

BSBI Gazette

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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 useful infographic, especially for our students:



Photo of the Week



Inspirational Quotes

Live each day as if your life had just begun.

– **Johann Wolfgang Von Goethe**

The mind is everything. What you think you become.

– **Buddha**

A man sees in the world what he carries in his heart.

– **Johann Wolfgang Von Goethe**

Life becomes easier and more beautiful when we can see the good in other people.

– **Roy T. Bennett**



Quote of the Week

We become what we think about.

– **Earl Nightingale**

Article of the Week



Dr. Eng. Loubna Ali
Lecturer

Areas of expertise:

Computer Networks, Information and Networks Security, Information Systems, Data Analytics, and Fine Arts

The Integration of Modern Technologies in Art

Technology Concept:

The term "technology" originates from the Greek word "techno," which signifies craftsmanship, industry, and skill, while the second part denotes science and application. Although commonly associated with computers, software, and modern smart devices, these areas only represent a fraction of the broader scope of technology. In essence, technology embodies applied research and facilitates the realization of outcomes. It embodies a mindset and the methodologies for its application in various domains.

The initial connections between technology, particularly smart devices, and the realm of art emerged in the latter half of the 20th century. During this time, certain artists and scientists began to experiment with technology as a tool for artistic creation. One notable pioneer in this intersection was the American artist Ben F. Labosky (1914-2000). His work from 1952 is often regarded as the first digital painting—a creation that utilized a group of dynamic and perpetually shifting colored lines displayed on a computer screen [1].

This early exploration marked the inception of technology's role as a medium for artistic expression. It exemplified the evolving relationship between art and technology, setting the stage for further innovative endeavours at the crossroads of creativity and scientific advancement.

The era of modern art holds significant importance in the trajectory of artistic development due to the myriad trends it encapsulated across all facets of life. These trends inherently mirror the political and social progressions of the time. Indeed, this period stands as one of the most enriching phases in the annals of global art, characterized by a multitude of intellectual and philosophical orientations, coupled with diverse technical and artistic approaches.

The world bore witness to profound artistic metamorphoses that collectively rebelled against the artistic conventions established since the Renaissance, particularly after the advent of pivotal scientific revelations.

Foremost among these transformative influences was the invention of the photographic machine. This invention liberated art from its mere role as a recorder of reality, compelling artists to transcend the realm of competing with this mechanical contraption in replicating nature. Instead, artists embarked on a quest for novel values beyond the mere portrayal of external reality. This marked a shift towards the depiction of inner life, where endeavors were directed at articulating it through the language of form and color, emancipated from the constraints of mere imitation or replication of the natural world.

We shall delve into this research, exploring the most pivotal schools of modern art, with the aim of elucidating the integral role of technological advancement in shaping the emergence of artistic trends. This influence extends to the realm of artistic discoveries and intellectual innovations, both at theoretical and practical levels.

1. The Impressionist School:

Impressionism stands as one of the paramount movements that bore witness to the transformative wave of technology. Nature and open space experienced profound metamorphoses in the realm of art, spurred by novel advancements in photography and the understanding of color. Impressionism achieved significant strides in the evolution of art, transcending the boundaries set by photography. Artists assimilated theories and techniques that stemmed from contemporary discoveries, encompassing concepts such as physical vision, light analysis, color amalgamation, and optical configurations tailored for lenses and cameras.

The traditional aspects of art, including the rigidity of lines, precision in drawing, and conventional methods of rendering shadows on canvases, were relinquished in favor of encapsulating the visual essence of light and color. This paradigm shift aimed to convey the immediate impression of light and color, enabling the depiction of a comprehensive spectrum of moments, ranging from sunlight filtering through to the movement of air, the ambiance of the environment, and the intricacies of human emotions[2].

As an exemplification of this contemporary genre of art, we can showcase Pierre-Auguste Renoir's masterpiece, "Breakfast of the rowers."



[Masterpiece source](#)

2. Cubism School:

Cubism embraced modern technological concepts in its artistic endeavors with a heightened and direct approach. It centered on technology as a means to deconstruct realistic forms, affording absolute autonomy in the arrangement of components and the construction of relationships.

These principles bolstered their unique philosophy, rooted in their distinct perspective. Their artistic philosophy sought to transcend the realm of the observable world, striving to apprehend a heightened reality that they deemed more authentic than the visible world itself [2].

This becomes apparent in Picasso's artwork titled "The girls of Avignon." What renders this painting unparalleled is Picasso's divergence from the artistic conventions that have endured since the Renaissance. His bold departure from the norms of perspective and line is striking, alongside his adeptness in transmuting human uncertainty into a fresh composition, detached from familiar reality. This transformation serves to stimulate the viewer towards adopting a novel approach to sensory perception, one that harmonizes with the nuances of the modern technological era.

3. The Futurist School:

Originating in Italy, the Futurist School stands as a contemporary art movement that delves further into modern artistic paradigms. It propounds avant-garde ideas that transcend historical precedents, aiming to envisage the realms of the future. This artistic movement represents a revolutionary stance against the inertia of the past, countering the legacy of stagnation and creative detachment [2].

Central to this art school is a novel concept—celebrating motion through the portrayal of dynamism within artworks and the expression of time. This philosophy finds vivid manifestation within the works of artists such as Goncharova. She subscribes to the notion that "objects in motion incessantly multiply and metamorphose, akin to rapid vibrations." Such a perspective encapsulates the core essence of the Futurist movement, portraying the dynamic essence of existence and embracing the fluidity of change.



[Masterpiece source](#)

In conclusion, it is evident that these artistic advancements have undeniably ushered in a bona fide revolution, propelled by the power of visual imagery across diverse domains. In light of this perspective, one can contend that artistic discoveries have wielded a pivotal influence in shaping the technological terrain of our present age.

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- [2] Read, H. Concise History of Modern Painting, London: Hudson & Methuen, 1980
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Websites of the Week

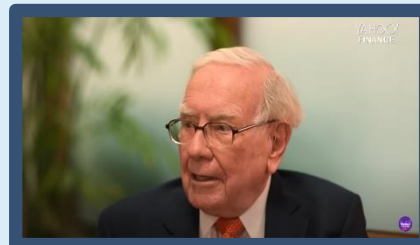
- 🔗 [Corporate Social Responsibility](#)
- 🔗 [What is Business Strategy?](#)
- 🔗 [What is Strategic Decision Making?](#)
- 🔗 [Small Business as a Basis of Economics](#)
- 🔗 [What is Social Policy?](#)

Books of the Week

Videos of the Week



How to Protect Your Brain from Stress



Advice on Becoming Successful
By Warren Buffett



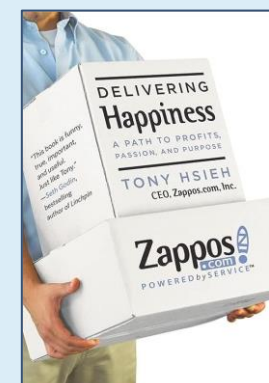
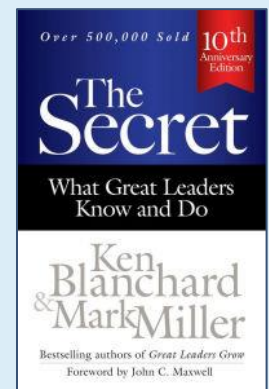
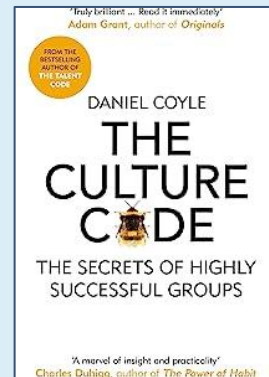
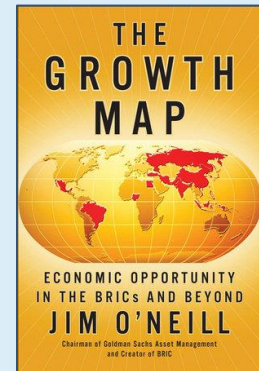
One of the Greatest Speeches Ever
By Steve Jobs



10 Minutes to Start Your Day Right!
By Oprah Winfrey



How to Cope with Anxiety



**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

PHILOSOPHY/PSYCHOLOGY

Students/Id, Ego, and Superego

The human soul is complex and has many layers, including drive, morality, and logic. This concept is reflected in Sigmund Freud's theory of Id, Ego, and Superego, which is relevant to teaching. Instructors who understand this theory can adjust their teaching approaches to meet the holistic needs of their students. The Id represents our main instincts from birth, driving us towards pleasure and avoiding distress without considering the outcomes. When students prioritize immediate fun and entertainment over learning or give up when confronted with challenges, the Id is at work. Instructors can address this by making learning enjoyable and incorporating hands-on activities. The Ego acts as a practical mediator between the morality of the Superego and the instincts of the Id, understanding the importance of delayed gratification. Students who work hard now to realize rewards later represent the Ego. Instructors can support the Ego by providing constructive feedback and helping students connect their short-term demands with long-term goals. The Superego strives for perfection and aligns our behaviour with our moral values. Students who want to shine, may be driven by the Superego to encounter their own standards and those of others. If they feel inadequate, they may experience conscience and guilt. Lecturers can counteract this by creating an environment focused on growth and teaching students to value the learning process more than the outcome.



Hamid Azad

Lecturer

Areas of expertise:

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

DIGITALIZATION/LANGUAGE ACQUISITION

Embracing the Digital Frontier: Language Learning Apps and Technology

In today's fast-paced world, technology has become an integral part of our lives, transforming the way we learn and interact. Language learning, too, has experienced a digital revolution, with a plethora of apps and technological tools available at our fingertips. In this article, let us explore the exciting realm of language learning apps and technology, and how they can enhance our language acquisition journey.

Language learning apps have revolutionized the way we approach learning a new language. With just a few taps on our smartphones, we gain access to a treasure trove of interactive lessons, vocabulary drills, and speaking exercises. Apps like Duolingo, Babbel, and Memorize have become popular choices, offering gamified experiences that make language learning engaging and fun.

These apps boast a wide range of features designed to cater to different learning styles and preferences. From bite-sized lessons for those with busy schedules to personalized learning paths tailored to your specific goals, language learning apps offer flexibility and adaptability. Many also incorporate speech recognition technology, allowing learners to practice pronunciation and receive instant feedback. Portability is one of the greatest advantages of language learning apps. With apps installed on our smartphones or tablets, we can carry our language lessons wherever we go.

When you are waiting for a bus, enjoying a coffee break, or heading out to a new destination, you can brush up on vocabulary, practice listening comprehension, or interact with virtual language partners.

Beyond apps, technology has opened doors to global language learning communities. Online platforms such as Tandem, HelloTalk, and iTalki connect language learners with native speakers worldwide.

Through video calls, voice messages, and text exchanges, you can engage in real-life conversations, receive cultural insights, and gain confidence in your language skills. These platforms foster meaningful connections, turning language learning into a vibrant intercultural experience.

Language learning apps and technology are not meant to replace traditional methods of language instruction. Instead, they serve as valuable supplements, reinforcing what you learn in classrooms or language courses. These digital tools offer additional practice, repetition, and reinforcement, helping you solidify your language skills and progress at your own pace.

In conclusion, language learning apps and technology have transformed the landscape of language acquisition, making it more accessible, engaging, and convenient than ever before. With their interactive features, portability, and connection to global language communities, these digital tools have become indispensable companions on our language learning journeys. So, embrace the digital frontier, explore the myriad of language learning apps, and embark on an exciting adventure towards multilingualism. The world is at your fingertips—let technology be your guide.



Dr. Kamyar EsmaeiliNasrabadi

Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Enhancing Employee Sustainability Through Social Responsibility: The Power of EQ's Social Awareness

In the pursuit of sustainable employee development, one indispensable facet of Emotional Intelligence (EQ) stands out—Social Responsibility. This pivotal EQ component not only shapes an individual's capacity to empathize and connect with others but also plays a transformative role in fostering enduring employee sustainability within a professional ecosystem. Social Responsibility within the framework of EQ revolves around an individual's ability to understand and respect the needs, concerns, and viewpoints of their colleagues and the broader community. This skill is a cornerstone for building meaningful interpersonal relationships and creating a harmonious work environment. Employees who possess strong Social Responsibility skills are naturally inclined to collaborate, communicate effectively, and work cohesively within teams. Their heightened sensitivity to the impact of their actions on others prompts them to actively contribute to a positive workplace culture.

Enhancing Social Responsibility directly contributes to the overall sustainability of employees in multiple ways. Firstly, it nurtures a sense of unity and shared purpose, engendering a more engaged and motivated workforce. Employees who feel valued and understood are more likely to be loyal to their organization, reducing turnover rates and the associated costs of recruitment and training. Furthermore, individuals with robust Social Responsibility skills tend to be adaptable and open to diverse perspectives, enriching problem-solving and innovation within the workplace. This adaptability extends to external stakeholder relationships, thereby fortifying the organization's reputation and trustworthiness. To improve Social Responsibility, organizations can take several strategic steps. Implementing empathy-focused training programs and workshops can cultivate a culture of understanding and collaboration.

Encouraging volunteerism and community involvement provides employees with practical opportunities to practice Social Responsibility beyond the office walls.

Moreover, leadership plays a pivotal role in modelling these behaviours, thereby creating a top-down ripple effect throughout the organization. By fostering Social Responsibility skills, organizations not only cultivate resilient and sustainable employees but also nurture an environment primed for growth, innovation, and positive societal impact. Through a dedicated focus on Social Responsibility, organizations lay the foundation for a brighter, more harmonious professional landscape.

Useful links: [Link1](#), [Link2](#), [Link3](#), [Link4](#).



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

During the last UNWTO conference, the Conference on Rethinking Africa: Rethinking Tourism for Africa: Addressing global challenges; Promoting investment and partnerships brought expert African perspectives to global challenges, highlighting the need of investments towards a greener tourism sector and access to finance within the sector and the need to further strengthen public-private collaboration at every level.

Reflecting the heightened relevance of tourism as a solution to a range of global challenges and pillar of the 2030 Agenda for Sustainable Development, the Conference was structured around two thematic sessions with a ministerial panel on Addressing global challenges followed by a second one focusing on "Promoting Investment and Partnerships in Tourism for Economic Development.

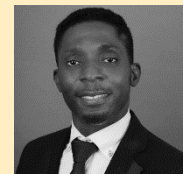
His Excellency Steven Obeegadoo, Deputy Prime Minister and Minister of Tourism for the Republic of Mauritius, and Vice-Chair of the UNWTO Executive Council joined Albert Muchanga, Commissioner for Economic Development, Trade, Tourism, Industry and Minerals, African Union who delivered the keynote address. For more information visit the following [link](#).

A special Ministerial Panel Session focusing on global challenges featured contributions from the Ministers of Tourism of DR Congo Didier

Mazenga Mukanzu, Minister of Tourism of Ghana Hon. Dr. Mohammed Ibrahim Awal, Minister of Tourism, Arts and Culture of Kenya Peninah Malonza, and Cabinet Secretary for Tourism, Wildlife and Heritage of Zambia Rhodney Sikumba, as well as Ms Lisa Singh, the UN Resident Coordinator for Mauritius and Seychelles and Prof Nazia M Habib, Head, Centre for Resilience and Sustainable Development at the University of Cambridge.

In line with UNWTO's priorities for the sector, the second session put the focus on the importance of building strategic relations and partnerships as well as the vital need for more and better-targeted investments in tourism, building tourism intelligence particularly in projects with the potential to deliver greater sustainability, resilience, and inclusivity.

The conference culminated with the presentation of the Mauritius Declaration by the host country and UNWTO. The program of actions proposed in the Mauritius Declaration, aims to promote sustainable and resilient tourism ecosystems through multi-sectoral partnerships, ethical practices, investment promotion, nature-based solutions, decarbonization, coordination of public health, policy alignment and data-driven decision-making.



Dr. Lawrence Ibeh

Lecturer

Areas of expertise:

AL/ML, Data Science/Business Intelligence, Remote Sensing/GIS, Sustainability Science/Project Management

ARTIFICIAL INTELLIGENCE

ChatGPT Revolution in Education and Businesses (Part 1)

Abstract: The growing field of Artificial intelligence (AI), particularly ChatGPT requires attention. This article critically examines the applications of ChatGPT. ChatGPT is a powerful natural language processing (NLP) system, which offers the capabilities of generating conversations like humans. It is argued that despite some concerns, the positive applications of ChatGPT abound and should be harnessed. Scientists and professionals need to go beyond algorithms development and examine how "smart policies" can help manage the potentials of ChatGPT.

Keywords: AI, ChatGPT, Natural Language Processing (NLP), Applications, Innovations.

1. Introduction

According to OpenAI (2023), as a free and new AI chatbot, the launching of ChatGPT significantly led to OpenAI's estimated value leapfrogging to US\$29 billion. A chatbot is an AI-based software application which can engage in human-like conversations. Users can ask questions or make requests, and the system responds within seconds. ChatGPT reached one million users only five days after its initial launch (Rudolph, et.al, 2023). ChatGPT has really revolutionized education, businesses, and many other sectors.

It is regarded as one of the most popular apps in the world. The New York Times coined ChatGPT "the industry's next big disrupter" that "could change the world" (Grant and Metz, 2022). However, it has also come with a lot of challenges. As reported in Rudolph, et al. (2023), Shopify's CEO Toby Lütke (2022) tweeted: "This is insane", and Elon Musk even wrote: "ChatGPT is scary [sic!] good. We are not far from dangerously strong AI". This article examines the applications in education and businesses a way of furthering the knowledge on issues regarding the AI and Society.

2. What is ChatGPT?

ChatGPT is an NLP tool driven by AI technology that allows you to have human-like conversations and much more with the chatbot. The language model can answer questions and assist you with tasks, emails, essays, and code (Ortiz, 2023). Thus, as an industry's next big disrupter, it can generate information in clear, simple sentences, generate ideas from scratch, including business strategies and blog topics (Grant; Metz, 2022). According to Rudolph et. Al (2023), three key functionalities of ChatGPT can be identified: (1). Dialogue Generation – generating natural language responses in a conversational context. The model can generate responses for a wide range of topics (2.) Question Answering – it can answer questions in a conversational context. The model can respond to queries on a variety of subjects. (3) Text Generation – it can be utilized to create text in a certain genre or style.

3. Milestone of ChatGPT

ChatGPT reached one million users only five days after its initial launch (see Fig. 1) (OpenAI, 2023). During development, occasional error messages were received because of high user traffic, this has partly led to continuous improvements (Rudolph, et al 2023).

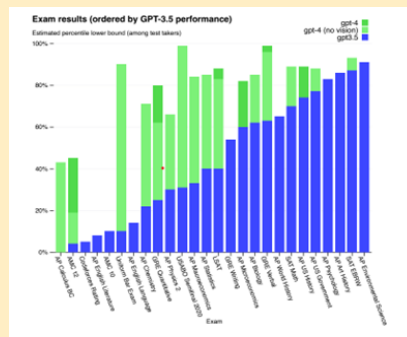


Fig.1: GPT performance on academic and professional exams. OpenAI reports, "In each case, we simulate the conditions and scoring of the real exam. Exams are ordered from low to high based on GPT-3.5 performance. GPT-4 outperforms GPT-3.5 on most exams tested. To be conservative we report the lower end of the range of percentiles, but this creates some artifacts on the AP exams which have very wide scoring bins. For example, although GPT-4 attains the highest possible score on AP Biology (5/5), this is only shown in the plot as 85th percentile because 15 percent of test-takers achieve that score".

Source: GTP-4 Technical Report (OpenAI, 2023).

4. Discussions on Applications of ChatGPT

ChatGPT has several applications in education, businesses, industry, and life in general. These include but not limited to:

4.1. Provision of More Streamlined Translation Services: ChatGPT excels in document translation, copy generation targeted at specific geographic regions or even more importantly, native-feeling—translations.

In fact, it can easily generate translations that require minimal editing and automatically carry the unique elements of the language, while saving the cost of hiring a translation agency.

4.2. Generating Literature: ChatGPT could support in conducting and generating literature, has an extensive re-generative capability within a short time span. Among these skills are complex texts that require deep and critical-thinking skills. Despite this potential, there have also been some reports of outputting of inaccurate content.

4.3. Personalized Learning Experience: Presenting a personalized learning skill to students based on the analysis of students' interests is a major potential of ChatGPT. Hence, it offers a personalized learning experience, especially in guiding students differently according to their needs.

4.4. Content Creation and Management: Whether it is a script for a YouTube video, copy variations for a Pay per Clicks (PPCs) ad or even a blog post on a trending topic, ChatGPT has strong potential to cover the heavy lifting of creation, leaving the user to clarify the strategic vision and infusing human judgment into the ready-made content.

4.5. Developing More Sophisticated Chatbots for Customer Service: Customer service—especially quality customer service—is where a lot of brands fall short but also have incredible opportunities to thrive. Chatbots leave a lot of room for improvement. The automated nature of the chatbots significantly limits the range of responses a bot can provide, oftentimes alienating customers and even losing them as a result. This is where ChatGPT becomes an asset.

4.6. Automating Elements of the New Businesses: Sales is all about volume and personalization of communication—especially in the initial stages of outreach and connection. For this reason, manual email and written communication development that needs to strike a balance between standardization and personalization take most of the time. ChatGPT streamline sales documentation creation and help sales professionals to focus on the individual needs of the leads rather than the administrative tasks and manual work in between client management.

5. Conclusion: Despite some criticisms, the application of ChatGPT abounds. Future studies need to investigate how ethical boundaries and regulations can be set to help better harness the potential of ChatGPT. The public perception of ChatGPT is necessary. Findings of such research can help develop scenarios for AI "smart policies". So, it can be concluded that AI technologies have come here to stay, therefore we need to make the most of them.

To be continued...

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Dr. Ali Kamali
Lecturer

Areas of expertise:

Information Systems, Project Management,
Supply Chain Management, Research
Methodology

EDUCATION

*Education Evolution: Unveiling Germany's
Innovative Approach to Learning*

1. Introduction

Germany has long been lauded for its educational dedication and forward-thinking approach to developing the next workforce. The country's education system has become a model for educators and policymakers worldwide, with a focus on innovation, inclusion, and academic performance. In this essay, we delve into the intriguing world of education development in Germany, examining its unique qualities, forward-thinking tactics, and the driving causes behind its success.

2. Dual Education System: A Bridge to Employment

The dual education system is at the heart of Germany's educational revolution. This one-of-a-kind strategy blends classroom learning with hands-on experience, building a direct relationship between academics and industry. Students participate in apprenticeships and internships to obtain hands-on experience in their chosen industries. This mutually beneficial connection fosters a trained workforce that is not only knowledgeable but also job-ready, bridging the gap between academics and real-world demands (BMBF, 2021).

3. Vocational Excellence: A Pathway to Success

The vocational education and training (VET) programs in Germany provide students with a wide choice of professional options. This practical approach allows students to pursue their interests while still earning necessary skills and certifications. VET programs, which have strong linkages to local firms and industries, ensure that graduates are well-prepared for immediate employment, generating a dynamic and adaptable work force (OECD, 2019).

4. University of Applied Sciences: Bridging Theory and Practice

The University of Applied Sciences (UAS) system in Germany exemplifies the country's commitment to combining theoretical knowledge with practical application. Specialized programs suited to industry needs are offered by UAS colleges, providing students with in-demand skills and experience.

This strategy connects academic pursuits to real-world relevance, sparking innovation and improving employability (Hochschulrektorenkonferenz, 2020).

5. Digitalization and Technological Integration

Germany's educational system has embraced the digital age, utilizing technology to improve learning opportunities. Students benefit from cutting-edge resources that improve their understanding and engagement, such as interactive e-learning platforms and virtual laboratories. Furthermore, digitalization promotes flexible learning by catering to a diverse variety of learners and encouraging lifelong learning (DAAD, 2021).

6. Inclusivity and Accessibility

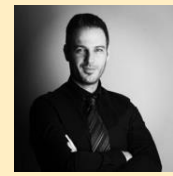
Germany's educational landscape reflects its commitment to inclusion. Tuition-free higher education in the country, as well as accessible scholarships and support programs, allow students from all socioeconomic levels to achieve their academic goals. This emphasis on equal access promotes variety and encourages individuals to make meaningful contributions to society (German study, 2021).

7. Conclusion

Germany's educational growth journey demonstrates the country's commitment to developing skilled, adaptive, and forward-thinking citizens. The combination of theory and practice, the emphasis on vocational success, and the use of technology have driven the country's educational system to international renown. As educators and governments around the world look for new approaches, Germany's approach stands out as a shining example of a system that matches education with the demands of a fast changing world.

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Dr. Konstantinos Kiouisis
Lecturer

Areas of expertise:

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

PHILOSOPHY

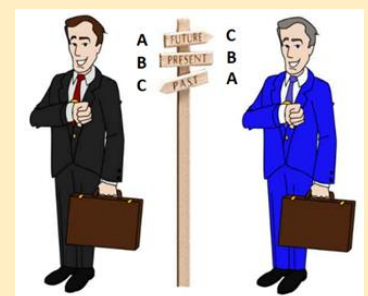
The Passage of Time and the Nature of Reality

Before continuing to the following article, please do the following: Try to forget what your senses and brain tell you about the way everything around us work. The logic behind the following may be easy, the difficult thing is to accept it. Our intuition will scream and say NO, this cannot be the case. Even Einstein was "forced" to accept what he was discovering. Is the passage of time really an "illusion"? Yes! And not only time but also space and this is the reason why we "had to invent" concepts such as space-time (or space-time continuum) that we now consider to be reality.

But what is spacetime?

In a nutshell, spacetime is whatever reality lies behind our collective perception of the distance between objects and the time between events. Why do we need such a concept? Why shouldn't reality be space and time as we perceive them? Let's see why...

Suppose two observers, moving towards each other, studying the same phenomenon. Then, from the special theory of relativity (which is very, very, very well tested) some indisputable facts about the two observers emerge:



- They do not agree on the time that passes between events.
- They do not agree on how much space there is between the objects at any given time.
- They do not agree on the chronological order of events.

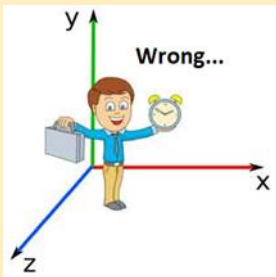
And yet... Every observer is consistent and makes correct measurements. This means that neither of them is wrong in the result they find. As absurd as this may sound, it is absolutely true and experimentally confirmed.

But what consequences does this have for what we perceive as reality? If we look at the above data more carefully, we will find out that what we perceive as reality is collapsing and cannot be valid. Take for example the dichotomy of the two observers about the chronological order of events. The chronological order will cover the past, present, and future. For the first observer, event A happened in the past, event B in the present and event C will happen in the future. Here comes the second watcher though and tells him Ooooooh! Event C happened in the past, event B in the present, and event A will happen in the future. It's not done yet!

That is, in the present, one's past is another's future!!!

This different view of the two observers shows us that there can be no separation of events into past, present, and future! This fact is itself shocking and opens up huge philosophical questions. "Exist"; "Can I change my future"? "Is there free will"? And quite rightly someone will say... "Are you going to drive us crazy? How is it that the two friends above do not agree anywhere about anything and the universe works so elegantly? Everything works beautifully because there is actually a cosmic agreement between the observers. Moving (relative) observers may not agree on Past, Present, Future, Time, and Distance, but they do agree on this:

$\Delta s^2 = \Delta r^2 - c^2 \Delta t^2$, the Space-Time Interval (the interval between two events), where Δr is the distance between events, Δt is the time between events and c is the speed of light. This equation means much more than meets the eye and now we are interested in the fact that whatever measurements are taken by moving observers, no matter how different they are from each other, the above equation will give the same result for everyone. Hermann Minkowski, Einstein's old professor, observed that the above equation is very similar to the equation expressing distance in a non-Euclidean geometry space. So, he proposed the following radical:



Reality is NOT a three-dimensional space that evolves with time, but a non-Euclidean four-dimensional space that simply exists. No Time, no Evolution. Hence, this four-dimensional space is Space-Time. Each point in spacetime corresponds to events - to all the facts, from everywhere and from always. What we are used to as distance and time, in such a four-dimensional space, do not correspond to anything. They do not exist as a concept.

But in space-time what am I? Do I exist somewhere?

Of course, we exist. Every human being is a sequence of events from the moment of his birth until his death. This, in space-time, is expressed as "a line that unites all events".



Attention!!! I do not exist anywhere on that line, it is not a path from birth to death. There is no movement in space-time! I am, this line! Well, when was I born? You are always born and always dying! Just "everything" exists in spacetime. No development.

But why do we perceive everything so spatially and in such a chronological order (past, present, future), while the reality is different? This is a very good question...

For more information regarding this "bizarre" article, please visit [Link1](#), [Link2](#), and [Link3](#).



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Human Resources Management, Marketing Management, Economics, Mathematics

AGE OF ENLIGHTENMENT

The Enlightenment Age and the Main Intellectuals

The Enlightenment, an intellectual and cultural movement that emerged in Europe during the 17th and 18th centuries, brought significant changes to the way people viewed the world, society, and governance. Among the main intellectuals of this transformative era were John Locke, Voltaire, Jean-Jacques Rousseau, and Immanuel Kant.

John Locke, an English philosopher, is often regarded as one of the founders of the Enlightenment. His ideas on natural rights, social contract, and the separation of powers greatly influenced the development of modern democratic principles. Locke's belief in the idea that all individuals possess natural rights to life, liberty, and property laid the groundwork for the concept of individual rights and equality under the law, which had a profound impact on the formation of democratic societies.

Voltaire, a French writer and philosopher, was a fierce advocate of free speech, religious tolerance, and separation of church and state. Through his numerous essays, plays, and letters, Voltaire criticized the abuses of power, religious dogmatism, and intolerance prevalent in his time. His writings helped inspire a more

enlightened and open-minded approach to governance and social institutions.

Jean-Jacques Rousseau, a Swiss-French philosopher, contributed to the Enlightenment with his ideas on social contract theory and the concept of the "general will." Rousseau argued that a legitimate government should be based on the will of the people, reflecting their common interests rather than serving the interests of a privileged few. His ideas laid the groundwork for the principles of popular sovereignty and participatory democracy.

Immanuel Kant, a German philosopher, is renowned for his work on epistemology, ethics, and aesthetics. He sought to reconcile reason and empirical knowledge, emphasizing the importance of moral autonomy and the inherent dignity of human beings. Kant's philosophical ideas had a profound impact on subsequent philosophical thought and contributed to the development of human rights theories and ethical frameworks that continue to shape modern societies.

In summary, the main intellectuals of the Enlightenment age, including John Locke, Voltaire, Jean-Jacques Rousseau, and Immanuel Kant, played pivotal roles in shaping the intellectual landscape of their time and beyond. Their ideas on individual rights, free speech, participatory democracy, and moral autonomy significantly influenced the development of modern democratic principles and the way societies approach governance and human rights. The legacy of their contributions continues to be felt in various aspects of contemporary political and philosophical thought.

References: [Link1](#), [Link2](#), [Link3](#), and [Link4](#).



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Applied Statistics, Econometrics, Business Analytics

DATA ANALYSIS / AI ETHICS
Data Governance and AI Ethics

Amidst the dynamic terrain of technology, the convergence of data governance and AI ethics has risen as a pivotal element in fostering responsible and enduring innovation. As the influence of artificial intelligence (AI) reverberates across industries, reshaping our interactions with the world, the urgency of cultivating resilient data governance practices and ethical awareness reaches a paramount status.

The potential harbored by artificial intelligence is profound, spanning the optimization of business processes, the propulsion of healthcare diagnostics, and the radical transformation of transportation. However, the velocity of this progress has elicited apprehensions concerning the ethical ramifications and latent biases embedded within AI systems. These apprehensions underscore the essential nature of amalgamating principles of data governance with the trajectory of AI development.

Data governance lies at the heart of an organization's strategies, policies, and processes, ensuring the quality, security, and compliance of data.

Robust data governance practices facilitate the reliable and responsible utilization of data across its entire lifecycle – from initial collection through analysis and eventual sharing. In the realm of AI, effective data governance takes on a pivotal role as the foundational element for constructing impartial and equitable AI systems.

AI systems are knowledge sponges that absorb information from data. Consequently, if the data itself is tainted with biases, discrimination, or gaps, the AI outputs inevitably mirror these issues. This phenomenon has profound implications spanning diverse sectors. It ranges from the perpetuation of biases in recruitment practices to the rendering of unjust conclusions within legal frameworks. Ethical considerations in AI underscore the critical significance of crafting AI models that embody transparency, equity, and accountability.

The symbiotic relationship between data governance and AI ethics is readily apparent. Data governance establishes the groundwork for managing data responsibly, encompassing critical aspects such as data accuracy, privacy, and security. These elements are indispensable in the creation of ethical AI systems. Conversely, AI ethics underscores the necessity for data governance procedures that cultivate impartial, varied, and inclusive datasets. This strategic approach acts as a safeguard against the potential pitfalls of detrimental AI biases.

The development of ethical artificial intelligence (AI) systems is crucial for creating technologies that align with societal values, maintain fairness, and foster trust. The key components of ethical AI development play a pivotal role in achieving these goals, each contributing to a more responsible and accountable AI ecosystem. Let us delve into the pros of each component.

Transparency in AI models builds trust by allowing users, developers, and stakeholders to understand the decision-making process. Clear insights into how AI systems work empower individuals and enhance confidence in technology. Fair AI models prevent biases, ensuring equitable outcomes for all user groups.

Accountability establishes responsibility, bolstering technology credibility. Data privacy, achieved through user consent and anonymization, respects personal rights. Regular audits maintain ethical standards and adapt to changing norms, keeping AI beneficial and accountable.

Fostering ethical AI systems necessitates a collective effort involving governments, industries, academia, and society.

Governments, for instance, can take an active role by implementing regulations that guarantee transparency and accountability within AI systems. Simultaneously, industries bear the responsibility of placing responsible AI development at the forefront, achieved through self-regulation and the establishment of ethical guidelines.

In the realm of academia, significant contributions can be made by conducting research focused on techniques for mitigating bias and the creation of explainable AI models. Such endeavors stand as essential pillars in building AI systems that are not only functional but also ethically sound. Moreover, society's involvement in this process is pivotal. Engaging in meaningful discussions is necessary to establish ethical benchmarks and to define what society expects from AI technologies. By collectively defining ethical standards, we ensure that AI's evolution aligns with the values and aspirations of the diverse communities it serves.

In conclusion, as AI technologies continue to shape our world, the integration of data governance and AI ethics becomes a critical endeavour. By fostering a culture of responsible innovation, organizations can harness the power of AI while mitigating risks associated with biases and unethical decision-making. Data governance serves as the foundation for building ethical AI systems that contribute positively to our societies and economies, emphasizing the need for synergy between technology and responsible practice.



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PSYCHOLOGY / EDUCATION

Test Anxiety and Its Types

The current education imposes the students all over the world to be faced up with various tests. Most of the students irrespective from gender, nationality and age do sometimes experience stress before their important tests.

Test anxiety, thence, is a combination of physiological over-arousal, tension and somatic symptoms, along with worry, dread, fear of failure, and catastrophizing, that occur before or during test situations.

Test Anxiety was first studied scientifically in the 1960s by Richard Alpert. His research has shown that there are two kinds of anxious students: those whose anxiety negatively effects their academic performance and those whose anxiety positively influenced their academic performance since the latters despite exercising stress could concentrate better on the task at hand and demonstrate a high level of excellence.

In German there is even a term for positive anxiety before an important event that is called "*Lampenfieber*", which denotes the stress before making a speech or passing an important exam.

So, in essence these two types of test anxiety operate different ways:

1) In the first negative case, the students are so anxious about the exam that they fail to exhibit their knowledge properly, which in its turn negatively affects their test results,

2) In the second positive case, the test anxiety of the students makes them anxious about the upcoming event, which makes them study harder, which consequently positively influences their performance for the better, which in its turn is reflected on the good test results.

Though there are also cases where the students do experience any anxiety at all, for instance being absolutely confident about their knowledge or also maybe not caring about the results, test anxiety can serve as a self-awareness tool and in case the students become aware of the specific characteristic features of their very own personality, they will become better at handling it, which will resultantly be reflected on their actual academic performance. There are very many various strategies that can help us reduce test anxiety: to help you stay calm and confident right before and during the test, it is advisable to perform relaxation techniques, such as deep breathing, relaxing your muscles one at a time, or closing your eyes and imagining a positive outcome.

Nonetheless, the most important and valuable assisting technique is being well-prepared for the test in advance, since it will endow you with extra confidence resulting in strength, which will sooth your brain and help it confront the forthcoming stressful situation at hand.

As Daniel Goleman (1995) put it, "Our worries become self-fulfilling prophecies, propelling us toward the very disaster they predict".

Thus, to sum up with, in case we face our worries we will learn ourselves better and become more agile in dealing accordingly with stressful and challenging situations, since recognizing, identifying and naming the experienced emotion is halfway in becoming a master therein, which will resultantly help understand yourself better and assist us while being faced up with difficult occasions.



For more information on various strategies on how to reduce test anxiety, you can visit the following [link](#).



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SUSTAINABILITY
Sustainable Packaging

The demands on consumer-packaged goods have never been higher, but navigating the critical but complex requirements of the climate crisis and circular economy seems like a big challenge for many producers. Packaging is an all-over presence in our everyday existence, facilitating the reduction of food wastage and preventing damage to products, all while incorporating convenient and sophisticated attributes, and doing so at affordable expenses. However, the widespread use of disposable packaging has put an ever-greater strain on resources and caused environmental degradation. Not only consumers are becoming more aware of the issue, but governments are also imposing stricter regulations on manufacturers. The 3Rs of ‘Reduce, Reuse, Recycle’ is a common approach for many businesses to increase their brand loyalty amongst eco-conscious consumers and to comply with the regulation.

Among different rules, by the end of 2024, EU countries should ensure that producer responsibility schemes are established for all packaging.

Extended Producer Responsibility (EPR) is a policy tool that extends the producer's financial and/or operational responsibility for a product to include the management of the post-consumer stage, in order to help meet national or EU recycling and recovery targets. At the same time, sustainability-focused research and initiatives and the need for change in the use of packaging are shifting the trends towards compostable, bio-degradable, reusable or edible packaging, smart packaging solutions, green designs and repurposing packaging solution. This new landscape could offer significant growth and partnership opportunities to many businesses in order to proactively embrace sustainability concerns of their customers and regulatory requirements of authorities. Ultimately, sustainable packaging is not just a fad or trend – it is a necessity. Sustainable packaging is a selling point which has a positive impact on a company's bottom line. It is also a very powerful marketing asset.



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**Professor Dr.
Kyriakos Kouveliotis FRSA**

