revolution differs from previous leaps forward in three fundamental ways, with important implications for our future peace and security. First, there is an incomparable level of technological diffusion, a democratization of means to create and access new technologies. Second, technological change is accelerating as combinations between innovations beget further advances and developments at speeds beyond historical precedent. Third, this revolution covers an unparalleled swath of human inquiry, bringing breakthroughs to disciplines from biology to computer science to materials technology.

The possibilities for improving the human condition through these developments are vast. Consider the field of medicine, where our burgeoning grasp of synthetic biology could someday help physicians tailor treatments to the needs of individual patients with extraordinary precision. This growing understanding is mirrored in outer space, where technology allows us a glimpse of distant worlds, even as it binds us closer together through our communication and transportation infrastructures back on Earth. Meanwhile, the on-demand production of customized parts and devices through additive manufacturing, also known as 3D printing, promises to tear down additional barriers in engineering and industry, accelerating progress even further.

These new characteristics, however, are also producing unique threats that are, sadly, as much a part of our current revolution as any that preceded it. History is replete with technological innovations created for humankind's benefit only to be applied for less benevolent enterprises.

New tools for biological modification and synthesis, designed to help scientists better understand disease, could be misused to increase the potency of infectious agents that could be used as weapons. In outer space, robotic systems designed to refuel or repair orbiting satellites could conceivably be used to carry out attacks, inflicting damage on other spacecraft. 3D printing has already been used to manufacture aircraft and missile components for militaries, and to produce handguns, causing serious concerns about proliferation among State and non-State actors. Vulnerabilities in cyberspace can also pose threats to banking systems, hospitals, electrical grids and other parts of our Internet-connected critical infrastructure.

In each of these areas, the weaponization of scientific and technological breakthroughs could have unintended, unforeseen and dangerous consequences. Additionally, advances in big data and AI have raised concerns about the emergence of machines with the power and capacity to take human lives without human control.

Lethal autonomous weapons systems—or, more colloquially, "killer robots"—could create new threats to international and regional stability. They could, for example, produce difficulties for the attribution of various hostile acts; create new risks for unintentional escalation of conflict; and, by promising casualty-free warfare, lower government thresholds for using force. Non-State actors, such as terrorist groups and transnational criminal networks, could harness related technology in service of their own agendas.

The Secretary-General has staked out a firm position on this issue, stating that autonomous weapons capable of killing people without human involvement would be "politically unacceptable and morally repugnant" and should be banned. The key question is how we diminish these many and varied risks without stifling our era's flourishing technological creativity and advances.

A vital first step for policymakers—particularly those tasked with negotiating multilateral treaties and international standards—is to build lasting partnerships with technical experts: scientists, engineers and doctors. These very different actors must learn how to talk to one another.

To understand the importance of these communities as advocates, consider the disarmament efforts of the cold war. Nuclear physicists, acting through new organizations and established institutions, helped to educate policymakers and the wider public about the catastrophic consequences of nuclear weapons, including the "nuclear winter" that could result from their exchange. Bringing this type of advice and activism inside the policymaking "tent" is even more crucial for today's innovations in military technology, which generally originates in the private sector.

Scientists, engineers and entrepreneurs possess unique authority when discussing the emerging threats in their areas of expertise. We have already witnessed this, as many have begun to raise their voices against the potential dangers posed by the weaponization of AI.

By cultivating a broad and enduring dialogue with these actors, policymakers can develop essential skills and insights around the technologies they hope to manage. Secretary-General Guterres has pledged to help, engaging and working with scientists, engineers and industry to encourage responsible innovation and dissemination of knowledge.

Innovators, for their part, should strengthen their focus on the social and security implications of their work—to "think before they code". Peace and security considerations must come to the forefront of scientific discourse, including in classrooms and in early discussions on developing new technologies.

Ensuring our security and safeguarding today's revolutionary innovations are not competing priorities. In fact, considering them together can help us succeed at both. We see this in the technological strides that could help hold Governments to account on their disarmament and arms control commitments. Advancements in X-ray technology could aid in the detection of nuclear weapons materials, for example, and globalized access to satellite technology could allow certain verification processes to be crowdsourced.

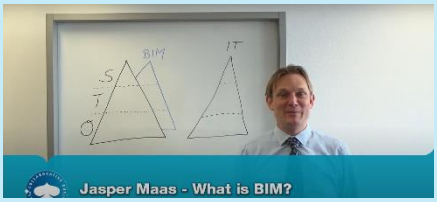
It is only through building lasting partnerships between Member States and these groups that we can create the necessary foundations for the responsible genesis and stewardship of technological revolutions. By working together to address how developments in science and technology can affect international peace and security, we can further support innovators and policymakers in helping to create a safer and more secure planet for all.

Source: https://www.un.org/en/un-chronicle/responsible-innovation-new-era-science-and-technology

WEBSITES OF THE WEEK

- [Does AI needs Human Intervention?]
- [AI and Hybrid Security Systems]
- [Tesla's Business Strategy]
- [Business Boost based on Data Analytics]
- [Modern Leadership based on Quantum Physics]

VIDEOS OF THE WEEK

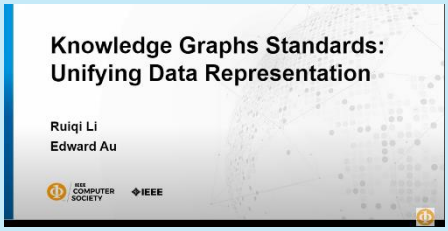


What is Business Information Management?

What is Information Technology Management?

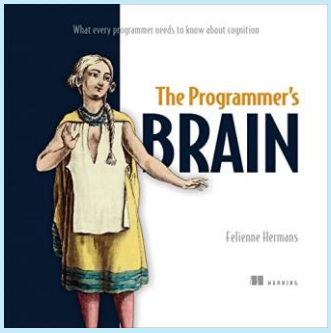
What is Business Analytics?

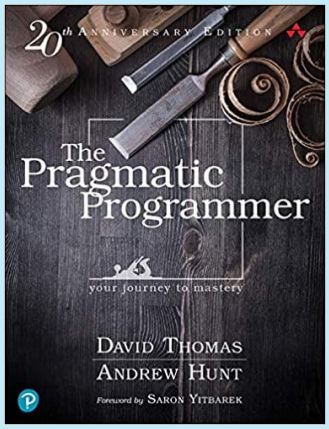
How to Design Research?

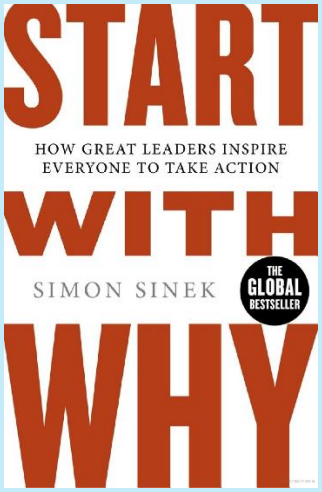


What are Knowledge Graphs?

BOOKS OF THE WEEK







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WEEK IN REVIEW

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Dimitrios Avgerinos, Lecturer
***Scientific domains**: Mathematics, Genetics, STEM*

STEM

Researchers in Delft have succeeded in teleporting quantum information across a rudimentary network. This first of its kind is an important step towards a future quantum Internet. This breakthrough was made possible by a greatly improved quantum memory and enhanced quality of the quantum links between the three nodes of the network. The researchers, working at QuTech—a collaboration between Delft University of Technology and the Netherlands Organization for Applied Scientific Research (TNO)—have published their findings in the scientific journal Nature. The power of a future quantum Internet is based on the ability to send quantum information (quantum bits) between the nodes of the network. This will enable all kinds of applications such as securely sharing confidential information, linking several quantum computers together to increase their computing capability, and the use of highly precise, linked quantum sensors. https://qutech.nl/2022/05/25/teleport-quantum-information-across-network/

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

DATA SCIENCE - INFORMATION TECHNOLOGY

The essential purpose of the internet is to share data and communications. Due to the high demand, people are starting to use different technology to access the internet. Li-Fi is an efficient wireless technology for sharing data and communications. Li-Fi is more secure and has high-speed data transmission. I proposed using Li-Fi with Laser diode, Glass prism and solar panel (LGS) formation to experiment with a single source to multi-destination. The novelty of the work is having two experiments. The first one is sending the audio-to-text message from a single source to transfer to more than one receiver of the text message, from the start. The second one is sending a file from a single source to more than one receiver of the source's file. All kinds of traditional network limitations find solutions by using Li-Fi with LGS formations. Li-fi is an optical wireless high-speed data communication technology which is using light waves.

***Mostafa Gaballa**, Lecturer*
***Scientific domains:** Hospitality, Tourism*

HOSPITALITY

The most significant event in the Hospitality industry over the past week was HFTP (Hospitality Financial & Technology Professional) Announced Participating Start-ups for Entrepreneur 20X (E20X) at HITEC Orlando and Winners for E20X at HITEC Dubai in 2022. Hospitality Financial and Technology Professionals (HFTP®), producer of Hospitality Industry Technology Exposition and Conference (HITEC®), announced the exceptional start-ups to receive awards at E20X Dubai hold May 25, 2022, at HITEC Dubai, co-located with The Hotel Show at the Dubai World Trade Centre. During the E20X Dubai 2022 competition, eTip won the E20X Judge's Award, S-Rate won the Judge's Choice Semi-Finalist Award, and Turpal was chosen by HITEC attendees to receive the People's Choice Award.

For more information visit the following link https://news.hftp.org/details/4110687.html. HFTP's E20X start-ups pitch competition gives passionate start-ups the chance to gain valuable industry exposure and recognition by presenting their cutting-edge technology designs to a panel of expert judges and audience of HITEC attendees including hospitality CIOs, angel investors and serial entrepreneurs.

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

MARKETING and INTERNATIONAL RELATIONS

More than 1000 international brands have left Russia since the invasion of Ukraine in February. Last week, Marks & Spencer announced it will fully exit the Russian market after 17 years. The retail giant was criticised for not pulling out of Russia at the start of the war, although it stopped shipments to Russia two months ago. Similarly, Starbucks is ready to retreat entirely from the Russian market after 15 years, following March's suspended trading. Companies are getting out of Russia, sometimes at a cost. On the other hand, some still remain.
https://som.yale.edu/story/2022/almost-1000-companies-have-curtailed-operations-russia-some-remain
https://www.nytimes.com/article/russia-invasion-companies.html