

BSBI Gazette

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

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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 great infographic:

What kind of learner are you?

Visual learner

- ◆ Learns through seeing and visualizing.
- ◆ Prefers reading to listening.
- ◆ Takes notes during classes. Has excellent graphic memory.
- ◆ Prefers to study alone. Distracted by noise.

Auditory learner

- ◆ Learns through listening and hearing.
- ◆ Prefers to explain things aloud.
- ◆ Skilled in oral reports and presentations.
- ◆ Prefers to study in groups. Not distracted by noise.

Tactile learner

- ◆ Learns through experiencing and doing things.
- ◆ Prefers a "hands-on" model of studying.
- ◆ Has excellent hand-eye coordination and motor memory.
- ◆ Prefers to study in groups.

Reading/Writing learner

- ◆ Learns through reading and writing.
- ◆ Prefers to rewrite the material in his own words.
- ◆ Uses lists, bullet points, and numbered paragraphs.
- ◆ Prefers to study alone.

STUDY STRATEGIES FOR EACH TYPE OF LEARNER

Visual Learning Strategies

- ◆ Create road maps and to-do lists of your study activities.
- ◆ Use different colors and formatting tools to study written materials.
- ◆ Make flashcards, charts, handouts for verbal lectures.
- ◆ Watch videos and presentations on your topic.

Auditory Learning Strategies

- ◆ Read and memorize things out loud.
- ◆ Record lectures/home practices to listen to later.
- ◆ Participate in discussions and oral activities.
- ◆ Listen to podcasts and audio materials on your topic.

Tactile Learning Strategies

- ◆ Use flashcards and games to memorize things.
- ◆ Use exercises and activities to study. Act it out.
- ◆ Study in short blocks of time.
- ◆ Use highlighters and other tools to format texts.

Read-Write Learning Strategies

- ◆ Write out and read your notes again and again.
- ◆ Use lists to arrange and understand information better.
- ◆ Revise the material through questions/answers.
- ◆ Translate diagrams and visual aids into words.

Photo of the Week



10 TIPS TO STUDY SMARTER NOT HARDER

- Keep everything in order**
Become the boss of your own success! Use planner and digital tools to keep your tasks, classes, and other important events in order.
- Respect deadlines**
Try to stick to the schedule and keep up with the deadlines. Submit assignments timely and up to the point.
- Be active**
Don't be shy to communicate with your teacher. Ask questions, ask for help, and demonstrate your interest in the topic.
- Make it comfortable**
Arrange a perfect place for studying. It can be at home, outdoors, or in the library. It should be a safe and cozy space.
- Make it fun**
Learning is fun! Use flashcards and games to memorize material, use a color-coded system to organize your notes, and stay optimistic.
- Make it social**
Learning in study groups doesn't suit every student. But it is a helpful technique to boost overall study efficiency.
- Make it diverse**
Add exciting subjects to your syllabus. Whenever you need to take a break, you can busy yourself with something that interests you the most.
- Pay attention to details**
Don't turn your studying into a race for better marks and closed deadlines. If some topic needs clarification, take your time to consider it particularly.
- Create a roadmap**
Make a board of your study objectives. Split big goals into smaller to-do lists. Visualize your success and follow up with the plan.
- Keep it balanced**
You need to find a perfect balance between your study activities and personal matters. Life isn't about endless lectures and tasks. Remember to take breaks from learning and give yourself a well-deserved rest.



Quote of the Week

Keep your face to the sunshine and you cannot see a shadow.

– Helen Keller



Article of the Week



Dr. Lawrence Ibeh
Lecturer

Areas of expertise:

AL/ML/UX/UI, Data Science/Business Intelligence/Professional Education, Remote Sensing/GIS/Spatial Statistics, Sustainability Science/Project Management

ChatGPT Revolution in Professional Education and Teaching of UX/UI Design: Towards Integrated Human and ChatGPT-based UX/UI Design (IHCUXD)

Abstract The conversational competency of ChatGPT makes it different from earlier AI solutions. ChatGPT in product design opens new opportunities for investigating roles the intelligent fully conversational agents play in the design process and in human-AI collaboration. The analysis of designs based on ChatGPT-based UX/UI with the human-based is presented using a mobile payment app case. Given the disruptive revolution of AI/ChatGPT, professional educators and students/trainees need to measure designs using Integrated Human and ChatGPT-based UX Design (IHCUXD) framework for quality assurance. IHCUXD should be based on metrics such as creativity diversity to enhance quality assurance in design.

Keywords: AI, UX/UI, User, ChatGPT, Professional Education

1. Introduction

Chat Generative Pretrained Transformer (ChatGPT) brought AI to the public domain. Until its launch as a large language model (LLM) developed by OpenAI, AI was only used by technology experts. This AI-based app is beginning to revolutionize education, businesses, and many other sectors. According to the New York Times, ChatGPT is "the industry's next big disrupter" that "could change the world" (Grant and Metz, 2022). It is specifically trained to interact with users in a truly conversational manner and handles follow-up questions. ChatGPT is now an asset to digital product design professionals and instructors in design thinking processes (Fabri, 2015). The conversational competency of ChatGPT opens the door to investigating roles intelligent fully conversational agents play in the design process and in human-AI collaboration.

The goal of User Experience (UX) design is to create products that are user-centered, hence the integration of ChatGPT will be critical to teaching, learning, and achieving customer-driven digital products.

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This article analyses the roles of ChatGPT in UX as a human-centered design in comparison with the human-based UX as a way of opening design space of conversational human-AI collaboration in the context of interaction design. A digital product design project (2021 and 2022) is used as case study [link](#).

2. Design Thinking Process, Pedagogical Context and ChatGPT

Design thinking process is a human-centered approach that uses co-design and intuitive problem-solving techniques which underpin several teaching/learning theories. Here are two examples: (1). Situated learning: Instructors and students collaborate to find creative solutions to design question. (2). Experiential Learning: Teaching by doing and learning (Fabri, 2015). UX educators have opportunities to exhibit and lead students using ChatGPT in UI/UX design on four project stages: (1) Determine the aim and approach of the project. (2) Developing fictional user personas (3) Performing ideation via brainwriting method; and (4) Evaluating user experience of fictional users. Fig.1 shows the processes and phase of design thinking approach (Haleem et al., 2022. Ibeh, 2022).

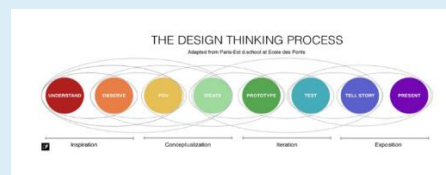


Fig 1. Design thinking process (adapted from Haleem et al., 2022, Ibeh, 2022).

3. ChatGPT and Professional Education in UX/UI Design: Case of Multipurpose Payment App: PayCleverly

Pay cleverly is a multipurpose Payment-App. The design process: from empathy to prototyping can be found here [link](#)

You can have a look at the user personas for Human based UX Design in (Ibeh, 2022), derived from multiple methods including brainstorming sessions and compare with this: ChatGPT-based UX Design

Understanding/Ideation: For example, use of fictional user via personas.

Designer: Create 1 user Persona with only background and only 1 behavior element for a Payment App. Can you describe it?

ChatGPT: Sure, here is the 1 user personas:

4. The role of ChatGPT in the teaching and learning of UX/UX.

a. Inspiration: Designers focus on generating creative products. With ChatGPT you can kick-start your thoughts and generate amazing ideas to work on.

b. Ample knowledge: ChatGPT has received training on a huge volume of data and on a broad range of subjects. It can provide factual data based on research done in the past for idea collection, wireframe etc.

c. Brainstorming and Ideation: ChatGPT can assist students in generating creative ideas and solutions for UX design challenges specific to

payment apps. By engaging in interactive brainstorming sessions with ChatGPT, students can explore various design alternatives, user interactions, and innovative features.

d. Personalized learning experience: Presenting a personalized design learning skill to students based on interest is a major potential of ChatGPT guiding students differently according to their needs.

e. Concept Explanation and Clarification: ChatGPT can provide clear and concise explanations of fundamental UX design concepts related to payment apps, such as user flows. Students can ask questions and seek clarification on specific topics, helping them grasp complex concepts more effectively.

f. Scenario-based Learning: ChatGPT can create students' engagement in role-playing exercises where they act as users performing tasks like making payments, setting up accounts, or resolving issues.

Despite the outlined roles of ChatGPT-UX Design, there are a number of Challenges:

- Lack of Practical Experience: ChatGPT can provide explanations but lacks practical experience of designing and developing a payment app (see Fig.2). Learning UX design often involves hands-on practice, prototyping, user testing cannot not directly be simulated in ChatGPT.

- Limited in Context Understanding: ChatGPT might struggle to fully understand the specific context, requirements, and nuances of payment app project. It may not be able to provide tailored advice or solutions that align perfectly with unique design challenges.

- Outdated Information: ChatGPT's knowledge is based on information available up until November 30, 2022. Best practices in UX design that have emerged since then is missing.

- Limited Feedback and Iteration: Getting feedback on your design work is a critical part of the learning process. While ChatGPT can provide feedback, it might not be as comprehensive or insightful as feedback from responses might not provide the depth of analysis required.

- Accuracy. Despite its proficiency in imitating the format of human-generated text, GPT-3 struggles with factual accuracy in many applications.

- Bias. Language models are prone to machine learning bias. Since the model was trained on internet text, it has potential to learn and exhibit many of the biases that humans exhibit online.

5. Conclusion: Future of Professional Education in UI/UX Design and ChatGPT

LLM, ChatGPT and other AI technologies will undoubtedly remain essential in the UX/UI design education. Professionals need to incorporate them with the right pedagogical context. To enhance quality assurance in ChatGPT-based UX Design, an integrated Human and ChatGPT-based UX Design (IHCUXD) is proposed in the era of ChatGPT based on 5 metrics: creativity diversity, perceived creativity, design idea quality, collaborative coherence, user engagement.

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1. Fabri, M. (2015). Thinking with a new purpose: Lessons learned from teaching design thinking skills to creative technology students. Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 9186, 32–43. https://doi.org/10.1007/978-3-319-20886-2_4
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3. Haleem, A., Javaid, M., & Singh, R. P. (2022). An era of ChatGPT as a significant futuristic support tool: A study on features, abilities, and challenges. BenchCouncil Transactions on Benchmarks, Standards and Evaluations, 2(4), 100089. [link](#)
4. Ibeh, L(2022): PayCleverly - A Digital Payment App Project, [link](#).

Websites of the Week

- 👁️ [How is AI used in Education?](#)
- 👁️ [The Metaverse Transforming Music](#)
- 👁️ [The Future of Work](#)
- 👁️ [New Work Tendencies](#)
- 👁️ [Leadership in the Digital Age](#)

Books of the Week

Videos of the Week



Motivational Speech
By Arnold Schwarzenegger



The Future of HR



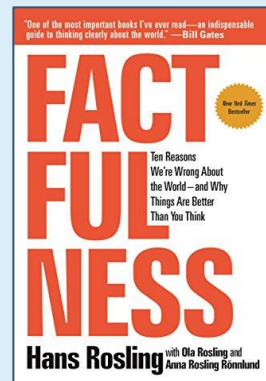
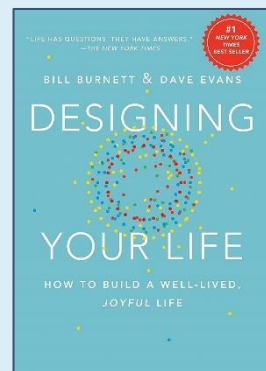
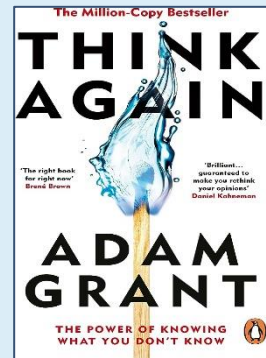
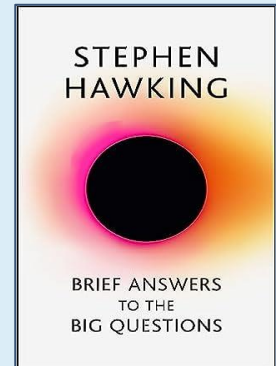
Ronaldo's lessons on how to have a Stronger Mind



Study Tips for Long-Term Retention
By Jim Kwik



The Mindset to WIN



**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

LITERARY STUDIES

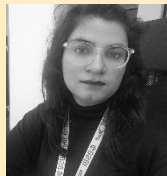
Management/Classic Literature

Classic literature offers timeless wisdom that transcends time and space, providing valuable insights that remain relevant in today's dynamic business world. These remarkable works, such as epics, plays, and novels, have influenced our cultural heritage and serve as significant case studies for modern managerial practices. For example, "The Art of War" by Sun Tzu, an ancient book on military tactics, has been appropriated by corporate executives to enhance their understanding of strategic principles. The principles it contains offer valuable insights for managers seeking to make well-informed decisions, particularly in preparation, timeliness, and adaptability. Sun Tzu's philosophical perspective, as expressed in the statement "The supreme art of war is to subdue the enemy without fighting," promotes the use of strategic maneuvers to manage conflicts within organizations. This draws parallels to conflict resolution strategies commonly used in the corporate world. Shakespeare's plays not only offer remarkable works of theatre but also provide insightful examinations of human behaviour and organizational structures. The character of Henry V, for instance, serves as an example of inspired leadership. In "Henry V," King Henry uses motivational oratory to foster cohesion among a dispirited and diverse military force, similar to how a CEO might inspire a demoralized team to overcome formidable challenges. Another instance can be Dostoevsky's novel "Crime and Punishment" which explores moral and ethical questions prominent in the corporate context.

The narrative delves into the rationale and consequences of deviant behaviours, presenting a thought-provoking examination relevant to corporate ethics. This encourages managers to contemplate the potential repercussions of engaging in shortcuts or sabotaging competitors to gain immediate benefits and fosters a broader outlook on ethical conduct in the long run.

The concept of the American Dream and the dangers of unyielding ambition have been well explored in F. Scott Fitzgerald's novel, "The Great Gatsby." The relentless pursuit of success exhibited by Gatsby, while commendable, ultimately led to his tragic demise. This narrative serves as a cautionary tale for managers and reminds them of the importance of maintaining a healthy equilibrium between work and personal life while upholding ethical principles in their pursuit of achievement.

In summary, classic literature offers a valuable collection of insights for contemporary management. The characters and narratives discussed encompass a range of valuable qualities and lessons relevant to the realm of modern business management, including strategic thinking, inspirational leadership, moral integrity, and the potential consequences of unbridled ambition. Beyond mere entertainment, these timeless stories and characters serve as cautionary examples and sources of inspiration for effectively navigating the intricate complexities inherent in contemporary business management.



Dr. Safia Anjum

Lecturer

Areas of expertise:

Marketing, Digital Marketing, E-commerce

SPORTS

Asia Cup 2023: All You Need to Know

Good news for cricket lovers, Asia Cup 2023 is going to start from August 30, 2023, jointly hosted Pakistan and Sri Lanka.



Picture source: Wikipedia

This time, the Asia Cup will start off in Multan, Pakistan, with Pakistan taking on Nepal in the opening game. This will be the first time the Asia Cup will be played in a hybrid format, with four matches taking place in Pakistan and the rest in Sri Lanka. The Asia Cup will include six teams: India, Pakistan, Nepal, Bangladesh, Sri Lanka, and Afghanistan. A total of 13 matches will be contested in two groups. Pakistan and India are seeded A1 and A2, respectively, while Bangladesh and Sri Lanka are seeded B1 and B2, respectively. While the Asia Cup is extremely important because it determines Asia's champion, it is more of a dress rehearsal for the greater prize, the World Cup, which takes place in October-November in India. Asia Cup bring the great rivalry of the game because of shared border, arbitrarily drawn in the middle of a state. Shared culture. Shared bloodied history. Complicated geopolitics. Resentment for each other among common people, fuelled by opportunistic politicians, the media and the arms industry. Despite the fact that cricket is a gentle man's game, the cricket on the field is also messy: mostly friendly, sometimes nasty, always competitive. We could get to watch Pakistan vs Afghanistan possibly two times in the space of a fortnight.

Pakistan enters the competition with confidence, having whitewash Afghanistan in the three-match ODI series played exclusively in Sri Lanka. Team India will enter the tournament with an uncertain batting order, as many of their key players will be returning from long-term injuries, but they expect to hit the ground running. Team India leverage from the strong batting line up having big name in the batting order such as Virat Kohli, Rohit Sharma, KL Rahul and emerging opening batsman Shubman Gill. Despite this fact, team Indian still strangling in bowling department. After the return of Jasprit Bumrah, pace attack of team Indian got stronger. In the realm of Emotional Intelligence (EQ), Independence stands as a pivotal component. In the intricate web of 15 important EQ factors, Independence represents an individual's ability to self-sustain, make decisions autonomously, to

along with Muhammad Shami and Muhammad Siraj.

Team Nepal is the one of the newest team that joined the other elegant teams of Asia sub-continent. It would be difficult for team Nepal to get on victor stand in presence of highly competitive teams but they will gain experience that will helpful in future. Team Sri Lanka and Bangladesh are also strong contender of the tournament. They have also big name and a lot of experience of ODI games. Therefore, coming Asia Cup will be highly competitive and audience not only from the sub-continent but from the fan of cricket games from all over the world will enjoy the matches. The full schedule of matches is shown in the image below.



DATE	PLACE	MATCH
AUG 30	MULTAN	PAKISTAN VS NEPAL
AUG 31	KANDY	BANGLADESH VS SRI LANKA
SEP 02	KANDY	PAKISTAN VS INDIA
SEP 03	LAHORE	BANGLADESH VS AFGHANISTAN
SEP 04	KANDY	INDIA VS NEPAL
SEP 05	LAHORE	AFGHANISTAN VS SRI LANKA
SEP 06	LAHORE	A1 VS B2
SEP 09	COLOMBO	B1 VS B2
SEP 10	COLOMBO	A1 VS A2
SEP 12	COLOMBO	A2 VS B1
SEP 14	COLOMBO	A1 VS B1
SEP 15	COLOMBO	A2 VS B2
SEP 17	COLOMBO	FINAL

Image Source: INDIA TV

References: [Link1](#), [Link2](#).



Hamid Azad
Lecturer

Areas of expertise:

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

LANGUAGE ACQUISITION/LINGUISTICS

Mastering Grammar:

Tips and Tricks for Language Learners

Grammar forms the backbone of any language, providing the structure and rules that govern communication. While learning grammar may seem daunting, it is a vital aspect of language acquisition. In this short paper, we will explore some effective tips and tricks to help language learners master grammar with confidence and ease.

1. Begin by familiarizing yourself with the fundamental grammar concepts of the target language.
2. Understand the parts of speech, sentence structure, verb conjugations, and basic syntax.
3. Building a strong foundation will make the learning process smoother as you progress.
4. Rather than memorizing grammar rules in isolation, strive to learn grammar within context.

5. Read authentic texts, listen to native speakers, and engage in conversations. By observing grammar in real-life usage, you will develop a better understanding of how the language works naturally.

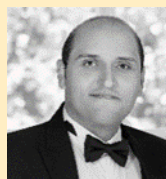
6. Regular practice is essential to reinforce grammar skills. Utilize grammar exercises, workbooks, and online resources that provide targeted practice opportunities. These exercises will help you internalize grammar rules, identify patterns, and apply them in different contexts.

7. Break down sentences to analyze their components. Identify the subject, verb, objects, modifiers, and connectors. By deconstructing sentences, you'll gain insights into how grammar elements interact, leading to a deeper comprehension of sentence structure.

8. When encountering complex grammar concepts, seek out clear explanations from reliable sources. Consult grammar textbooks, language learning websites, or seek guidance from experienced language instructors. Understanding the logic behind grammar rules will clarify their usage and make them easier to remember.

9. Immerse yourself in the target language as much as possible. Surround yourself with native speakers, watch movies or TV shows, and listen to songs or podcasts. Exposure to authentic language use will help you internalize grammar naturally.

While learning grammar may require time and effort, it is a crucial component of language learning. By starting with the basics, learning within context, practicing regularly, analyzing sentence structures, seeking clear explanations, and immersing yourself in the language, you can master grammar with confidence. Remember, grammar is the vehicle that enables effective communication, so embrace the journey and enjoy the process of unraveling the intricacies of language structure.



Dr. Kamyar EsmailiNasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Independence: An Essential Component of Emotional Intelligence for Employee Sustainability

In the realm of Emotional Intelligence (EQ), Independence stands as a pivotal component. In the intricate web of 15 important EQ factors, Independence represents an individual's ability

self-sustain, make decisions autonomously, and and exhibit a strong sense of self-reliance. Understanding the role of Independence in EQ and its impact on employee sustainability is crucial in fostering a productive and resilient workforce. Independence within EQ is not merely about self-sufficiency; it signifies an individual's capacity to manage their emotions, thoughts, and actions independently. It involves self-reliance in decision-making, the ability to stand firm in one's convictions, and the courage to face challenges head-on. Why is this component significant in the context of employee sustainability? Firstly, Independence cultivates self-confidence. Employees who possess a healthy level of Independence are more likely to trust their judgment and take calculated risks. This self-assuredness is an asset in the workplace, as it empowers individuals to innovate and adapt to evolving circumstances. Furthermore, Independence contributes to emotional resilience. When employees can manage their emotions independently, they are better equipped to navigate stress and adversity. This resilience reduces burnout, enhances mental well-being, and fosters long-term sustainability within the workforce.

To improve Independence in employees, organizations can implement several strategies.

1. Encourage Decision-Making: Give employees opportunities to make decisions in their roles.
 2. Provide Autonomy: Allow employees some degree of autonomy in how they accomplish their work.
 3. Mentoring and Coaching: Offer coaching and mentoring programs to help employees develop their Independence.
 4. Emotional Intelligence Training: Provide training in EQ to help employees develop self-awareness and self-regulation, which are foundational for Independence.
 5. Feedback and Recognition: Acknowledge and appreciate employees' independent efforts.
- Independence is not about isolation; it's about empowering individuals to be self-sufficient while remaining cooperative and collaborative team members. When employees possess Independence as a component of their EQ, they become more adaptable, resilient, and capable of sustaining their contributions to the organization over the long term. As we delve deeper into the world of EQ, understanding and nurturing each component becomes vital in fostering employee sustainability.

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





Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

UNWTO Helping in Rebuild Tourism with Residents at the Forefront

UNWTO will work with the Municipality of Thassos in Greece to help the island rebuild its tourism sector in an inclusive way. The new joint project will focus on two core issues, namely tourism marketing and community involvement in tourism on Thassos. The work is part of a wider focus to place local communities at the centre of tourism policies as the sector's recovery continues to gather pace.

As part of the collaboration, UNWTO will work with the Municipality to boost the diversity and resilience of tourism on the island. The marketing initiatives for Thassos tourism carried out over recent years will be thoroughly analysed, with key takeaways used to inform future work. Both parties will then collaborate on a new Marketing Action Plan. The marketing activity will aim to provide Thassos with a targeted action plan to improve the marketing efforts and initiatives through contemporary and effective marketing tools.

The joint work will also look at the perceptions, vision, and priorities of residents with regards to the development of tourism in Thassos. A Residents Study will be carried out with the aim of better understanding the views of Thassos residents on tourism. This will involve conducting surveys and focus groups to gather information on how residents perceive that tourism affects the island's economy, environment, and culture. The findings of the study will be used to inform the development of sustainable and inclusive tourism policies for Thassos.

"We are delighted to be working with the Municipality of Thassos, Greece, on this important project," said UNWTO Secretary-General Zurab Pololikashvili. "This project is a great example of how UNWTO is working with communities to ensure that tourism is developed in a way that is beneficial to all." [link](#)
"With the present cooperation, the island of Thassos acquires international and up-to-date technical assistance "tools" related to tourism development" said Mayor of Thassos Eleftherios Kyriakidis.

"We are generating knowledge to consult our policy of extroversion that is needed for a more sustainable tourism development in Thassos, taking always into account the natural environment, history, culture and local society." [link](#)

In conclusion, the United Nations World Tourism Organization (UNWTO) has emerged as a pivotal force in the rejuvenation of the global tourism industry, placing residents at the forefront of this transformative journey. As the world faced unprecedented challenges, the UNWTO recognized the symbiotic relationship between tourism and the communities it touches. By emphasizing the active participation and empowerment of residents, the organization has ushered in a new era of sustainable and responsible tourism.



Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:

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

MUSIC/PHONETICS

Conspiracy theories and International Standard Pitch

In recent years, a theory has been circulating on the internet, regarding the musical pitch standard (basic tuning frequency of instruments). By pitch, or tuning, we mean the "agreement" that musicians make with each other so that the same notes they produce (C, D, E, etc.) have exactly the same frequency (the number of waves that pass a fixed point per unit time) [1]. For example, you may have noticed that before the orchestra begins in a concert, a sharp instrument (usually the piano) gives a note and the rest tune based on it. So, it has been determined that in order for everyone to be tuned, the A (La) must be at 440 Hz (cycles per second), which is also the official tuning and preset in computers and music programs [2].

This particular theory (conspiracy theory but with some scientific support such as [3]) says that this tune is fundamentally wrong and that the 440 Hz was deliberately set as a base frequency, to take people away from harmony and inner peace. Nature and the universe define 432 Hz as the ideal frequency. The 432 Hz frequency is a Harmonic of the natural vibration of the Earth, known as the "Schumann Resonance". Listening to the 432 Hz music, may enable you to feel more grounded and connected to mother nature [4]. So, what are our thoughts based on the above? Supporters of this theory say:

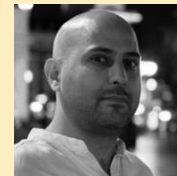
"The frequency of 440 conflicts with the frequency of human energy centres" or "Ancient Egyptian and Greek musical instruments that have been found are tuned to A432 Hz" or "Experiments have been made where as soon as the music is "turned down"

from 440 to 432 Hz, the listeners feel better"... On the other hand, some may say that "440 Hz is considered cerebral music and helps with the listener's cognitive development", or "440 Hz is associated with the activation of the third eye chakra" or "Listening to this higher frequency is extremely potent and an effortless way to experience a deeper dive within our consciousness" [5].

Music is art and its effect varies on each of us. The creation of art depends on many factors such as geographical, social and economic ones. It has to do with age, experience, hearing, taste and it also depends on the specific moment of listening, on the marketing and on the image.

References

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



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

THEOLOGY

Mani and Manichaeism

Mani was an Iranian, born in 216 in or near Seleucia-Ctesiphon (now al-Mada'in) in the Parthian Empire. According to the Cologne Mani-Codex, Mani's parents were members of the Jewish Christian Gnostic sect known as the Elcesaites (please, see this link).

Manichaeism was a significant religious and philosophical movement that emerged in the 3rd century CE, founded by the prophet Mani, also known as Manichaeus. This dualistic faith sought to reconcile elements of Zoroastrianism, Christianity, and Gnosticism into a cohesive belief system. Manichaeism posited the existence of two opposing forces: the spiritual realm of light and goodness, represented by God, and the material realm of darkness and evil, represented by Satan. Human souls were believed to be sparks of light trapped in the material world, and the ultimate goal was to liberate these souls through knowledge and asceticism.

There are several similarities between Manichaeism and Buddhism, Christianity, and Zoroastrianism. In terms of Buddhism, both religions share an acknowledgment of the material world's impermanence and suffering. Both Manichaeism and Buddhism emphasize the need to transcend the material realm to achieve spiritual liberation. Additionally, they both consider the cycle of reincarnation and karma as integral components of their respective belief systems.

Manichaeism shares similarities with Christianity in its dualistic nature and the idea of cosmic struggle between good and evil. Both religions assert the existence of a benevolent deity or God in opposition to an evil force. Furthermore, the concept of redemption and salvation plays a significant role in both faiths. In Christianity, salvation comes through belief in Jesus Christ, while in Manichaeism, it is then attained through the knowledge and gnosis (spiritual insight) imparted by the prophet Mani.

As for Zoroastrianism, Manichaeism incorporates elements of this ancient Persian religion, particularly in its dualistic worldview. The contrast between light and darkness, good and evil, in Manichaeism is reminiscent of the Zoroastrian concept of the eternal struggle between Ahura Mazda (the supreme god of light and truth) and Angra Mainyu (the destructive spirit of darkness and chaos). Both religions emphasize the importance of individual choice and responsibility in aligning with the forces of good and contributing to the eventual triumph of light over darkness.

Despite these similarities, it is essential to note that each of these religions has its unique doctrines, rituals, and historical contexts. Manichaeism, while it had a significant impact in its time, eventually declined due to persecution and the rise of other religious movements. Today, it exists primarily as a historical and scholarly subject of study.

References: [Link1](#) and [Link2](#).



Dr. Noah Mutai
Lecturer

Areas of expertise:

Applied Statistics, Econometrics,
Business Analytics

PSYCHOLOGY / DECISION MAKING

***The Process, Psychology, and Behavior of
Decision-Making in the Digital Era***

In the ever-evolving landscape of the digital era, decision-making has acquired new dimensions, influenced by rapid technological advancements, and shifting psychological paradigms. As individuals and organizations traverse an increasingly intricate web of choices, comprehending the intricacies of decision-making processes, underlying psychology, and emerging behavioral patterns result in a matter of paramount importance. This article delves into the multifaceted aspects of decision-making in the digital age, illuminating how these factors intersect and shape the choices we ultimately make.

At its core, decision-making involves selecting a course of action from a range of alternatives. In the digital era, the process has become more intricate due to the sheer volume of information and options available. The steps of decision-making – from recognizing the need for a decision to evaluating alternatives and finally making a choice – remain foundational. However, the advent of technology has introduced nuances that influence each stage.

Information Overload and Need Recognition: The digital era is characterized by an information explosion. Consequently, recognizing the need for a decision can be both facilitated and hindered. On one hand, digital platforms provide a continuous stream of data that can alert individuals to emerging situations. Conversely, the constant influx of information can lead to decision fatigue and a sense of being overwhelmed.

Alternative Evaluation: The internet has democratized information, enabling individuals to explore a plethora of alternatives. Nonetheless, this abundance can also lead to analysis paralysis, where individuals struggle to evaluate options effectively due to an excess of information. Tools such as comparison websites and online reviews shape perceptions and simplify evaluation, yet they can also contribute to biases and misinformation.

Choice and Implementation: Decision-making in the digital age often involves navigating online interfaces, apps, and platforms. The convenience of digital tools can expedite choices, but it can also lead to impulsive decisions driven by ease of access rather than thorough consideration. Furthermore, implementing decisions often involves interacting with technology, potentially amplifying the consequences of a poor choice.

The Psychology of Decision-Making in the Digital Era

Understanding the psychological underpinnings of decision-making is pivotal in comprehending how individuals behave in the digital landscape. Cognitive, emotional, and social factors interplay to shape the choices people make.

Cognitive Biases and Heuristics: Digital platforms are not immune to cognitive biases and heuristics – mental shortcuts that simplify decision-making.

Online algorithms curate content based on individual preferences, reinforcing confirmation bias. Additionally, the availability heuristic, where readily available information is prioritized, influences online choices.

Emotional Influences: Emotions significantly impact decision-making. In the digital era, the immediacy of social media and online interactions can amplify emotional responses. Fear of missing out (FOMO) can drive hasty decisions, while emotionally charged content can lead to impulsive sharing and engagement.

Social Dynamics: Online platforms introduce a global dimension to decision-making.

Social validation through likes, shares, and comments can sway choices, often leading to conformity with prevailing trends. Group dynamics are magnified in digital spaces, where the influence of influencers and online communities can shape individual decisions.

Behavioral Patterns in Decision-Making

The digital age has given rise to distinct behavioral patterns in decision-making, shedding light on how individuals and organizations navigate choices in a technologically saturated environment.

Instant Gratification and Impulsivity: Digital technology has cultivated a culture of instant gratification. The ease of online shopping, access to on-demand content, and swift communication contribute to a sense of immediacy. This culture encourages impulsive decision-making, often without fully considering long-term consequences.

Preference for Personalization: Online platforms leverage data analytics to deliver personalized content and recommendations. This leads to a preference for tailored experiences and products. However, this level of personalization can create echo chambers, where individuals are exposed only to content that aligns with their existing beliefs and preferences.

Decision Delegation to Algorithms: Automation and algorithms increasingly guide decisions. From content suggestions to financial investments, individuals often rely on algorithmic guidance. While this can enhance efficiency, it can also detach decision-makers from a deeper understanding of the choices at hand.

Paradox of Choice: The digital era offers an abundance of options, leading to the paradox of choice. While a range of alternatives can empower decision-makers, it can also lead to anxiety and dissatisfaction due to the fear of making the wrong choice.

Conclusion

The process, psychology, and behavior of decision-making in the digital era constitute a complex interplay between technological advancements and human cognition. As the digital landscape continues to evolve, it is essential to comprehend how individuals and organizations navigate choices in this technologically saturated environment.

By understanding the cognitive biases, emotional influences, and behavioral patterns that shape decision-making, we can make informed choices that align with our values and lead to positive outcomes in an increasingly interconnected world.



Dr. Anna Rostomyan
Lecturer

Areas of expertise:

Cognitive Science, Neuropsychology of Emotions, Emotion Management, Education

PSYCHOLOGY

Our Various Interrelated Intelligences

Being homo sapiens, we humans are special creatures endowed with higher cognitive processes, which make us mostly different from animals.

Nowadays with the advancement of Artificial Intelligence, endowing machines with the capabilities of performing tasks that usually we are able to perform due to our intelligences, some researchers do believe that AI technologies also have thinking abilities, which I doubt a bit, since according to Daniel Goleman (1995) in essence we have two minds, namely the “emotional mind” and the “rational mind”, which make up the basis of our cognition. So, since machines do not have emotions in the real sense of the word, which also participate in our higher cognitive processes.

Furthermore, when we speak about human intelligence, we not only speak about the IQ, but also EQ, CQ, PQ, SQ, WeQ, etc.

According to psychologists, there are these types of intelligences: 1) Intelligence Quotient (IQ), 2) Emotional Quotient (EQ), 3) Spiritual or Social Quotient (SQ), 4) Adversity Quotient (AQ), 5) Cultural Quotient (CQ), 6) Physical or Practical Quotient (PQ), 7) WeQ – the collective intelligence.

IQ stands for intelligence quotient and, in short, it is a measure of a person's reasoning ability. In other words, an IQ test is supposed to gauge how well someone can use information and logic to answer questions or make predictions. Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and build stronger and long-lasting relationships.

As for SQ, some researchers claim that it stands for “social intelligence” others believe that it refers to “spiritual intelligence”.

As for myself, I take the stand that it should mostly refer to “spiritual” intelligence, since “social” intelligence is already involved in “EQ” in its relationship management component.

The Adversity Quotient (AQ) is the measure of our ability to go through a rough patch in life and come out of it without losing the mind.

Cultural Intelligence (CQ) is a globally recognized way of assessing and improving effectiveness in culturally diverse situations.

It measures your capability to relate and work effectively in culturally diverse situations and adapt effectively to cross-culturally different situations.

PQ is a function of your self-awareness at the most basic level. It has a function of how well you are attuned to your physical wellbeing, how you treat your mind, body and spirit.

WeQ is more than IQ or EQ, it is the collective intelligence in moving from an “I” culture to a “We” culture where everybody’s intelligence is accumulated forming up the collective intelligence, which is very good in fostering positive leadership.

In essence, the human brain is the center of our intelligence. It is a three-pound organ that interprets the senses, initiates body movement, and controls our behaviour. There are around 86 billion neurons in the human brain that communicate information.

To sum up with, all these types of intelligences do not function separately but do quite often function in unison, which helps us in accomplishing our day-to-day activities and finding our way in this “gift” called life.



Image [source](#)



Dr. Goetze Tanrikulu
Lecturer

Areas of expertise:

Marketing, Innovation, Entrepreneurship and Gamification

INNOVATION / MARKETING

Ethical Marketing and Advertising

The campaign group Action on Sugar has highlighted a noticeable oversight within existing regulations, which permits brands to exploit a harmful strategy for sugary items by means of child-attractive packaging.

The organization contends that products classified as high and medium in sugar content should be prohibited from employing packaging that appeals to children, pointing out an evident gap in the regulations aimed at preventing the marketing of such items to children. Numerous instances have been identified by Action on Sugar wherein cereals and yogurts containing excessive sugar levels are packaged with the intention of captivating children using animated characters, personalities, and vibrant hues.

In response to this concern, Action on Sugar is advocating for a comprehensive elimination of such packaging designs for products with high and medium sugar content, proposing instead their application solely for promoting healthier alternatives. Regulations are already in place to ensure that advertising campaigns for foods possessing elevated levels of fat, sugar, and salt (HFSS) refrain from targeting children. The Code established by the Committee of Advertising Practice (CAP) explicitly stipulates that advertisements for HFSS products should not be directed at individuals under the age of 16 through media selection or the context in which they are presented.

Anticipating developments in 2025, a legislative enactment is scheduled to be introduced, enforcing a prohibition on HFSS food advertising on television prior to 9pm, and introducing limitations on paid online advertising. This legislative step aims to curtail excessive consumption of such products among children.

“There is no reason why products with high or medium levels of salt or sugar should be marketed as ‘suitable for children’,” says Action on Sugar nutritionist, Zoe Davies.

“If we are to protect the health of our future generation, then bold action is required now from both government and companies alike and this must include child-friendly packaging only being placed on healthier products.” says Action on Sugar nutritionist, Zoe Davies. [link](#)



Dr. Gemma Vallet
Lecturer

Areas of expertise:

Areas of expertise: Digital Branding & Marketing / Marketing Direction & Strategy/ Innovation in Advertising & Media / eCommerce

CLIMATE CRISIS / GOOGLE / SUSTAINABLE MARKETING

The Brutal Summer

On August 28, 2023, Wired Magazine launched a special issue on climate change and extreme heat. With the shocking headline “This Brutal Summer in 10 Alarming Maps and Graphs” its author, Matt Simon, prominent senior editor of the magazine, shows us the brutality of climate change on human life and nature.

According to Matt Simon article: *“All populations over the world are under certain threats from non-optimal temperatures, regardless of their ethnicity, location, sex, age, and socioeconomic status.”* And what we are learning now, with this extreme climate change, is that exposure to cold or hot temperatures is associated with premature deaths.

This summer extreme heat waves have caused serious forest fires and have taken many lives... Multiple places have been dramatically affected.

The list of places affected by this brutal climate change is starting to get alarmingly long. From devastating wildfires in Asturias in the North of Spain, the Town of Lahaina, or recently wildfires in **Greece, which suffers one of the biggest fires in history**. And the causes seem clear in most cases. In the case of Greece, the government and environmental experts attribute the devastation caused by numerous fires that Greece is suffering to the climate crisis, according to the AFP agency.

What is key to understanding and where is the difference in today's new waves of extreme weather?

The difference is in the increasing frequency in which we suffer extreme weather.

"What we're seeing is not just this year that records are being broken, but we're seeing these record-breaking events occur more frequently," says University of Chicago climate scientist Tiffany Shaw. For all of us it is key to understand and learn how to live and behave in this new scenario in which frequent extreme weather is going to be part of our lives.

More than 5 million deaths due to the extreme change in temperature

In July 2021, The Lancet published a relevant case about *"Global, regional, and national burden of mortality associated with non-optimal ambient temperatures from 2000 to 2019: a three-stage modelling study"*, this case demonstrates how climate change is accelerating death ratios. It provides insights such as:

"5,083,173 deaths were associated with nonoptimal temperatures per year, accounting for 9-43% of all deaths and equating to 74 excess deaths per 100,000 residents. Most of these excess deaths were explainable by cold temperatures. The temperature-related mortality burden showed substantial geographical variation. Of all excess deaths, more than half occurred in Asia, particularly in Eastern and Southern Asia. Eastern Europe had the highest heat-related excess death rate and Sub-Saharan Africa had the highest cold-related excess death rate."

It is clear that we are facing a serious problem that is affecting more than COVID-19 our lives and economic system.

EXTREME CONSEQUENCES FOR THE ECONOMY

It urges also to pay attention to how economies will recover themselves from this brutal summer and from the more brutal seasons to come with an increasing number of natural disasters. Can our economies handle these while we are still recovering from a recession? In Europe, we are observing that Germany, the strongest country in the EU, is still immersed in a recession. In August 17th 2023, The Economist was really critical about today's economy in Germany, describing Germany as

the "Europe's biggest economy has gone from a growth leader to a laggard." Also The Economist analyst questioned if Germany is once again the sick man of Europe. Later on, in August 25th, Reuters announced: *"Germany's economy stagnated in the second quarter from the previous three months, showing no sign of recovery from a winter recession and cementing its position as one of the world's weakest major economies."* It is clear that the machine of Europe, Germany, after two consecutive quarters of contraction, fulfills the technical definition of a recession.

MORE MARKETING CAMPAIGNS ARE NEEDED

We know that good advertising works. We also know that "good" political communication and marketing campaigns can also change the history of a country. It is now the time that countries should launch campaigns again to raise awareness about how to act and how to anticipate ourselves in the coming weeks to come.

Given the gravity of the situation to which climate change is leading us, it is urgent to non-stop campaigns that inform, prevent, educate us about what measures we must take to reduce the carbon footprint and also how to handle today's economical scenarios in our daily life.

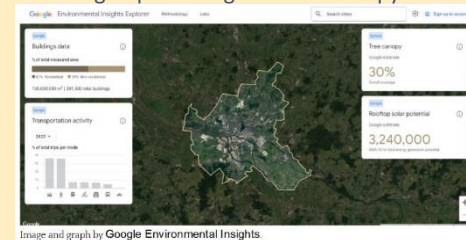
We will see more companies such as Google providing us with information and guidelines to be more sustainable and to know when our geographical space is under the threat of extreme weather. Recently Google added **new extreme heat alerts in Search**. Besides, they are providing for cities and governments tools like TREE CANOPY to prevent "heat islands," which are urban areas that experience higher temperatures due to structures — like roads and buildings — that absorb heat and re-emit it. Tree canopy is based on the theory that to help lower temperatures is by increasing tree coverage in these areas. **Tree Canopy by Google combines AI and aerial imagery so cities can understand their current tree coverage and better plan urban forestry initiatives.**

In the images below, we can see Tree Canopy results for Berlin, Barcelona, Hamburg and Paris, today's BSBI campuses. Berlin with 45% tree canopy percent has the largest number of trees in the city, followed by Hamburg with 30%, Barcelona with 29% and Paris with 24%. Initiatives such as incorporating plants in our spaces, like today's Berlin Campus that looks now even gorgeous, they can be a small big step towards a more urgent goal to achieve for all of us, reduce climate crisis.



Berlin's percentage of Tree Canopy is 45%, most of the mobility in the city is by foot and by car. Increasing the use of public transport and biking will help the city to achieve its sustainable goals. Berlin also has the highest number in rooftop solar potential.

Hamburg's percentage of Tree Canopy is 30%.



Hamburg percent of Tree Canopy is 30%.



Barcelona percentage of Tree Canopy is 29%.



Paris percent of tree canopy is 24%.

ENDNOTES

1. Google Environmental Insights. [Link](#) [Access on 31st August 2023]
2. The Economist. "The German economy: from European leader to laggard". [Access on 31st August 2023]
3. Reuters. "German economy stagnates in Q2 after winter recession". [Link](#) [Access on 31st August 2023]
4. The Lancet. "Global, regional, and national burden of mortality associated with non-optimal ambient temperatures from 2000 to 2019: a three-stage modelling study". [Link](#) [Access on 31st August 2023]
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FROM OUR STUDENTS



Artem Lomakin
CUC MBA master

Areas of expertise:

MBA, International Relations, Global Governance, Secure Governance

EDUCATION

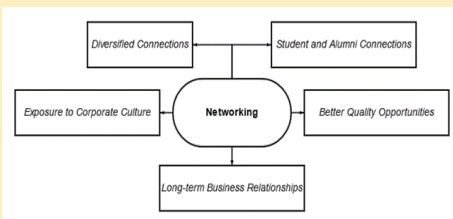
MBA: the role of networking in connecting young professional scholars

“Details create the big picture”.
— Sanford I. Weill

The issue of establishing interpersonal business relationships at the level of young professionals and scientists has two factors underlying it: professional-business and psychological. Within the framework of this paper, the professional-business approach will be considered.

According to several scientists, in the student age the most important discoveries are made in the field of establishing business relations between students of different views and directions in science.

In addition, the important establishment of such contacts can contribute to a much easier cooperation in the future, when young scientists and students have already become employees and managers. The friendships and business relationships established during their time as students will help them to collaborate or mediate on a wide range of issues. Networking is based on the theory of six handshakes proposed by psychologist Stanley Milgram and sociologist Jeffrey Travers. According to the authors, this phenomenon has an accumulative character and can serve the success of each figure in his or her field of activity. As for the MBA field, it favors business relationships.



Infographic source: the author of this article (2023)

To sum up we would like to note that nowadays networking among young scientists who have chosen the path of studying at MBA program requires a wide range of personal connections, without which it is almost impossible to imagine the image of a promising and active figure.

With the development of relationships within the young student community, everyone can find their own social circle and channel it towards common academic and research challenges in the MBA field. Commonwealth of fellow students also contributes to the solution of such tasks.

Useful 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