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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 poem by Amitav Radiance. It is called

"***Words of Gratitude***":

Today, the words came to me
Wrapped in their exclusive finery
Ready to take me with them
On a tour of the unknown alleys
Of my heart, not visited by me
Each word is a guide, leading me
Towards the core of gratitude
Being an avid traveler
I was yet to take this journey
With childlike glee I read each word
Feelings which lay unexpressed
Were touched by the magic message
Like each new day brings fresh hope
Each word spoke with such grace
The roots of joy are rejuvenated
And springs to blossom eternally
To greet me with varied colors
Of happiness, gratitude and hope
Living each day in wonder
Soft morning light ushers new day
Gratitude in my prayer
Before I start a brand new day.

Photo of the Week

Inspirational Quotes

Whoever is happy will make others happy.
– Anne Frank

Happiness is the highest form of health.
– Dalai Lama

Happiness is the secret to all beauty. There is no beauty without happiness.
– Christian Dior

Happiness is the spiritual experience of living every minute with love, grace, and gratitude.
– Denis Waitley

"

Be happy for this moment.
This moment is your life.

– Omar Khayyam

Article of the Week

Dr. Noah Mutai
Lecturer

Areas of expertise:
Applied Statistics, Econometrics, Business Analytics

Privacy, Data Sharing, and Consent

In our contemporary, interconnected world, the digital landscape has profoundly transformed the ways in which we share and consume information. As we traverse this intricate web of connectivity, the concepts of privacy, data sharing, and consent have emerged as critical focal points. The intricate interplay between these elements significantly shapes how individuals interact with technology, how businesses utilize data, and how societies safeguard fundamental rights. In this comprehensive article, we delve deeply into the complexities of privacy, the nuanced nature of data sharing, and the pivotal role of consent in maintaining a delicate equilibrium between innovation and the protection of individual rights.

The Essence of Privacy: A Fundamental Right in the Digital Age

Privacy, often described as the right to be left alone or the ability to exercise control over one's personal information, stands as an unwavering cornerstone of individual freedom. In this digital age, this fundamental right has encountered new dimensions and challenges as information seamlessly flows across digital platforms and geographical boundaries. The traces we leave behind in the digital realm – encompassing our online searches, social media interactions, and purchasing behaviors – collectively construct a digital footprint that can be harnessed to glean insights into our personal lives.

Effectively safeguarding privacy in this digital era necessitates adopting multifaceted approaches. Technological advancements have introduced encryption, anonymization, and decentralized systems as mechanisms to shield personal data from unauthorized access.

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However, the relentless purfindof data-driven insights often find themselves at odds with the imperative to protect individual privacy. This inherent dichotomy prompts a deeper and more profound exploration of how data sharing practices can be ethically balanced with the ever-important right to privacy.

Data Sharing: The Double-Edged Sword

The sharing of data serves as a catalytic force for innovation, propelling scientific research, healthcare advancements, and business strategies to new heights. This sharing, however, invariably raises ethical and practical concerns that demand meticulous examination. Central to the data sharing quandary is the intricate art of striking the balance between openness and protection. Open data initiatives champion the unhindered flow of information, nurturing collaboration and expediting groundbreaking discoveries. Yet, the indiscriminate sharing of data can expose individuals to threats such as breaches of privacy, identity theft, and even the manipulation of public opinion. In response, increasingly stringent regulations such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have been instituted to establish guidelines governing data usage, storage, and sharing, thereby mitigating these risks. Moreover, the commoditization of data introduces another layer of intricacy. Corporations amass colossal amounts of user data to tailor products and services, target advertising with surgical precision, and predict consumer behavior. While such practices can undoubtedly enhance user experiences, they simultaneously give rise to concerns about potential exploitation and the undue concentration of power within a select group of technology behemoths. Striking a harmonious equilibrium between nurturing data-driven innovation and preserving user rights necessitates a concerted effort involving policymakers, businesses, and individuals alike.

Consent: The Linchpin of Data Usage

Amid the intricate web of data sharing, the role of consent emerges as an indispensable linchpin. Consent empowers individuals to make informed choices about the utilization of their personal information. However, the effectiveness and authenticity of consent mechanisms have fallen under intense scrutiny. Consent requests, often submerged within extensive terms and conditions or cloaked in intricate language, frequently lack the transparency necessary to make them meaningful in practice.

True informed consent mandates the provision of clear, concise, and readily understandable information regarding the collection, utilization, and sharing of data. This consent should be an ongoing and iterative process, allowing individuals the flexibility to adjust their choices as their circumstances evolve. Furthermore, securing meaningful consent becomes particularly challenging when access to services is indispensable to modern life, potentially pressuring individuals into acquiescing to terms they may not fully comprehend.

Ethical dilemmas further arise in situations where acquiring consent is a complex endeavor. For instance, within the domain of Internet of Things (IoT) devices or smart cities, data is often gathered passively, raising pertinent questions about whether individuals possess a genuine awareness of the information being amassed. Achieving an optimal balance between convenience, innovation, and ethical data practices demands a paradigm shift in the mechanisms employed to obtain consent.

The Way Forward: A Holistic Approach

Effectively navigating the intricate terrain of privacy, data sharing, and consent necessitates adopting a comprehensive approach that reconciles competing interests. Technological solutions must be complemented by robust legal frameworks that unequivocally protect individual rights. Transparency and education serve as pivotal tools in enabling individuals to make well-informed decisions concerning their personal data. In parallel, businesses have an essential role to play. Embracing the principles of privacy by design involves seamlessly integrating privacy considerations into the very fabric of products and services. This proactive approach ensures that data protection is not an afterthought but an integral aspect of the development process. Furthermore, governments must forge international collaborations to standardize regulations and norms, recognizing that data transcends geographical borders. International cooperation has the potential to ameliorate the challenges arising from divergent legal frameworks and establish a consistent approach to safeguarding data privacy.

Conclusion

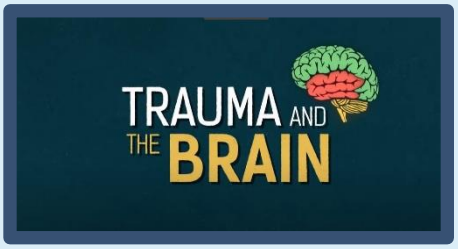
As we navigate the intricate tapestry of the digital age, the concepts of privacy, data sharing, and consent converge in ways that redefine the landscape of individual rights, business practices, and technological progress. Striking the optimal balance between harnessing the power of data for innovation and preserving the fundamental rights of individuals is an intricate challenge necessitating a collective endeavor. Privacy must remain an unwavering principle in this dynamically evolving digital era. Transparent data sharing practices, underpinned by authentic and meaningful consent mechanisms, hold the potential to reshape how we engage with technology, ensuring that our personal data is harnessed responsibly and ethically. Only through a multifaceted approach involving individuals, businesses, policymakers, and technologists can we aspire to successfully navigate the multifarious landscape of privacy, data sharing, and consent.

Websites of the Week

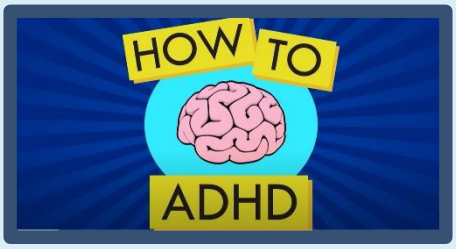
- Driving Sustainable and Inclusive Growth in G20 Economies
- McKinsey's Strategy on Accelerating a Sustainable and Inclusive Growth
- Human Resources Organization Chart
- HR Organizational Chart and Department Structures
- Human Capital Framework

Videos of the Week

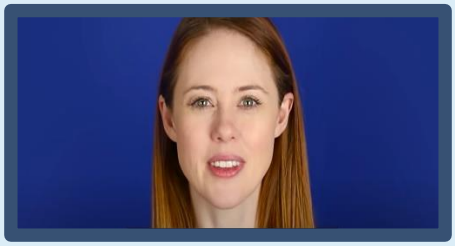
Mel Robbins on the 5 Seconds' Rule



Trauma and the Brain



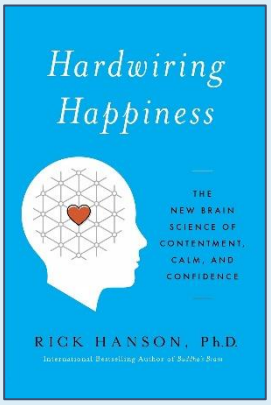
ADHD and Motivation

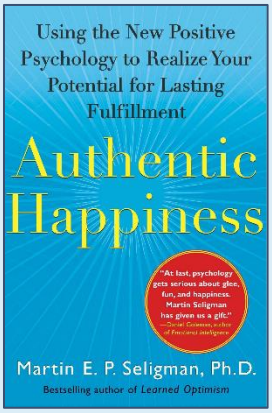


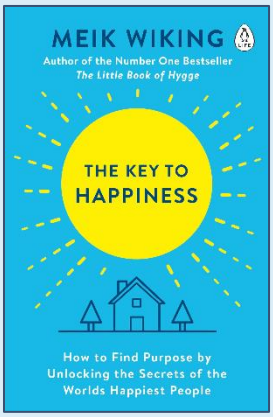
How to stimulate your Brain

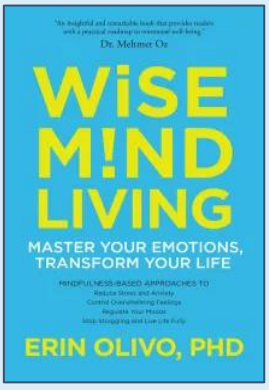
The Difference between Serotonin and Dopamine

Books of the Week









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

EDUCATION

The Importance of Having a Yearbook

Yearbooks have always held a special place within the confines of educational institutions, often regarded as time capsules that encapsulate the essence of a school year. These annual compilations, brimming with photographs, quotes, and memories, serve a multitude of purposes, shedding light on the significance they hold. First and foremost, yearbooks stand as timeless repositories of cherished memories. Within the whirlwind of the educational realm, where students and staff are in constant flux, yearbooks serve as the steadfast anchors that tether individuals to their school years. They offer a portal to the past, allowing a return to those precious moments, fostering a reconnection with old friends. The images and anecdotes they house capture not only academic milestones but also the very essence of friendships, extracurricular escapades, and personal growth. Yearbooks also cultivate a profound sense of community and belonging. They furnish a palpable link, binding students, educators, and the institution itself. As students leaf through the pages of these volumes, they are transported to an era replete with support, encouragement, and mentorship. This profound sense of belonging assumes paramount importance for alumni, acting as a conduit to their alma mater, compelling them to give back and nurture future generations. Yearbooks also assume the mantle of historical documents for educational institutions. They chart the metamorphosis of the school, illuminating the shifts in curriculum, staff, infrastructure, and the demographic makeup of students over the years.

This historical chronicle stands as a priceless resource for researchers, administrators, and posterity, unravelling the institution's journey of growth and development.

Furthermore, yearbooks provide fertile grounds for nurturing creativity and collaboration. Guided by their educators, students join hands to conceive and craft these yearbooks. This collective endeavor cultivates teamwork, sharpens communication skills, and hones project management abilities. It also unfetters the students' artistic and creative inclinations, channeling them into layout design, photography, and content creation. Note that yearbooks foster introspection and personal development as well. Students can employ them as a compass to navigate their personal progress over the years, setting benchmarks and gauging their accomplishments. Witnessing their own academic and personal evolution serves as a wellspring of motivation for sustained self-improvement. Moreover, yearbooks serve as founts of inspiration and motivation. Graduating students can leaf through the annals of past seniors' achievements, stoking the fires of aspiration and emboldening themselves to forge their own unique path in the world.

It shall be summarized that yearbooks occupy an indispensable role within educational institutions. They serve as the custodians of memories, the architects of community, the chroniclers of history, the canvas for creativity, the mirrors for introspection, and the catalysts for inspiration. These volumes transcend their mere physicality; they metamorphose into living legacies, encapsulating the very spirit and essence of the educational odyssey, etching their indelible mark within the tapestry of the educational experience.

Dr. Kamyar EsmaeiliNasrabadi
Lecturer

Areas of expertise:
Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Emotional Self-Flourishing: Nurturing Employee Sustainability through EQ

Self-Flourishing encompasses an individual's ability to not only understand their emotions but also to thrive and flourish within their emotional landscape. Let us delve into how this component relates to EQ, its impact on employee sustainability, and ways to enhance it.

Emotional Self-Flourishing, at its core, involves achieving a state of emotional well-being and contentment. It means having a positive outlook on life, being in touch with one's inner self, and finding joy and fulfilment amidst life's challenges. In the context of EQ, this component embodies the ability to not only recognize and manage one's emotions but also to harness them for personal growth. So, how does Emotional Self-Flourishing contribute to employee sustainability? Firstly, individuals who possess this trait are better equipped to handle stress and adversity. They tend to approach setbacks as opportunities for growth rather than insurmountable obstacles. This resilience is a valuable asset in the workplace, as it helps employees bounce back from setbacks, adapt to change, and maintain their performance and well-being over the long term. Furthermore, emotionally self-flourishing individuals are often more motivated and engaged in their work. They bring a positive energy to the workplace, which can be infectious, boosting team morale and productivity. Their optimism and enthusiasm can also enhance their problem-solving skills, making them valuable assets in addressing workplace challenges.

To improve Emotional Self-Flourishing, individuals can start by practicing mindfulness and self-reflection. Engaging in activities that promote self-care, such as exercise, meditation, or pursuing hobbies, can also contribute to a sense of emotional well-being. Additionally, seeking support from mentors, therapists, or support networks can help individuals develop their emotional self-flourishing skills.

Emotional Self-Flourishing is a vital component of EQ that significantly contributes to employee sustainability. It empowers individuals to navigate the complexities of the workplace with resilience, positivity, and a growth-oriented mindset. By nurturing this aspect of emotional intelligence through self-awareness and self-care, employees can not only thrive personally but also contribute positively to their organizations' success.

Useful links: Link1, Link2, Link3 and Link4.

Mostafa Gaballa
Lecturer

Areas of expertise:
Tourism, Hospitality, Travel

TOURISM
The Art of Making People Feel Welcome

The hospitality industry is one of the largest and most diverse industries in the world with a total revenue of USD 4.7 trillion in 2023. A forecast of USD 5.8 trillion in 2027 could be realised - for more information visit the following link. It includes hotels, restaurants, bars, cafes, and other businesses that provide services to travellers and residents. At the heart of the hospitality industry is the art of making people feel welcome, comfortable, and valued.

Hospitality is not just about providing excellent service or amenities. It's about creating an environment that makes people feel at home, regardless of where they are. This requires attention to detail, empathy, and a commitment to exceeding guests' expectations. Whether it's a warm smile from a front desk clerk or a thoughtful gesture from a waiter, it's the small things that make a big difference in hospitality.

The hospitality industry is also an essential part of the economy, providing jobs and generating revenue for local communities. According to the global tourism body's annual research, the sector has now recovered 3.1MN of the 3.6MN jobs lost during the pandemic. Last year also saw the return of international travelers heading to the EU with spending from overseas visitors growing 81% year on year, to reach almost €385BN.Domestic visitors spend fully recovered in 2022, exceeding the pre-pandemic high of €809BN, to reach €814BN.

The hospitality industry is constantly evolving, with new trends and technologies emerging all the time. One of the most significant changes in recent years has been the rise of technology in hospitality. From mobile check-ins to chatbots, technology is changing the way guests interact with hospitality businesses. However, it's important to balance technology with the human touch that defines hospitality.

Hospitality is not just about making guests feel welcome; it's also about creating a memorable experience that they will remember long after they leave. This requires creativity, innovation, and a willingness to go above and beyond to exceed guests' expectations. It's the little things, such as a complimentary drink or a personalized note, that make guests feel special and valued.

In the hospitality industry, every employee plays a critical role in creating a positive guest experience. From the housekeeping staff to the management team, everyone has a part to play in ensuring guests feel welcome and valued. This requires a culture of teamwork, communication, and a shared commitment to excellence.

In conclusion, hospitality is about much more than just providing excellent service. It's about creating an environment where guests feel welcome, comfortable, and valued. The hospitality industry is a critical part of the global economy, providing jobs and generating revenue for local communities. As the industry continues to evolve, it's important to remember that the human touch is what sets hospitality apart and creates memorable experiences that guests will cherish for years to come.

Dr. Konstantinos Kiousis
Lecturer

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

SPORTS
Germany's Basketball Team

Basketball, initially introduced to Germany in the early 20th century, has witnessed remarkable growth and development, evolving from a niche sport into a national passion. Germany's national basketball team made history by defeating Serbia on Sunday September 10th, to win their first World Cup. A tense 83-77 score sealed an unlikely maiden basketball World Cup win for Germany. This achievement, just a few years ago, would have been unimaginable but, it was a triumph some years in the making as captain Dennis Schröder said "Basketball is a great sport and I hope we can get the respect for what we've done the last two years". Around 4.6 million people watched the final on public broadcaster ZDF in Germany, with the win coming hot after a hot victory 113-111 over the United States NBA stars, in the semifinal.

Throughout the tournament even non-basketball fans have been glued to those games to witness what was almost certainly Germany's greatest-ever achievement. Simply getting to the semifinal against the Americans had already been a major achievement for the Germans, who hadn't advanced that far at a World Cup since 2002.

Similar to the current team, a strong team spirit and a special brand of unity were two of the biggest strengths of the German squad led by NBA superstar Dirk Nowitzki 21 years ago, which had won the bronze medal. This was Germany's second international medal in basketball since a team of less-known players surprised everyone by winning the European title at home court in 1993. At the moment, Dennis Schröder is the captain and the undisputed leader of this edition of the national team - a bit like Dirk Nowitzki all those years ago. His good relationship with the coach may be one of the reasons he's been one of the top performers in most of Germany's games. For further information, please visit Link1 and Link2.

Dr. Monika Klein
Dean of the Faculty of Creative Industries

Areas of expertise:
Design Management, Creative Industries, Arts

Dr. Anna Rostomyan
Lecturer

Areas of expertise:
Psychology of Emotions, Emotional Intelligence, Social Intelligence, Communication

DLD CONFERENCE
Conference Participation Report

Between the 5-8th of September together and with the sponsorship of Dr. Monika Klein, the Dean of the Faculty of Creative Industries and Arts of BSBI, Dr. Anna Rostomyan, a Lecturer at BSBI, had the unique chance of participating in the Conference in Munich.

DLD international conferences are a part of the Hubert Burda Media.

DLD Conference has been initiated and co-founded by Steffi Czerny who is now the Managing Director of the DLD Media.

Back in 2012, Dr. Rostomyan had the chance to participate in ***DLDWomen 2012*** organized by Burda and sponsored by Audi back then. Back then there were mostly only women taking the ground, by now the gender gap has been filled with more men speakers and participants, especially from the fields of economy, IT, and AI.

This year DLD once again brought under the same roof visionaries from different spheres including sustainability, circular economy, digital life design, artificial intelligence (AI), literature, music, communication, management, business, journalism, etc.

The conference was opened with the speech of the Mayor of Munich, Mrs. Katrin Habenschaden, highlighting the importance of sustainable management.
Steffi Czerny also emphasized the importance of learning our closest surroundings so that be able to save them. One of the speakers also stressed the importance of cooperating with WWF for saving the planet.
The importance of Biodiversity for a sustainable, healthy, and profitable world for all has been highlighted by the speakers, as well as the potential transformations in the fashion industry were thoroughly elucidated.
The speakers proposed different approaches on how the situation in saving the planet can be fostered with their unique perspectives.
It was especially fun and interesting talking to the AI "**Mother Earth**" project futuristic telephone and getting some AI generated answers for the foreseeable future of the mankind.
We talked with various people and made contacts for future collaboration.
The conference was sponsored by the BMW Group and ALDI.

Dr. Sushma Kumari
Lecturer

Areas of expertise:
Cognitive Psychology, Cognitive Load, Workplace Health, Neuropsychology, Criminal Profiling

PSYCHOLOGY/BRAIN SCIENCE

The Illusion of Multitasking: How our Brain Handles Task Switching

The ability to multitask has become increasingly important in today's fast paced world. The capacity to manage numerous things at once is frequently praised as a hallmark of efficiency. Be it from managing personal obligations to juggling business tasks multitasking is seen as a way of improved performance. An in-depth look into the psychology of multitasking, however, suggests that our experience of productivity does not necessarily match the truth. What we typically perceive as multitasking is the brain mechanism of moving our attention between various things.
To better grasp the idea, we must distinguish between true multitasking and task switching. True multitasking is the simultaneous performance of several tasks, each of which requires its own set of cognitive resources. True multitasking, such as listening to music while driving, occurs when two different brain processes are needed for each task. So, its task switching that occurs here. For instance, while juggling emails, writing reports, and phone calls at work may seem like multitasking, but our brain is only quickly shifting its attention from one job to another.
The prefrontal cortex and the anterior cingulate cortex are the two brain regions which are responsible for this mechanism. Its task is to oversee executive functions like attention, decision-making, and working memory. The prefrontal cortex determines which task gets our attention at any given time when we move between them. It does this by assessing the relative importance of each task. Following that, it connects with the anterior cingulate cortex, which enables us to adjust our concentration. And we can transition between duties quickly and seamlessly. Well, all thanks to this dynamic combination.

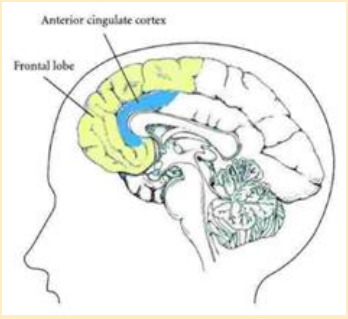


Figure: Graphical illustration of the sagittal view of frontal lobe (in yellow) and anterior cingulate cortex (ACC, in blue) in a human brain.
Image source: link

Although our brains are skilled at switching between tasks, this talent has a "switching cost." It considers both the time spent switching between tasks and the mental effort needed to refocus our attention. As a result, multitasking may in fact increase mental exhaustion, risk of mistakes, and eventually reduce overall effectiveness.
Not only switching cost but cognitive cost known as "context switching" occurs during multitasking. When someone switches between tasks, they can forget the context of the earlier task. They again need to adjust their mental framework, recall the specific details, and reorient themselves to the demands of the activity. This cognitive load not only takes time but can also cause mental exhaustion and poor performance in general.
The idea that multitasking increases productivity therefore is a myth. In practice, it has the opposite impact. While task switching may make us feel busy and productive, the quality of work and our capacity for concentration on difficult activities may suffer. Multiple studies have demonstrated that multitasking might reduce our total productivity by as much as 40%. This is especially true for tasks that require high levels of cognitive engagement or deep thinking.
The psychology of multitasking emphasizes on the value of prioritizing tasks and selective attention to boost productivity. People should concentrate on prioritizing things based on their importance and the cognitive resources they require rather than trying to complete everything at once.
Rather than falling for the illusion of efficiency we can optimize our performance by minimizing context switching and embracing single-tasking and achieve higher levels of performance and satisfaction.

Dr. Mahmoud Manafi
Lecturer

Areas of expertise:
Human Resources Management, Marketing Management, Economics, Mathematics

MATHEMATICS AND LOGIC
Fuzzy Logic and its Application

The concept of fuzzy logic was introduced by Lotfi A. Zadeh, a mathematician and computer scientist, in the mid-1960s. Born in Azerbaijan (from Iranian father and Ukrainian mother) in 1921, Zadeh's groundbreaking work on fuzzy sets revolutionized decision-making and reasoning in artificial intelligence. His contributions have had a profound impact on various fields, making him a pioneer in the world of applied science.

Fuzzy logic is a branch of artificial intelligence and mathematical logic that allows for the representation of uncertainty and imprecision in decision-making processes. Unlike traditional binary logic, which only deals with true or false values, fuzzy logic accommodates a more flexible approach by assigning degrees of truth between 0 and 1. This characteristic makes it particularly useful in applied science, where real-world problems often involve ambiguity and incomplete information. By employing fuzzy logic, scientists can model and analyze complex systems with vague or uncertain parameters, enabling them to make better-informed decisions and draw more accurate conclusions.

One of the key advantages of fuzzy logic in applied science is its ability to handle non-linear relationships and deal with noisy data. Many natural phenomena and real-world processes do not adhere strictly to linear patterns, and data collected from various sources may contain errors or uncertainties. Fuzzy logic allows scientists to create fuzzy sets and membership functions to capture these non-linearities and uncertainties, leading to more robust and reliable models. This capability is particularly valuable in fields like environmental science, economics, and medicine, where complex systems and noisy data are prevalent.

Another advantage of fuzzy logic lies in its interpretability. Unlike black-box machine learning algorithms, fuzzy logic systems are more transparent and understandable. Scientists can inspect and interpret the rules and membership functions in the fuzzy model, gaining insights into how the system arrives at specific decisions.

This transparency is crucial in domains such as healthcare and safety-critical applications, where human experts need to validate and trust the decisions made by the model. Overall, fuzzy logic empowers scientists with a powerful toolset to tackle intricate problems and improve decision-making processes in various applied science disciplines.

References: Link1, Link2, and Link3.

Dr. Anna Rostomyan
Lecturer

Areas of expertise:
Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

EMOTIONS / INTELLIGENCE
The Relevance of the Experience of Happiness in Our Lives

"The most important thing is to enjoy your life – to be happy. It's all that matters."
– Audrey Hepburn

What is happiness and who is the happiest person in the world? These are seemingly quite hard to answer questions.

According to Oxford Learner's Dictionary, "Happiness is a state of being satisfied that something is good or right for us, what how can it be measured on a scale?

Some people believe that happiness is not an entity but is the accumulation of happy moments. Hence, sometimes while experiencing moments of joy we might not be fully aware that they make up a part of our overall happiness.

Dan Buettner, the author of the New York best-selling author has identified three Ps of happiness, namely Pleasure, Purpose, and Pride, hinting to the fact that the presence of these very concepts is essential in the building of happiness in each and every person, irrespective from their nationality, culture, heritage, age, etc. Although these strands may seem quite different from one another at first glance, they are often braided and lead to each other, having the utmost potential of boosting our internal state of delight.

The words "happiness", "joy", and "delight" are sometimes used synonymously, yet there is a slight difference between them. In a sense, as mentioned above, happiness is the sum of happy moments, whereas joy is a state of pleasure because of some external factors. In its turn, delight is something else.

When you have delight, you will feel tremendous ecstasy in your whole being, from the soles of your feet to the crown of your head. It is a very strong positive feeling that has an overall positive effect on your well-being.

Returning to the three P's, pleasure represents the sum of moments experienced in someone's life, purpose has to do with values and passions in the service of a greater purpose, whereas pride has to do with how satisfied people are with their accomplishments and positions in life. Academics refer to the strand of happiness through purpose as eudemonic happiness, a term that comes from the Greek word for "happy". The concept was popularized by Aristotle, who believed that true happiness came only from a life of meaning – of doing what was worth doing.

It is also worth mentioning that researchers often measure happiness through a tool called the Cantril Self-Anchoring Striving Scale, a technical name for a method of asking someone of how satisfied they are with their life overall, which is all-encompassing.

In summary, if we want to live happier, we have to appreciate every single positive thing in our lives, which can be enhanced through following the aforementioned three Ps, since the combination therein can lead to a more resilient and purposeful life of abundant well-being.

Dr. Gemma Vallet
Lecturer

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

AI / Google / Digital Marketing
Google's 25th Anniversary

Google will officially celebrate its 25th birthday this month. Google first appeared online September 8, 1998. To kick off celebrations, Google, and Alphabet CEO Sundar Pichai did a remarkable and traditional speech, with focus on its new products and the big impact of AI and sustainability.

GOOGLE CEO'S MESSAGE

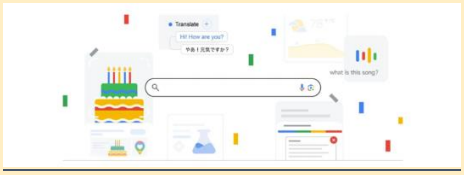
"*It all started with a search… Larry and Sergey first wrote down our mission 25 years ago: to organize the world's information and make it universally accessible and useful. They had an ambitious vision for a new kind of search engine to help people make sense of the waves of information moving online. The product they built, Google Search, went on* ***to help billions of people around the world get answers to their questions***.", Google and Alphabet CEO Sundar Pichail who became CEO in 2015 with the mission of making Google an AI-first company.

And in the coming years Google will be also focus in improving the power of its search engine and one of it revenue channels such as Adwords that transformed the advertising industry, as Sundar mentioned in its speech:

"*Search is still at the core of our mission, and it's still our biggest moonshot with so much more to do*." (...)

"Search also laid the foundations for Google to make an economic impact beyond our own walls. Our advertising platforms and tools started out with a premise as simple as Search itself: to help businesses reach customers who were already looking for the kinds of products and services they offer. It was a platform that appealed to small businesses in particular, like the mail-order business selling lobsters that was the first to sign up. And also like Search itself, the ***ability for any business to advertise online has had a truly transformational impact, helping millions of businesses become part of the digital economy***.

Google will continue innovating its product portfolio. Nowadays Google has 15 Google products that each serve more than half a billion people and businesses, and six that serve more than 2 billion users each. With innovation as it core, such as the coming: image recognition, driven by breakthroughs in neural networks or the new Search Generative Experience (SGE)



THE GIFT. FREE TOOLS FOR DIGITAL MARKETING

If there is something that marketeers, we really love from Google during all this time is its free powerful digital marketing tool such as:

Google AdSense

AdSense connects advertisers with other advertisers who want to host ads on a channel that appeals to their audiences.

that matches the audiences, then Google AdSense will place their ad on your channel.

Good for: For the ones that want to make some money with ads placed on their website, blog, or video channel.

Google AdWords

For paid media activations. This is the tool that disrupted the advertising sector 20 years ago.

Good for: Google AdWords is a free tool for marketers with which you can run paid search advertising campaigns (SEA).

Google Ads Keyword Planner

The Keyword Planner is a part of Google AdWords that enables marketers to plan their paid search campaigns (SEA) also for SEO strategies.

Good for: identify keywords to target relevant audiences for your blog and website content.

Google Analytics

The most powerful and effective Google tools for marketers to help monitor your website traffic.

Good for: track people who visit your website, how much time they spend there, what search queries they use... Optimise your digital marketing strategies.

Google Search Console

The Google Search Console tool helps marketers, webmasters, SEO professionals understand how Google ranks your web pages.

Good for: SEO optimization. Google Search Console provides you with detailed crawl reports, queries and indexing information about your pages directly from the Google index.

Google Trends

Google Trends is a helpful tool that allows you to see the search volumes of keywords so you can make smarter keyword choices. Good for: Digital marketing strategy to see the trend in your sector, for your brand… Google Trends also helps you explore the latest news, insights, stories, searches, and more.

Google Business Profile

Your Google Business Profile provides an opportunity for business to appear in "Near Me" search results as well as in Google Maps.

Good for: appearing in Google Maps especially good for retail branding, retail business to appear in the map of shopping when a potential buyer is looking in google search "Where to buy…"

Digital Marketing Tools from Google

The tools included in this are Google Trends, Consumer Barometer, Speed Scorecard, Display Benchmark, Test My Site, Market Finder, and Google Surveys.

Good for: brand´s marketing, analysis, digital experience, and more.

Endnotes:

Digital Marketing Tools from Google link
[Access on 8th September 2023]
Google Business link
[Access on 8th September 2023]
Google Trends link
[Access on 8th September 2023]
Google Search console link
[Access on 8th September 2023]
Google Analytics link
[Access on 8th September 2023]
Google Ad Keyword Planner link
[Access on 8th September 2023]
Google Adwords link
[Access on 8th September 2023]
Google Adsense link
[Access on 8th September 2023]

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