

# 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 share a great infographic in regards to which elements a Data Scientist is composed of. This is very useful for all our IT students.



## Photo of the Week



## Inspirational Quotes

Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning.

— **Albert Einstein**

Choosing to be positive and having a grateful attitude is going to determine how you're going to live your life.

— **Joel Osteen**

Happiness is an attitude. We either make ourselves miserable, or happy and strong. The amount of work is the same.

— **Francesca Reigler**



You may find the worst enemy or best friend in yourself.

— English Proverb

# Article of the Week



**Dr. Muniruddeen Lallmahamood**  
Lecturer

### Areas of expertise:

Strategic Management; Corporate Governance;  
Digital Finance; Islamic Banking

## CAN “DIGITAL ASSET” HELP THE LOCAL ECONOMY AND BUILD A BETTER FUTURE?\*

Digital assets and its impact on the economy have been subject to many discussions in academic circles, as well as in the business world. The real challenge facing us is whether we can reap its benefits, or we can only wish for.

Digital assets whether in the form of tokens or crypto-currencies have grown significantly amid large bouts of price volatility. The market capitalisation of crypto assets has grown significantly and through early November 2021, it almost tripled to an all-time high of \$2.84 trillion from the total of 14,777 cryptocurrencies. Bitcoin's dominance is at 41.88% whereas Ethereum has 19.65% and Altcoins represent 38.47%. The size of Decentralised Finance (DeFi) also grew from \$15 billion at the end of 2020 to about \$110 billion as at September 2021, largely due to the rapid growth of decentralised exchanges that allow users to trade crypto assets without an intermediary. Today, there are 308 decentralised exchanges and these platforms provide credit that match borrowers and lenders without the need for a credit risk evaluation of the customer. Similarly, Initial Coin Offerings (ICOs) have exponentially increased and these growths also carry some potential financial stability risks.



Source: <https://coinmarketcap.com/charts/>

As a result, a special kind of digital asset, “security token”, an asset backed token which provides one of the encouraging cases for Blockchain technology, has been on the rise in 2021. The total market capitalisation of security tokens is at \$1.25 trillion. The main difference is that security token (also commonly known as digital securities) are considered securities, not currencies and therefore required registration with the U.S Security Exchange Commission under the U.S Securities Act. A holder of a security token has to be whitelisted through the firm’s KYC/AML procedures and the address is registered in a whitelisting database. In either case, this shows that the rapid growth of the crypto ecosystem presents new opportunities.

The innovations that have given rise to the crypto ecosystem are significant and can create tangible benefits for the country, but the risks should be kept in check.

These technologies will bring several direct changes on how we live our daily life and conduct our businesses. Take for example, “payment”. When it comes to payment systems, they are expected to be more efficient and cheaper through the use of the blockchain, and managed by Artificial Intelligent driven systems.

In the financial markets, the deployment of Artificial Intelligent & Blockchain is already in full swing in some parts of the world. For instance, it is possible that AI-driven robots will now perform the functions of analysing and trading financial markets. In the retail and e-commerce sectors, the processes will be completely changed by AI and Blockchain which will impact the entire supply chain, from manufacturing to wholesale, retail and consumption.

In the healthcare system, managing healthcare data and information systems is one of the biggest challenges faced by the Ministry of Health & Wellness. Blockchain might enable the development of better health records and health data analytics on a national scale. Similarly, doctors will find that AI will enable them to provide better diagnosis. In our education system, which is considered as a critical sector for the development of courses & programmes, from primary to tertiary level, AI & Blockchain will bring considerable benefits to all citizens who form part of academia, students and administrators alike.

In other parts of the world, Energy start-up companies are developing blockchain-based innovations to revolutionise the production, storage, buying and selling of energy directly to neighbours.

Amid all the excitement about AI & blockchain’s contribution to social and economic development, I personally wonder whether we can achieve these goals. For instance, if FinTech is meant to make financial services cheaper and more accessible to more directly, the highly profitable banking institutions in the local market will either be a barrier for entry or will require to adopt a new business model. Financial institutions, as we know them today, make way for too much money, despite their high costs of operation because of their protected role in society. Therefore, it is still too early for us to fully appreciate the wonders that Blockchain and Cryptocurrencies will bring to transactions to the networked world.

Although the attractiveness of crypto asset returns can be higher when compared with other asset classes that also experience large drawdowns, such as bonds and equities in the local markets, the benefits can be fully reaped after the Virtual Asset and Initial Token Offering Services Bill 2021 is passed in Parliament. The Act then is a game changer for the development of the crypto market in Mauritius. Meanwhile last October, the Financial Action Task Force (FATF) released its final Guidance for a Risk-Based for Virtual Assets and Virtual Asset Service Providers (VASPs). After receiving much input, following a public consultation exercise, the new guidance provides key updates on Decentralized Finance (DeFi), P2P transactions, Non-Fungible Tokens (NFTs), and the Travel Rule. Some key changes include, additional travel rule clarifications regarding transaction fees and change addresses; Decentralized Exchanges (DEXs) are still generally not considered to be VASPs but their owners/operators can be; Governance token holders generally do not have AML/CFT obligations; new AML/CTF guidance for VASPs providing nested services; New guidance around NFTs - they are generally not considered VAs under the FATF definition unless used for payment or investment purposes and last the “So-called stablecoins” are now just referred to as stablecoins to reflect common usage and is not an endorsement. While the above-mentioned act will better position Mauritius as a regulated crypto market, the implementation of the FATF remains a challenge due mainly to lack of expertise in this field.

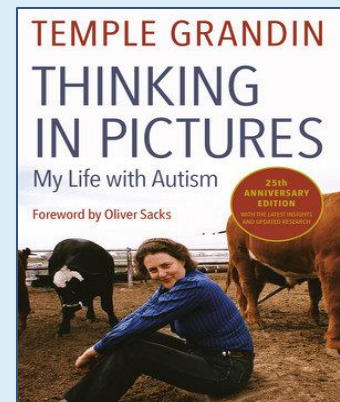
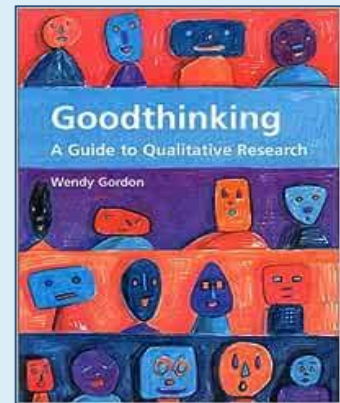
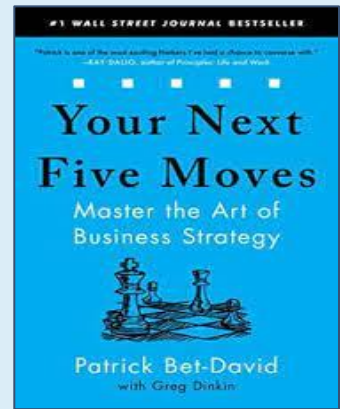
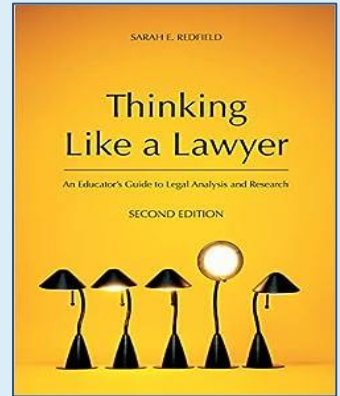
One can only hope - It will only be a matter of time before AI & Blockchain definitively find a way into our lives, shaping them for the better, with economic growth and inclusion in mind. Although the implementation will not come about all at once today, as a country, government and people, we must take the first bold steps and extrapolate the potential that the future will hold.

\*This article was published in Investor's Mag (19th Edition) in December of 2021. Please visit [here](#).

# Websites of the Week

- 🕒 [How to lead in a hybrid environment](#)
- 🕒 [How generative AI could support—not replace—human resources](#)
- 🕒 [Resilient performance management in volatile times](#)
- 🕒 [Middle managers hold the key to unlock generative AI](#)
- 🕒 [Socio-emotional ties: A secret ingredient to success](#)

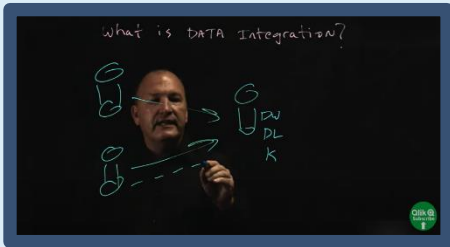
# Books of the Week



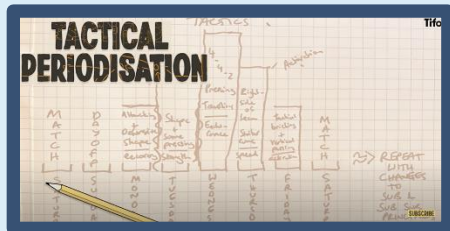
# Videos of the Week



Data Migration Tutorial | Learn Data Migration Basics in 15 Minutes



What is Data Integration?



What is Tactical Periodisation?



What is a Mission? & Why is it Important?



The Layers of Leadership



# 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

**AI / ACADEMIC WRITING**

**Using AI/Writing Assignments**

In the current era of digitization, the academic domain has witnessed notable integration of Artificial Intelligence (AI), which has had a profound impact on students' approaches to their assignments. The utilisation of artificial intelligence (AI) in the context of composing academic assignments presents a range of benefits, although it is not without its drawbacks. There are many advantages, such as the fact that AI-powered writing tools, such as grammar checkers, possess the capability to identify and rectify faults, hence resulting in the production of polished and refined academic writings, as well as its utilisation enables expedient analysis and organisation of extensive datasets, so facilitating students in effectively integrating statistical information, graphical representations, and valuable observations into their academic tasks. In addition, artificial intelligence has the capability to propose more effective methods for organising arguments, so enhancing their coherence and clarity. The utilisation of bibliography and citation tools can significantly alleviate the time-consuming nature of manual reference while also reducing the likelihood of errors. Citation tools that utilise artificial intelligence have the capability to produce references in various formats, thereby diminishing the likelihood of plagiarism and upholding the principles of academic integrity. Among many drawbacks associated with this phenomenon, the potential consequence of over dependence on technology is the potential hindrance of pupils' ability to cultivate their autonomous research and writing proficiencies. The persistent utilisation of artificial intelligence (AI) may potentially

result in a diminishment of critical thinking abilities and original thought. Also, the possibility of plagiarism arises when students utilise AI tools that generate content based on provided inputs, resulting in the inadvertent presentation of generated information as original work. This phenomenon raises significant concerns regarding the maintenance of academic integrity. Another disadvantage is contentious discussion that revolves around the extensive utilisation of AI for academic projects, with concerns raised over the potential provision of an unjust advantage to students possessing access to sophisticated tools, hence resulting in an inequitable educational environment. In summary, the task for educators and students lies in achieving a harmonious equilibrium, effectively utilising the benefits of artificial intelligence while remaining cautious of its possible drawbacks. The primary aim of academic tasks is not solely to provide papers devoid of errors, but rather to cultivate autonomous thinking, critical examination, and ingenuity.



**Dr. Kamyar EsmaeiliNasrabadi**

Lecturer

**Areas of expertise:**

Human Resource Management, Business Management, Tourism, Customs

**EMPLOYEE SUSTAINABILITY**

**Building Resilient Employees:**

**The Role of Tolerating Mental Stress in EQ**

In our exploration of emotional intelligence (EQ) and its impact on employee sustainability, we delve into one essential aspect: the ability to tolerate mental stress. This often-overlooked component holds the key to fostering resilience among employees and ensuring their long-term success within an organization. Tolerating mental stress, a critical element of EQ, signifies an individual's capacity to navigate challenging situations without succumbing to overwhelming negative emotions. It encompasses the ability to

maintain composure, think clearly, and make rational decisions, even when confronted with high-pressure circumstances. This particular EQ skill plays a central role in how individuals manage their emotions and handle interpersonal relationships in the workplace. Understanding and cultivating the ability to tolerate mental stress is fundamental to building a sustainable and thriving workforce. Here's how this EQ component contributes to the sustainability of employees:

- **Enhanced Decision-Making:** Employees with a high tolerance for mental stress are better equipped to make well-informed decisions under pressure, leading to more effective problem-solving and crisis management.
- **Greater Adaptability:** Stress-tolerant individuals can navigate change and uncertainty more effectively, enabling organizations to remain agile and resilient in a dynamic business landscape.
- **Positive Team Dynamics:** Those skilled at managing stress can maintain their composure during conflicts, fostering positive relationships and contributing to a harmonious workplace.
- **Reduced Burnout:** Employees who can effectively manage stress are less likely to experience burnout, resulting in increased job satisfaction and longer-term commitment to the organization.

To enhance the ability to tolerate mental stress, consider mindfulness practices, stress management workshops, resilience training, and fostering a supportive workplace culture. Overall, the ability to tolerate mental stress is one of the pivotal component of emotional intelligence that significantly contributes to employee sustainability. By honing this skill through targeted training and fostering a supportive organizational culture, businesses empower their workforce to thrive amid adversity, leading to increased productivity and long-term success.

**Links:** [Link1](#), [Link2](#), [Link3](#), [Link4](#), [Link5](#)



**Mostafa Gaballa**  
Lecturer

**Areas of expertise:**  
Tourism, Hospitality, Travel

### TOURISM

#### *Support Tourism in Advancing the SDGs*

UNWTO and India's G20 Presidency, have joined hands to launch a new tool to advance the contribution of tourism policies and initiatives towards the Sustainable Development Goals (SDGs).

Ahead of the G20 Leaders' Summit next 9-10 September, UNWTO has worked with the Presidency through India's Ministry of Tourism on the G20 Tourism and SDGs Dashboard. Halfway between the 2015 launch of the 2030 Agenda and the deadline to accomplish it, this tool will help to promote the sector's contribution to accelerating progress towards achieving the 17 SDGs. for more information visit this [link](#).

The Dashboard showcases the pillars of the Goa Roadmap for Tourism as a Vehicle for Achieving the SDGs around the five priority areas set for the Tourism Working Group, which are: 1. Green Tourism; 2. Digitalization; 3. Skills; 4. Tourism MSMEs and 5. Destination Management.

The UNWTO-G20 Dashboard includes over 20 case studies under these five areas and will be updated on a regular basis during 2023 and in the coming years providing a unique reference for tourism policies and initiatives in their contribution to the SDGs.

Secretary-General Zurab Pololikashvili says: "G20 countries represent over 70% of tourism worldwide. Their leadership in the transformation of the sector is decisive. The G20 Tourism and SDGs Dashboard is a concrete outcome of G20 Tourism Working Group and a reference tool for all. UNWTO is very happy to have joined hands with the Ministry of Tourism of India to make this possible."

Shri G. Kishan Reddy, Minister of Tourism, Culture and Development of North Eastern Region, Government of India, added "Prime Minister Shri Narendra Modi, has consistently championed the transformative power of digitalization across all sectors, including tourism. Under his visionary leadership India is transforming into a digitally empowered country. Inspired by his foresight and commitment, the G20 Tourism and SDGs Dashboard is a testament to our nation's digital strides and serves as a beacon of knowledge for all the public and private stakeholders globally. It offers a wealth of knowledge and showcases

best practices, all aimed at steering the tourism industry towards greater sustainability, resilience, and inclusivity".

In this era of interconnectivity and shared global challenges, collaboration between international organizations and national governments is vital. The UNWTO and India's G20 Presidency have set a commendable example of such collaboration, emphasizing the need for innovative tools and strategies to leverage tourism's capacity as a force for good.



**Dr. Konstantinos Kiousis**  
Lecturer

**Areas of expertise:**  
Human Resource Management, Leadership, Counselling & Career Guidance, Modern Educational Approaches

### DEEP WEB

#### *In the Depths of the Internet*

Recently, terms such as Deep Web, Darknet, Dark Network and other "catchy" names appear in the media, in social networking, in magazines, newspapers, etc. The Deep Web, Invisible Web, or Hidden Web, are parts of the World Wide Web whose contents are not indexed by standard web search-engine programs, in contrast to the "surface web", which is accessible to anyone using the Internet. Deep Web sites can be accessed by a direct URL or IP address, but may require entering a password or other security information to access actual content (Bergman, 2001).

To discover content on the web, search engines use web crawlers that follow hyperlinks through known protocol virtual port numbers. This technique is ideal for discovering content on the surface web but is often ineffective at finding deep web content (Raghavan, 2001). However, crawlers do not find everything. There are "hidden" resources on the internet that search engine algorithms cannot access. Some examples are the Contextual pages (with content varying for different access contexts), Dynamic pages (which are returned in response to a submitted query), Limited access content (sites that limit access to their pages in a technical manner), Non-HTML/text content (textual content encoded in multimedia files or specific file formats not recognised by search engines), Private web (sites that require registration and login), Scripted content (pages that are accessible only by links produced by JavaScript), Software (certain content that is

accessible only with special software), Unlinked content (pages which are not linked to by other pages), Web archives and in general, anything that doesn't follow standard internet communication standards (Genes, 2022)..

A classic example of content belonging to the Deep Web is our tax data. They exist on the internet, we can see them through the TAXISNET system, but no other random user can find information about them through search engines. Another classic example is email accounts (gmail, hotmail, yahoo, etc.). Both are examples of personal content pages.

But how deep is the Deep Web? It's very deep. Although, due to the nature of the Deep Web, it is difficult to put numbers, estimates from various surveys estimate that the content of the Deep Web is 500 times greater than the content available through search engines (Surface Internet). We can say that the Deep WEB is more than 95% of the Internet (Rais, 2018). The only thing that is certain is that the Deep Web is growing at a geometric rate.



The Deep Web is not a bad thing, it is something very useful. Imagine if anyone could find your emails, tax information, phone calls, personal photos, etc. through a simple search. A very small part of the Deep Web, however, is "Dark". When we say small we mean about 0.1% which is directly linked to illegal material and actions. This part of the Web is the so-called Darknet or Dark Web. This is the part that one cannot access with the usual communication protocols and browsers. Darknet is used by anyone who wants to remain anonymous, either for good or bad reasons. For further information please visit [Link1](#) and [Link2](#).





**Dr. Mahmoud Manafi**  
Lecturer

**Areas of expertise:**

Human Resources Management, Marketing Management, Economics, Mathematics

**BUSINESS**

***Hanseatic League and its Impact on Current Businesses in Europe***

The Hanseatic League, established during the late 12th century and reaching its peak in the 14th century, was a powerful economic and trading alliance among several Northern European cities. Centered around the Baltic Sea and North Sea regions, the league played a crucial role in facilitating commerce, securing trade routes, and promoting cultural exchange among its member cities. The Hanseatic League's impact on current businesses in Europe is significant, as it laid the groundwork for modern trade practices and fostered a spirit of cooperation that still influences European business relations today.

Firstly, the Hanseatic League's emphasis on mutual economic interests and cooperation set a precedent for the formation of modern-day trade blocs and partnerships. The spirit of collaboration and trust that characterized the League's operations inspired future generations to create similar economic alliances, such as the European Union, which has played a central role in promoting trade, standardizing regulations, and encouraging cross-border investments among its member states. The principles of open markets, fair trade, and a shared commitment to economic growth, which were fundamental to the Hanseatic League, continue to shape the business landscape in Europe.

Secondly, the Hanseatic League's influence on maritime trade and infrastructure has endured through the centuries. The league's establishment of secure trade routes and port facilities facilitated the movement of goods and resources across Europe, promoting economic prosperity and cultural exchange. Today, Europe remains a crucial hub for global trade, with many major ports continuing to play a pivotal role in international commerce. The historical focus on maritime trade by the Hanseatic League has left a lasting legacy on current European businesses, ensuring the continent remains well-connected to the global economy.

Lastly, the Hanseatic League's emphasis on fair trade practices and the resolution of disputes through arbitration laid the foundation for modern commercial law and business ethics.

The League's approach to resolving conflicts peacefully and maintaining a stable business environment contributed to the development of legal frameworks that safeguard business transactions and investments in Europe. Concepts such as contractual obligations, commercial law, and dispute resolution mechanisms can trace their roots back to the Hanseatic League's influence on trade practices in Europe, which continues to impact business operations in the region today.

In conclusion, the Hanseatic League's legacy on current businesses in Europe is substantial and enduring. Its promotion of cooperation, establishment of trade routes, and influence on commercial law have left an indelible mark on the continent's economic landscape. As Europe continues to be a vital player in the global economy, the principles and practices fostered by the Hanseatic League continue to shape the region's business relations, trade policies, and commitment to sustainable economic growth.

Links: [Link1](#), [Link2](#)



**Dr. Noah Mutai**  
Lecturer

**Areas of expertise:**

Applied Statistics, Econometrics, Business Analytics

**DATA SCIENCE**

***Knowledge Generation and Evidence Formation***

In today's data-driven world, decisions made in various domains, from business and healthcare to education and public policy, are increasingly guided by evidence derived from data analysis. This transition from intuition-based choices to informed decision-making has led to a growing emphasis on knowledge generation and evidence formation. In this article, we delve into the process of transforming raw data into actionable insights, exploring the key steps involved and the significance of ethical considerations in this journey.

The proliferation of digital technologies has resulted in an unprecedented accumulation of data. This vast collection of information holds the potential to uncover hidden patterns, correlations, and trends that can provide valuable insights. Knowledge generation refers to the process of extracting meaningful information from data through systematic analysis. It involves several stages, each

contributing to the transformation of data into actionable knowledge.

1. **Data Collection and Preparation:** The journey from data to decisions begins with data collection. This phase involves gathering relevant data from various sources, which can be structured (such as databases and spreadsheets) or unstructured (like text documents and multimedia files). It is imperative that data collected are accurate, representative, and unbiased to ensure the validity of subsequent analyses. Once collected, data must be prepared for analysis. This entails cleaning, transforming, and structuring the data into a usable format. Data cleaning involves addressing errors, inconsistencies, and missing values. Transformation may include normalizing data, aggregating variables, and encoding categorical features numerically. Proper preparation sets the foundation for accurate analysis.
2. **Exploratory Data Analysis (EDA):** In the exploratory data analysis phase, analysts seek to understand the underlying patterns and relationships within the data. Descriptive statistics, visualizations, and basic data mining techniques are employed to uncover insights that can guide further investigation. EDA helps identify outliers, trends, and potential areas of interest.
3. **Hypothesis Formulation:** Based on insights gained from EDA, researchers formulate hypotheses to explain observed patterns or to test specific relationships. Hypotheses serve as the guiding framework for subsequent analysis, providing direction and focus.
4. **Data Analysis and Modeling:** In this stage, analysts apply various techniques to analyze the data and test the formulated hypotheses. Depending on the nature of the data and the research question, this can involve statistical methods, machine learning algorithms, or a combination of both. The goal is to extract meaningful information that supports evidence-based decision-making.
5. **Interpretation and Insight Generation:** Once the analysis is complete, the results are interpreted in the context of the research objectives. This involves translating statistical or algorithmic outputs into actionable insights that can inform decision-makers. Clear communication of findings is crucial to ensuring that the generated knowledge is understood and utilized effectively.

**From Insights to Evidence Formation**

While knowledge generation provides valuable insights, evidence formation takes the process a step further by establishing the credibility and reliability of those insights. This is particularly important in fields where decisions can have significant consequences, such as medicine,

policymaking, and finance.

1. **Reproducibility and Transparency:** To establish the validity of generated insights, it is essential to make the analysis process transparent and reproducible. This involves documenting the entire analysis pipeline, including data preprocessing steps, analytical methods, and parameters used. Transparent documentation enables others to replicate the analysis, verify results, and validate conclusions.
2. **Peer Review and Validation:** In scientific and academic settings, peer review plays a critical role in evidence formation. Researchers submit their findings to peers in the field who assess the quality, methodology, and interpretation of the analysis. This rigorous scrutiny ensures that conclusions are based on sound methodology and that potential biases or errors are identified and addressed.
3. **Ethical Considerations:** Ethical considerations are paramount in both knowledge generation and evidence formation. Data privacy, consent, and responsible use of data are essential factors to uphold. Informed decisions cannot be made if the data used to generate knowledge is collected unethically or without due consideration for individual rights.
4. **Meta-Analysis and Synthesis:** In fields where, multiple studies contribute to a body of knowledge, meta-analysis plays a crucial role. This involves systematically reviewing and synthesizing the results of multiple studies to draw more comprehensive conclusions. Meta-analysis enhances the robustness of evidence by aggregating findings from various sources.
5. **Contextualization and Application:** Evidence formation is most effective when insights are placed within the appropriate context. Decision-makers need to consider factors such as the specific circumstances, potential biases, and the generalizability of findings to their unique situation. Applying evidence without considering context can lead to misguided decisions.

### **The Power of Data-Driven Decision-Making**

The journey from data to decisions underscores the transformative power of data-driven decision-making. In an era where information is abundant, organizations and individuals can leverage data to enhance their strategies, optimize processes, and achieve better outcomes. However, the effectiveness of data-driven decisions relies on the rigor of knowledge generation and evidence formation.

1. **Improved Accuracy and Objectivity:** Data-driven decisions are less susceptible to biases and intuition-driven errors. By

relying on evidence rather than gut feelings, organizations can make more accurate and objective choices.

2. **Adaptive Strategies:** Data analysis allows organizations to adapt their strategies in real-time based on changing trends and insights. This agility is particularly valuable in fast-paced environments.
3. **Enhanced Problem Solving:** Complex challenges can be approached systematically by analyzing relevant data. This leads to a deeper understanding of the issues at hand and the formulation of more effective solutions.
4. **Informed Innovation:** Innovation can be directed more effectively when rooted in data-driven insights. By identifying gaps and opportunities through analysis, organizations can innovate with purpose.
5. **Accountability and Transparency:** Data-driven decisions are backed by evidence, which enhances accountability and transparency. This is crucial for organizations that need to justify their choices to stakeholders.

### **Conclusion**

From data to decisions, the process of knowledge generation and evidence formation is a crucial bridge that transforms raw data into actionable insights. This journey requires a commitment to accuracy, transparency, and ethical considerations. In an era where data is abundant but informed decisions are paramount, organizations and individuals that master this process stand to gain a significant competitive advantage. As technology and methodologies continue to evolve, the importance of this journey from data to decisions will only continue to grow.



**Dr. Anna Rostomyan**  
Lecturer

### **Areas of expertise:**

Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

### **EMOTION / INTELLIGENCE**

#### ***The Interrelation of EQ & IQ***

In our everyday lives we deal with not only everyday issues, but also with our internal states, feelings, beliefs, desires, motivations, and aspirations.

Actually, our internal states can vary throughout the whole day depending on the various external stimuli that we might perceive

during the entire day.

Emotional Intelligence (EQ), thence, is our ability to perceive, understand, use and manage our emotions, as well as the emotions in the others, that is to say to deal with our very own emotions, as well as the emotions of the others surrounding us, both in our everyday lives and in the business field.

In essence, we have two interrelated “intelligences”, namely the rational intelligence (IQ), that is partly fixed since our birth and partly learnt and acquired in life, and our emotional intelligence (EQ/EI) that can be variable through our lives and is basically a learnt ability.

It is in this respect noteworthy that these two do not function in complete separation and continually interact, providing one another with very important pieces of information. Usually, there is a balance between these two, but sometimes one of the latter may be more powerful than the other and consequently have an impact on the actions of the latter and this differs from person to person.

In summary, the absolute harmonious interflow of both EQ & IQ guarantees successful, enjoyable, and pleasant interpersonal communication and cooperation amongst people across borders, cultures, and situations.



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## FROM OUR STUDENTS



**Artem Lomakin**  
CUC MBA master

### Areas of expertise:

MBA, International Relations, Global Governance, Secure Governance

### BUSINESS ADMINISTRATION

#### ***MBA: The convergence of young scientist's personal experience and science***

"In the business people with expertise, experience and evidence will make more profitable decisions than people with instinct, intuition, and imagination".

— Amit Kalantri

The German philosopher and prominent scientist I. Kant in his fundamental study "Critique of Pure Reason" argued about the importance of personal experience in the knowledge of the world in which we live. Accordingly, "pure reason" is a reason to which nothing taken from experience is added. The basis of such a mind is our own cognitive abilities, which only process signals coming from outside, but are not formed due to them. The importance of combining personal experience and knowledge has always been the cause of much debate. This issue is especially acute in education and academic science. It is important that this very dispute contributed to the formation of such a field of science as philosophy of science, which shows the true significance of this dispute.



The role of knowledge in MBA is undeniable, however, what about when a young expert gets into the reality and tries to understand new trends due to the knowledge gained within the walls of the university? In this case, the role of collective knowledge comes into play, thanks to which the young scientist can share his thoughts and experiences with his colleagues and peers, which gives a qualitative increase in knowledge. This is the purpose of MBA, communication and exchange of experience gives an opportunity to an individual to solve difficulties and problems independently.

The opportunities available to those who choose to study an MBA offer a unique opportunity to combine personal experience and knowledge at university, especially in a context where the lecturer is willing to share personal experience of working in the field and is also engaged in the education of a talented manager and activist. A number of experts in the field of MBA advocate the active use of personal experience, personal mistakes and achievements in the establishment of work in this area. In their opinion, it is personal experience that helps the personal development of a young person as an expert in the professional world and the development of personal competencies.

To summarize, the convergence of experiential knowledge and scientific knowledge is a unique symbiosis today, within which a young research scientist can discover unique opportunities and skills for himself and his scientific career. First of all, the opportunity for creative self-realization in the context of personal experience and self-knowledge, and on the other hand, the opportunity to structure and systematize their knowledge according to the strict logic of science. MBA is an example of such sphere. The opportunities of this area have always skillfully combined such basics of cognition and gaining new experience.

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



All students are kindly invited to send their original texts to Dr. Farshad Badie and Dr. Anna Rostomyan to the email address [farshad.badie@berlinsbi.com](mailto:farshad.badie@berlinsbi.com) and [anna.rostomyan@berlinsbi.com](mailto:anna.rostomyan@berlinsbi.com)



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