

BSBI Gazette

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Editorial



Professor Dr. Kyriakos Kouveliotis FRSA

Provost & Chief Academic Officer,
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For this week's Editorial I want to share a great inspirational poem. It is called "The Paradoxical Commandments" and is drafted by Kent M. Keith:

People are illogical, unreasonable, and self-centered.

Love them anyway.

If you do good, people will accuse you of selfish ulterior motives.

Do good anyway.

If you are successful, you will win false friends and true enemies.

Succeed anyway.

The good you do today will be forgotten tomorrow.

Do good anyway.

Honesty and frankness make you vulnerable.

Be honest and frank anyway.

The biggest men and women with the biggest ideas can be shot down by the smallest men and women with the smallest minds.

Think big anyway.

People favor underdogs but follow only top dogs.

Fight for a few underdogs anyway.

What you spend years building may be destroyed overnight.

Build anyway.

People really need help but may attack you if you do help them.

Help people anyway.

Give the world the best you have and you'll get kicked in the teeth.

Give the world the best you have anyway.

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Photo of the Week



Inspirational Quotes

When you think positive, good things happen.

– **Matt Kemp**

Life is 10% what happens to us and 90% how we react to it.

– **Dennis P. Kimbro**

Things turn out best for the people who make the best of the way things turn out.

– **John Wooden**

It's only after you've stepped outside your comfort zone that you begin to change, grow, and transform.

– **Roy T. Bennett**



A journey of a thousand miles begins with a single step.

Chinese proverb

Article of the Week



Dr. Ikram Ul Haq Choudhary
Lecturer

Areas of expertise:

Financial Management, Corporate Finance, International Finance, International Banking

EU under inflation – Is there a chance of reversal from the Middle of 2023? Why does the EU necessarily increase its willingness to struggle with the Political, Economic or Operational risk management outcome?

On February 24, 2022, due to some external factors related to operational risk management, EU financial circumstances are under pressure and the macroeconomic indicators are going to start to change. The average inflation rate in the EU was 8.3 percent in March 2023, with Hungary having the highest inflation and Luxembourg the lowest. The changes in the past year have truly been dramatic. Countries with a long history of neutrality suddenly sought to join the North Atlantic Treaty Organization (NATO) military alliance. Almost overnight, the United Kingdom, seemingly irreparably entangled with Germany announced a new era, invested massively in defense, and ended its entire and deep dependency on Russian natural gas and Oil resources up to the year 2022.

The European Union presented itself to be a geopolitical actor, implementing massive economic sanctions and, for the first time, providing billions of euros in lethal security assistance. Significantly, the unity forged in Europe in response to the present circumstances continued. The main assumption that Europe was weak led to constant predictions that this unity would crack. The concerns that the millions of Ukrainian immigrants could cause populist criticism and that rising energy prices are considered as a major component in the EU inflation.

Europe has held firm and adapted. Its response has often been messy and cacophonous, but this is to be expected in European democracies, where foreign policy debates and divisions play out in public. In the end, Europe’s response has demonstrated both its resolve and the strength and resilience of democracy. European democracies have demonstrated their competence and determination—from rapidly getting weapons to Ukraine to rapidly building liquefied natural gas (LNG) terminals. The Present Scenario has thus reinforced Europe, the European Union, and the NATO alliance. Economically, Europe has performed better than expected and avoided falling into recession in 2022.

Europe’s comeback to the present political economic factors has changed the continent. However, despite the strong response to the war, comprehensive structural changes to Europe’s economy and security architecture have yet to materialize. Although it is now spending more on defense, the war has revealed that the state of European forces is even worse than realized. Off-the-shelf procurement of military equipment, mostly from the United States, has taken priority over ambitious coordination efforts and investment in common European defense programs. Regardless of the present circumstances in the EU, none of the three primary Western stakeholders—NATO, the United States, and the European Union have proposed any transformational major current initiatives to improve defense collaboration. Euro area annual inflation is expected to be 5.5% in June 2023, down from 6.1% in May according to a flash estimate from Eurostat, the statistical office of the EU. Looking at the main components of euro area inflation, food, alcohol & tobacco are expected to have the highest annual rate in June (11.7%, compared with 12.5% in May), followed by non-energy industrial goods (5.5%, compared with 5.8% in May), services (5.4%, compared with 5.0% in May) and energy (-5.6%, compared with -1.8% in May)

Euro area annual inflation and its components, %... (The European Central Bank (ECB))

	Weights (%)	Annual rate						Monthly rate	
		Jun 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	
All-items HICP	1000.0	8.6	8.6	8.5	6.9	7.0	6.1	5.5e	0.3e
All-items excluding:									
> energy	897.7	4.9	7.3	7.8	7.9	7.4	7.0	6.9e	0.3e
> energy, unprocessed food	852.7	4.6	7.1	7.4	7.5	7.3	6.9	6.8e	0.4e
> energy, food, alcohol & tobacco	697.9	3.7	5.3	5.6	5.7	5.6	5.3	5.4e	0.3e
Food, alcohol & tobacco	199.8	8.9	14.1	15.0	15.5	13.5	12.5	11.7e	0.4e
> processed food, alcohol & tobacco	154.8	8.2	15.0	15.4	15.7	14.6	13.4	12.5e	0.5e
> unprocessed food	45.0	11.2	11.3	13.9	14.7	10.0	9.6	9.0e	0.1e
Energy	102.3	42.0	18.9	13.7	-0.9	2.3	-1.8	-5.6e	-0.7e
Non-energy industrial goods	262.7	4.3	6.7	6.8	6.6	6.2	5.8	5.5e	-0.1e
Services	433.3	3.4	4.4	4.8	5.1	5.2	5.0	5.4e	0.5e

Euro Area Inflation rate in % 2023. (The European Central Bank (ECB))

	Annual rate						Monthly rate	
	Jun 22	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	
Belgium	10.5	7.4	5.4	4.9	3.3	2.7	1.6e	-0.1e
Germany	8.2	9.2	9.3	7.8	7.6	6.3	6.8e	0.4e
Estonia	22.0	18.6	17.8	15.6	13.2	11.2	9.0e	0.8e
Ireland	9.6	7.5	8.1	7.0	6.3	5.4	4.8e	0.8e
Greece	11.6	7.3	6.5	5.4	4.5	4.1	2.7e	0.9e
Spain	10.0	5.9	6.0	3.1	3.8	2.9	1.6e	0.6e
France	6.5	7.0	7.3	6.7	6.9	6.0	5.3e	0.2e
Croatia	12.1	12.5	11.7	10.5	8.9	8.3	8.3e	1.6e
Italy	8.5	10.7	9.8	8.1	8.6	8.0	4.7e	0.1e
Cyprus	9.0	6.8	6.7	6.1	3.9	3.8	2.7e	0.2e
Latvia	19.2	21.4	20.1	17.2	15.0	12.3	8.1e	-1.4e
Lithuania	20.5	18.5	17.2	15.2	13.3	10.7	8.2e	-0.1e
Luxembourg	10.3	5.8	4.8	2.9	2.7	2.0	1.0e	0.4e
Malta	6.1	6.8	7.0	7.1	6.4	6.3	6.1e	1.5e
Netherlands	9.9	8.4	8.9	4.5	5.8	6.8	6.4e	-0.5e
Austria	8.7	11.6	11.0	9.2	9.4	8.8	7.8e	0.3e
Portugal	9.0	8.6	8.6	8.0	6.9	5.4	4.7e	0.4e
Slovenia	10.8	9.9	9.4	10.4	9.2	8.1	6.6e	0.9e
Slovakia	12.6	15.1	15.4	14.8	14.0	12.3	11.3e	0.3e
Finland	8.1	7.9	8.0	6.7	6.3	5.0	4.1e	-0.1e

The euro area annual inflation rate was 6.1% in May 2023, down from 7.0% in April. A year earlier, the rate was 8.1%. European Union annual inflation was 7.1% in May 2023, down from 8.1% in April. A year earlier, the rate was 8.8%. These figures are published by Eurostat, the statistical office of the European Union.

The lowest annual rates were registered in Luxembourg (2.0%), Belgium (2.7%), Denmark and Spain (both 2.9%). The highest annual rates were recorded in Hungary (21.9%), Poland, and Czech (both 12.5%). Compared with April, annual inflation fell in twenty-six Member States and rose in one.






In May 2023, the highest contribution to the annual euro area inflation rate came from food, alcohol & tobacco (+2.54 percentage points, pp), followed by services (+2.15 pp), non-energy industrial goods (+1.51 pp.) and energy (-0.09 pp.). panel a: annual percentage changes and pp contributions; panel b: annual percentage changes).

The political, economic factors and the operational risk issues created a heavy shock to the global economy, especially to energy and food markets, squeezing supply and pushing up prices to extraordinary levels. Compared with other economic regions, the euro area has been particularly vulnerable to economic consequences due to external factors related to political economics and operational risk management.

Recession risks for the EU have enlarged as energy prices have raised. Mounting pressure from gas supply disruptions, supply chain disruptions, elevated energy prices and weaker global trade are weighing heavily on economic activity. Private sector forecasters have downgraded their growth expectations for 2023 while inflation expectations have increased further. The Eurozone entered into a technical recession at the start of the year, shrinking by 0.1 % for a second consecutive quarter.

Additionally, inflation outturns have continued to exceed consensus outlooks, resulting in a global tightening of financial conditions. There are pronounced downside risks to central growth expectations, as reflected in an elevated probability of recession for all major economies of the European Union in the year ahead.

Websites of the Week

-  [Stages of Cognitive Development](#)
-  [The Metaverse Revolution](#)
-  [Robots Making this World a Better Place](#)
-  [Artificial Intelligence in Education](#)
-  [Personal and Social Robots in Education](#)

Books of the Week

Videos of the Week



The Hidden Power of the Brain



Steve Jobs on Failure



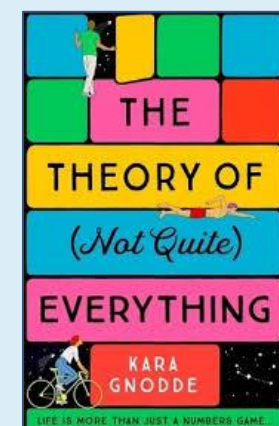
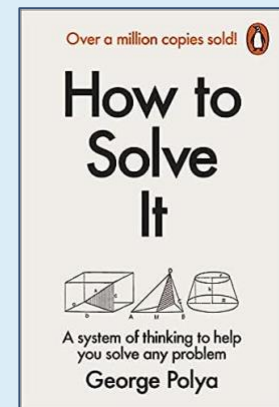
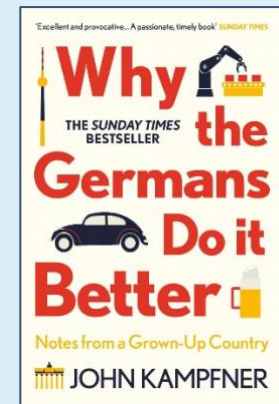
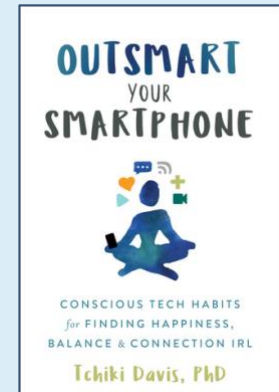
How Bill Gates Reads Books



Data Migrations from Legacy Systems



Stoic Rules to Conquer the Day



**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

METaverse/LITERATURE

The Interconnection of the Metaverse to Literature

The Metaverse is a digital realm that has caught the attention of technologists, gamers, and futurists. It offers an immersive environment where people can interact with each other and explore virtual worlds. The concept of the Metaverse is closely related to literature, where storytelling, imagination, and immersive experiences come together. The Metaverse transcends physical reality, providing an expansive realm limited only by human imagination. It expands upon the established literary tradition by enabling readers to physically immerse themselves within imaginative regions. This is akin to the immersive experience of engaging with a novel and taking an active role in the unfolding narrative. In the Metaverse, users assume an active role as characters and craft their own narratives within the virtual realm. This interactive nature of the platform challenges the traditional boundaries between authors and readers, allowing users to create and distribute their own narratives. The Metaverse facilitates the generation of virtual environments, where individuals can engage in immersive experiences that defy traditional understandings of the physical world. Some of the Science Fiction authors coined the terms such as "cyberspace," and envisioned aspects of the Metaverse well before its technological realization. The concept of the Metaverse also raises significant inquiries pertaining to identity within the context of a digital era, the consequences of our decisions in virtual environments, and the equilibrium between the tangible and the simulated. The Metaverse can also function as a platform for literary expression. Individuals can establish virtual libraries, which serve as platforms for engaging with both traditional and modern literary works in novel and inventive methods.

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The Metaverse offers promising prospects but also presents inherent obstacles. The democratization of storytelling is facilitated by its capacity to enable individuals to become creators and disseminate their narratives to a worldwide audience. However, it also raises concerns over privacy, addiction, and the increasingly indistinct boundaries between actuality and virtuality. So, the Metaverse presents a paradigm shift in the way individuals engage with and contribute to narratives, introducing a novel facet to the longstanding tradition of storytelling. As the digital landscape continues to undergo transformation, its association with literature is expected to become increasingly complex, facilitating the emergence of novel modes of storytelling and literary articulation within this period of technological advancement.



Hamid Azad

Lecturer

Areas of expertise:

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

LANGUAGE LEARNING/EDUCATION

Unlocking Immersive Language Learning: The Power of VR and AR in English Education

In recent times, the domains of Virtual Reality (VR) and Augmented Reality (AR) have brought about a significant transformation across diverse sectors. The realm of English language education is not an exception to this revolution. Through the immersion of learners in virtual environments and the augmentation of their real-world surroundings, the employment of VR and AR technologies presents captivating prospects for enriching the process of acquiring English language skills.

Creating Immersive English Learning Experiences

VR and AR technologies have the potential to transport language learners to virtual

environments where they can interact with native speakers, visit English-speaking countries, and practice real-life conversations. Through immersive experiences, learners can develop their listening and speaking skills in a dynamic and engaging manner. For example, learners can simulate ordering food at a restaurant, participating in job interviews, or exploring famous landmarks, all while receiving instant feedback and guidance.

Enhancing Vocabulary Acquisition and Contextual Understanding

With VR and AR, English learners can visualize vocabulary in context, making the learning process more memorable and effective. AR applications can overlay digital content, such as labels or translations, onto real-world objects, allowing learners to associate words with their visual representations. VR simulations can provide contextual scenarios where learners must use English to navigate and solve problems, reinforcing vocabulary acquisition and promoting a deeper understanding of language usage.

Cultural Immersion and Cross-Cultural Communication

Language learning is not just about mastering grammar and vocabulary; it also involves understanding the culture and customs of English-speaking communities. VR and AR can bridge this gap by exposing learners to authentic cultural experiences. Learners can virtually attend concerts, festivals, or historical events, interact with virtual native speakers, and gain insights into cultural nuances, fostering cross-cultural communication skills and promoting a deeper appreciation for the English language and its diverse contexts.

In conclusion, as technology continues to advance, VR and AR have emerged as powerful tools in English language education. By providing immersive and interactive experiences, these technologies offer new avenues for learners to engage with the language in realistic and engaging ways. Harnessing the potential of VR and AR can revolutionize the process of learning English, making it more dynamic, effective, and enjoyable for learners worldwide.



Dr. Kamyar Esmaeili Nasrabadi
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Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Self-Expression: The Key to EQ and Sustainable Employee Success

In the realm of Emotional Intelligence (EQ), Emotional Self-Expression stands as a crucial pillar. As we delve into the intricate web of EQ components, understanding its role in fostering employee sustainability becomes paramount. Emotional Self-Expression is the ability to effectively convey one's emotions, thoughts, and feelings to others. It is the art of articulating the intricacies of your emotional state with clarity and precision. This component plays a pivotal role in EQ as it forms the bridge between internal emotional awareness and external communication, making it a cornerstone of interpersonal relationships within the workplace.

Why is Emotional Self-Expression vital in the context of EQ and employee sustainability?

Firstly, it promotes transparency and authenticity in the workplace. When employees can express themselves honestly, it creates an environment where trust can flourish.

Honest communication is the bedrock of strong professional relationships, leading to better collaboration, conflict resolution, and a positive work atmosphere. Furthermore, Emotional Self-Expression empowers individuals to manage their emotions effectively. By vocalizing their feelings, employees can seek support, guidance, or solutions when faced with challenges. This proactive approach reduces stress and prevents emotional bottlenecks that can harm both personal well-being and work performance.

To improve Emotional Self-Expression at work and boost Emotional Intelligence (EQ), it is essential to help employees better understand their emotions and how they react to different situations.

This self-awareness forms the foundation for Emotional Self-Expression. Encourage employees to actively listen to each other. When people believe that they are truly being heard and understood, they are more likely to express themselves honestly.

Create an environment where employees feel comfortable sharing their thoughts and emotions without worrying about being judged or facing consequences. This will promote open communication and support Emotional Self-Expression. Additionally, provide constructive feedback and acknowledge employees who excel in Emotional Self-Expression. Positive reinforcement helps nurture and develop this crucial skill.

Self-Expression is not merely a component of EQ; it is a cornerstone for sustainable employee success. When employees can express themselves authentically and effectively, they contribute to a workplace culture characterized by trust, emotional well-being, and collaboration – all of which are essential for long-term sustainability and productivity.

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



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

International Tourism Swiftly Overcoming Pandemic Downturn

The international tourism industry has displayed remarkable resilience and adaptability in swiftly overcoming the pandemic downturn.

Despite the unprecedented challenges posed by the COVID-19 pandemic. International tourism has continued to recover from the worst crisis in its history as arrival numbers reached 84% of pre-pandemic levels between January and July 2023, according to the latest data from UNWTO. The Middle East, Europe and Africa lead the global sector's rebound.

Tourism demand continues to show remarkable resilience and sustained recovery, even in the face of economic and geopolitical challenges. The new issue of the UNWTO World Tourism Barometer tracks the sector's recovery over the course of 2023 up to the end of July.

The UNWTO Barometer shows that by the end of July, international tourist arrivals reached 84% of pre-pandemic levels and 700 million tourists travelled internationally between January and July 2023, 43% more than in the same months of 2022. In addition, July was the busiest month with 145 million international travellers recorded, about 20% of the seven-month total. For more information visit the following [link](#).

UNWTO Secretary-General Zurab Pololikashvili said: "UNWTO data once again shows how tourism is recovering strongly in every part of the world. But as our sector recovers, it also needs to adapt. The extreme weather events we have witnessed over recent months as well as the critical challenges of managing increasing tourism flows underline the need to build a more inclusive, sustainable and resilient sector and ensure recovery goes hand-in-hand with rethinking of our sector."

All world regions enjoyed strong rates of tourism recovery over the first seven months of 2023, driven by demand for international travel from several large source markets:

- The Middle East reported the best results in January-July 2023, with arrivals 20% above pre-pandemic levels. The region continues to be the only to exceed 2019 levels so far.
- Europe, the world's largest destination region, reached 91% of pre-pandemic levels, supported by robust intra-regional demand and travel from the United States.
- Africa recovered 92% of pre-crisis visitors this seven-month period and the Americas 87% according to available data.
- In Asia and the Pacific, recovery accelerated to 61% of pre-pandemic arrival levels after the opening of many destinations and source markets at the end of 2022 and earlier this year.

The UNWTO World Tourism Barometer contains results by region, sub-region, and country, including best-performing destinations in terms of international arrivals and receipts over the first seven months of the year.

In conclusion, the international tourism industry's swift recovery from the pandemic downturn demonstrates its resilience and ability to adapt to unprecedented challenges. By embracing technology, prioritizing safety, and responding to changing traveler preferences, the industry is well-positioned to continue its upward trajectory while addressing evolving global dynamics.



Swati Jeevan
Lecturer

Areas of expertise:

Information Technology, Innovation, Digital Transformation

ARTIFICIAL INTELLIGENCE

A new Engineering: Prompt Engineering?

Prompt engineering is an idea in natural language processing that includes finding inputs that produce desired or useful results.

Given the way Large Language Models such as GPT-3 are taught and the data they are trained on, certain message forms tend to be more successful.

A prompt engineer is someone who creates the prompts necessary to elicit ideal answers from AI and keeps a library of these prompts.

How Does It Work?

Prompt engineering isn't just about making easy searches to find out information. It can be used for a lot of different things, like making artistic material and giving personalized suggestions, managing customer service, and helping with scientific research. If you make the question more specific, like "What is the capital of Germany?" the model will probably give you the answer you need: "Berlin."

In these more complicated cases, Prompt engineering requires adding more context, fine-tuning the wording, or trying to other factors that could affect the model's output. With the rise of more powerful language models, Prompt coding has become more important. These models give answers based on their training data and the specific questions they are given. This means that the way prompts are written is very important to getting the most out of them. Combining the subtleties of language with scientific knowledge is both an art and a science, and it's becoming an important skill as we deal more with AI systems.

At its essence, prompt engineering encompasses the deliberate construction of inputs to effectively direct AI language and machine learning models. It is beyond the mere act of posing inquiries or issuing directives. The focus of this task is comprehending the response patterns of these models to various prompts, repeatedly modifying, and enhancing these prompts to match the output of the model with our intended objectives.

The field of engineering is now being used in a wide range of fields, including content development, customer service, data analysis, and education. As artificial intelligence (AI) progresses and reaches a more advanced stage, it is probable that the significance and impact of prompt engineering will experience more amplification. [Link](#)



Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:

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

INTERNET

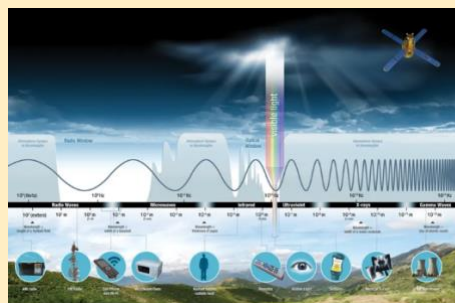
Is Wi-Fi Dangerous to Our Health?

Recently, I saw a couple with their two girls in the Subway. At some point, the younger little girl asked her mother for the tablet to play with. As the mother gave it, the father asked her if she had turned off the Wi-Fi. The mother looked back at her husband saying: "Are you taking me for an idiot? Of course I have turned it off." Then the discussion started that, with so many active Wi-Fi's, their children should be very careful and all the people around nodded in agreement. When we arrived at the final destination, we all got off and came out of the station in the hot day light. By the way, the children had no hats on, no sunglasses and no sunscreen...



Before we discuss why it's extremely pointless to stay away from Wi-Fi, we need to take a look at what Electromagnetic radiation is. In general, Wi-Fi, Radio, Microwave ovens, Mobile phones and the Sun, are the same thing. They all emit Electromagnetic Radiation or else, Light...

Electromagnetic radiation (EMR) is a form of energy that propagates as both electrical and magnetic waves traveling in packets of energy called photons. These charged particles create electromagnetic fields when they move and these fields transport the type of energy we call electromagnetic radiation, or light (Maxwell, 1865). The rate at which these particles "dance" is called Frequency and is measured in Hertz (Hz). It is the same as the MHz we have on the Radio, because Radio also receives Electromagnetic Radiation from our favourite station. So what differs every Electromagnetic Radiation from Radio, WiFi, Mobile phones etc, is the frequency, as there is a spectrum of electromagnetic radiation with variable wavelengths and frequency, which in turn imparts different characteristics (Percuoco, 2014).



Radio waves (Radio and Television), are shown on the left side of the spectrum and have the lowest energies, longest wavelengths, and lowest frequencies of any type of radiation. Cell phones and Wi-Fi lie next to the radio waves and just before the microwaves (like the ones used in Microwave ovens) which have a little bit higher energy. The Remote Control in our house, uses infrared radiation which is just before the visible light, the light that our eyes are able to detect, while ultraviolet radiation is emitted by the Sun and is the reason skin tans and burns. Finally, gamma rays, shown on the far right side, have the highest energies, the shortest wavelengths, and the highest frequencies. These higher-frequency radiation types are among the most dangerous to humans and can cause damage by penetrating the skin and harming cells (NASA, 2013).

As we can see, Wi-Fi waves are about 100,000 times weaker than the waves generated by microwave ovens and far weaker than the high frequency ultraviolet radiation that is emitted by the Sun. On second thought, the Sun is far more dangerous than Wi-Fi so, take care and protect your kids...



Dr. Muniruddeen Lallmahamood
Lecturer

Areas of expertise:

Strategic Management; Corporate Governance; Digital Finance; Islamic Banking

UPDATE OF THE MONTH

Sustainable Development Goals (SDG)

The Month of September does not only start with an S, but it is also known for many the month of SDG this year. The 2023 SDG Summit took place on 18-19 September along with the UN General Assembly and Global Goals events. The theme for this year's General Debate is "Rebuilding trust and reigniting global solidarity: Accelerating action on the 2030 Agenda and its Sustainable Development Goals towards peace, prosperity, progress and sustainability for all". The Summit focused on accelerating SDG actions through a number of High Impact Initiatives (HII) on SDGs. Basically, the message was to demonstrate that the transformative SDG progress is possible, and to mobilize further leadership, investment, and support for impact at scale.

In addition to the first edition 2023 of "Synergy Solutions for a World in Crisis: Tackling Climate and SDG Action Together" (Thanks to the BSBI Provost for the forward), another report released this September is "Times of Crisis,

Times of Change, Science for Accelerating Transformations To Sustainable Development“ [click here to download.](#)

“The SDG Summit in September must be a moment of unit to provide a renewed impetus and accelerated actions for reaching the SDGs” said António Guterres, the UN Secretary-General.



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

LITERATURE

Fernando Pessoa

Fernando Pessoa, a Portuguese poet, writer, and philosopher, is renowned for his significant impact on modern literature. Born in Lisbon in 1888, Pessoa is best known for his innovative approach to writing, as he created multiple literary personas or "heteronyms." Each heteronym had its unique style, beliefs, and voice, allowing Pessoa to explore a diverse range of perspectives within his work. This approach to identity and subjectivity challenged conventional notions of authorship and influenced subsequent generations of writers and thinkers.

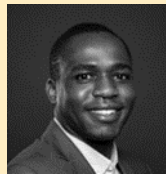
Pessoa's impact on modern literature is evident in his magnum opus, "The Book of Disquiet," a collection of philosophical musings and introspective passages. This unique work, discovered posthumously, showcases Pessoa's exploration of human consciousness, existential dilemmas, and the complexities of the modern self. His fusion of existentialist themes, poetic language, and introspective prose has resonated with readers and inspired writers across the globe.

Furthermore, Pessoa's influence extends beyond his literary contributions. He played a pivotal role in the modernist movement in Portugal and was a central figure in Lisbon's literary and artistic circles during his lifetime. His vast collection of unpublished writings, which included poetry, essays, and fiction, further enriched his legacy. Pessoa's emphasis on individuality, imagination, and the enigmatic nature of human experience continues to be celebrated in modern literature, making him an enduring icon of literary innovation and philosophical exploration.



Source: [link](#)

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



Dr. Noah Mutai
Lecturer

Areas of expertise:

Applied Statistics, Econometrics, Business Analytics

DATA SCIENCE

Ethical Decision-Making in Data Analysis

In today's data-driven world, the role of data analysis has expanded immensely, shaping decision-making for businesses, governments, and organizations. However, with great power comes great responsibility, and ethical considerations in data analysis have become more critical than ever. In this article, we will delve into the intricate realm of ethical decision-making in data analysis, exploring its significance, challenges, and guidelines for ensuring a principled approach.

Ethical decision-making forms the cornerstone of any responsible data analysis process. As data analysts sift through vast amounts of information to extract meaningful insights, they bear the responsibility of ensuring that their actions and conclusions are both morally sound and unbiased. This responsibility extends to every stage of the data analysis lifecycle, from data collection and preprocessing to modeling, interpretation, and reporting.

At the heart of ethical decision-making lies the principle of fairness. Ethical data analysts treat all data sources, whether yielding positive or negative results, with equal importance. They abstain from selectively choosing results that align with a particular narrative and instead strive to present an accurate representation of the data, regardless of whether the outcomes align with initial expectations.

This commitment to impartiality not only upholds the integrity of the analysis but also fosters trust among stakeholders.

Challenges in Ethical Data Analysis

The journey towards ethical data analysis is riddled with challenges that necessitate careful navigation. A primary challenge revolves around bias, encompassing both inherent and introduced biases. Biases can permeate the analysis process at diverse junctures, spanning from biased data collection methodologies to the subjective selection of algorithms. The effective mitigation of bias necessitates heightened self-awareness regarding one's predispositions and an ongoing commitment to curbing their influence on the analysis.

Moreover, the pressure to swiftly yield results or align with pre-established objectives can entice analysts to compromise ethical standards. The allure of unearthing data patterns, even when they lack robustness, can result in overfitting or distortion of findings. Consequently, ethical data analysts must foster a dedication to intellectual integrity, prioritizing the precision of outcomes over immediate gratification.

Privacy and data protection constitute additional paramount concerns. The ascent of big data and advanced analytics techniques has engendered inquiries about informed consent, data anonymization, and the potential for reidentification. Ethical data analysts bear the responsibility of upholding individual privacy and adhering to regulatory frameworks and best practices for proper data management.

Guidelines for Ethical Data Analysis

Transparency and Accountability: Ethical data analysts maintain transparency regarding their methodologies, assumptions, and limitations. By furnishing explicit documentation of their processes, they facilitate assessments and replications of their work. Such transparency not only bolsters the analysis's credibility but also propels the field forward.

Data Quality and Integrity: Ensuring data quality and integrity holds paramount importance. Ethical data analysts validate data sources, address gaps or inaccuracies, and uphold data precision throughout the analysis. A rigorous approach to data preprocessing and validation fosters the creation of dependable insights.

Fair and Balanced Reporting: Irrespective of whether results are affirmative or adverse, ethical data analysts present discoveries in an equitable manner. Steering clear of selective reporting and sensationalism guarantees that stakeholders obtain an impartial grasp of the data's ramifications.

Inclusive Decision-Making: Ethical data analysis adopts a multidisciplinary approach. Collaboration with domain experts, ethicists, and stakeholders ensures the incorporation of diverse viewpoints, enabling comprehensive analysis of potential implications.

Continual Learning and Improvement: The realm of data analysis remains in perpetual evolution. Ethical data analysts pledge to continuous learning, staying abreast of cutting-edge techniques, ethical considerations, and regulatory advancements. This dedication is indispensable to upholding the loftiest practice standards.

Ethical Algorithm Selection: The choice of algorithms can exert substantial influence on the ethicality of an analysis. Ethical data analysts meticulously opt for algorithms that mitigate bias, evade discrimination, and yield interpretable outcomes. They exercise caution regarding algorithmic decisions' conceivable impacts on individuals and society.

Respect for Privacy: Safeguarding individual privacy stands as an inviolable tenet. Ethical data analysts implement measures to anonymize data, secure informed consent when requisite, and adhere to privacy regulations. The security of sensitive data takes precedence, and reidentification risks are forestalled.

Conclusion

Ethical decision-making in data analysis transcends being merely a choice; it assumes the form of a resolute responsibility borne by data analysts. This duty is twofold: to safeguard the integrity of their profession and to nurture the trust vested in them by stakeholders. By approaching all data with impartiality, rectifying biases, and adhering unwaveringly to guidelines prioritizing transparency, privacy, and inclusivity, ethical data analysts become architects of a more dependable, conscientious, and impactful data analysis ecosystem. In an era where the trajectory of industries and societies is shaped by data-driven decisions, the prominence of ethics must endure as a guiding light throughout the analytical process.



Dr. Priyadarshini Pattanaik
Lecturer

Areas of expertise:

Deep Learning, Machine Learning for Health, Bioinformatics, Image and Multidimensional Signal, Digital Health

ARTIFICIAL INTELLIGENCE / MINING INDUSTRY

AI and Its Impact in Mining Industry

The advent of Artificial Intelligence (AI) plays a vital role in facilitating transformative opportunity in this digitization world of fast-growing technologies in the mining industry, where the quest for improving business productivity, secure connectivity solutions, faster reliable networks, optimize operations, and smart mine are constant driving forces.

This article scabbles around the potential and usage of artificial intelligence in assisting predictive maintenance, safety monitoring, geospatial analysis, supply chain optimization, resource exploration, and ability to upgrade the networking systems. In the past, the traditional methods of mineral exploration are often risky leading to increase in death rates due to unpredicted accidents, unfit tools, risky working circumstances, powered haulage, time consuming, and expensive. However, the concept of AI helps the mining industry in analysing geological data, identify potential sites, examining the real-time sensor information, and proactively identifying when and where the critical mining tools like drills, blasting tools, earth movers, crushers, conveyor belts, excavators, might fail. AI services often involve the concept of computer vision in identifying the unsafe actions of the mining workers, like not accessing or using the safety measures of wearing helmets, not wearing monitor alarms, and unhealthy workers. The concept of AI can contribute to optimizing resource consumption, help in adopting various measures in analysing the water quality, air quality, minimize the energy waste and reduce the requirement of harmful chemicals. This type of contribution to the environment can aid in improving the recovery standard of minerals and help in better decision making regarding the development of more efficient mineral processing AI techniques. AI can contribute to streamlining the whole mining process of supply chain optimization by reducing the risk of material deliveries and shortages. AI can improve effectively the communication networks and collaboration processes within the whole logistics. By analysing and surveying the historical data and current market trends, AI can help in reducing the bottleneck of the supply chain market and help with better risk management and optimize outcomes. Nowadays, AI is evolving rapidly with new security measures that enhance the security in handling sensitive data. With this AI revolution, the mining companies have started embracing this new modern concept, and successfully unlocked new moments for growth, productivity, enhancement of resource utilization, and maximize valuable mineral extraction with mitigating potential environmental losses. By utilizing the power of AI, the mining industry can move forward towards a new era of productivity, environmental safety, more efficient, health in sharp focus and sustainable future.



Dr. Anna Rostomyan
Lecturer

Areas of expertise:

Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership

EMOTIONS / LEADERSHIP *Insights into Neuroleadership*

In the times of globalization and digitalization, especially during the challenges of the global pandemic, there is always a certain need for efficiently leading people towards a common goal. Leading humans here also means dealing with their internal feelings and emotions, beliefs, desires, aspirations and motivations.

Neuroleadership was a term first coined by David Rock, CEO of Results Coaching Systems, in 2006. It grew out of a need to understand more about how we could be better leaders to be more effective at leading others and ourselves by engaging with what important information emotions have to tell us. It is a newly emerged interdisciplinary field of study, which helps the leaders lead proficiently.

Neuroleadership refers to the application of findings from the neurosciences to the field of leadership by analyzing how the brain might affect leadership abilities (Lafferty and Alford, 2010) and specifically focuses on how individuals make decisions, solve problems, regulate their emotions, collaborate with and influence others, and facilitate change in a social environment (Ringleb and Rock, 2008). It also relates to the study of productive individuals, as well as the psychology of leadership and outstanding achievement (Duckworth, 2016).

As a matter of fact, we are not only rational beings, but also emotional ones, who have their very own internal psychological states, which may vary depending on the outward world.

Thence, those leaders who take this very fact into consideration and lead the teams towards a common goal correspondingly, their teams flourish and succeed towards accomplishing the set goals, ensuring the success of the company as a whole entity.





Sahar Shekaliu
Lecturer

Areas of expertise:

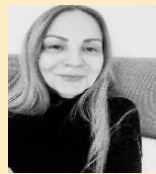
Communication Science, Social Media, Corporate Sustainability, Circular Economy

HRM/WORKFORCE

The Evolution of the Working Model

The conventional working day as we now know it is ramification of endeavours of many workers, unions and activists, spreading all over the world through a century of campaign, unrest and even death. Before the industrial revolution most workers worked all day long at least six days a week. Factories were manned by two shifts of 10-16 hours and even 10 years old children worked long days from pre-dawn to evening. All over, there was a steady decline in the length of the workday from the 1800s through World War II, with a relatively drastic drop during the 1920s. To prevent American factory workers from getting exploited, in 1938 the Fair Labor Standards Act was passed by Congress to limit the workweek to 44 hours. Henry ford was one of the first to introduce the 9-5 working model to increase both productivity and profitability of the Ford Motor Company.

While this schedule may sound rigid to some of us today, it still remains a dream for many others. The hustle work culture embedded deeply into our societal and professional norms. People are working outside of the office, at night, on weekends and even on vacations. Not having your phone and laptop on vacation is not a possibility for many. However, some believe we have already started “the beginning of an end of 9-5”. The Gen-Z and Millennial generations observed their parents burn out and laid off and not being fully compensated for their efforts. They want flexibility and control over their lives perhaps more than financial advantages. For many of them 9-5 model is antiquated and barbaric, leaving no room for flexibility to fulfil the motto of “Y.O.L.O.” (meaning “You Only Live Once”). The future of work was shifting even before COVID pandemic. Many Smart, progressive and forward-thinking companies are constantly introducing new working models in a bid to attract Gen-Z job seekers.



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Areas of expertise:

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

eCommerce / Marketing / Strategy / Shopping Behaviour

Black Friday is back!

ARE MARKETEERS OUTSIDE THE USA CHANGING THE WAY OF DOING MARKETING DUE TO BLACK FRIDAY?

In Europe the trend to adopt marketing plans and strategies at the end of the year do to the impact of a significant buying moment such as Black Friday started in the mid 2020s.

Since then, the European traditional way of “celebrating” the Christmas marketing campaign has changed quite a lot.

What is Black Friday?

It is the Friday following American Thanksgiving. It is notoriously well-known for slashed prices in eCommerce and now also in some traditional brick-and-mortar stores, with a remarkable increase in consumer spending. This year Black Friday will be the 24th of 2023. One week before brands will be rushing to seduce and engage consumers with their deals. Black Friday typically kicks off the holiday shopping season.

SPANISH ARE IN THE MOOD OF BEING THE TOP BUYERS DURING BLACK FRIDAY SEASON

Spain, as it is shown in the graphic below, is one of the countries that is crazy about Black Friday. The trend of buying Christmas gifts during Black Friday in Spain started approximately in 2017. During this year something dramatically changed in the way brands were marketing the Christmas season. Consumer insights and business intelligence marketing teams were grabbing data about how their traditional marketing campaigns have a new timing due that buyers were shifting to Black Friday as the moment for their Christmas buys. In a sudden, all change in the last quarter of the year for many marketing departments, in all the pillars of their marketing:

- Product. They did and do have to think and decide which products and brands are ready to support an aggressive sales campaign before Christmas.
- Packaging and retail communications. Can a marketing budget support different packaging to communicate two clear different moments in a short time like the Christmas season and the Black Friday?

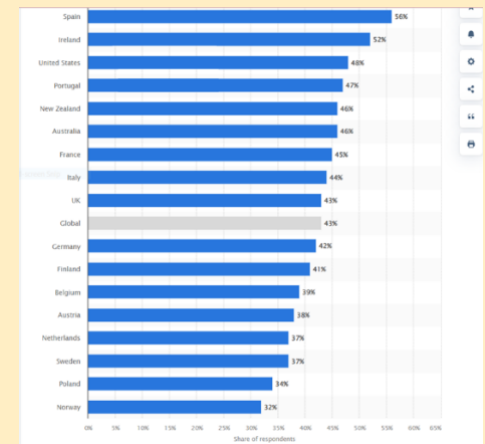
- Sustainable marketing and branding campaigns and messages. Is Black Friday aligned with a sustainable company and branding policy? Do consumers trust a brand that heavily advertises during Black Friday and at the same time is promoting its sustainable principles and actions?

- Pricing. The special price for Black Friday has to support company margins and also AI at the eCommerce platforms have to work harder to change different pricing criteria in a short period.

- Online retail and physical retail. Black Friday is a traditional eCommerce sales moment. How marketers deal with their retails at this moment? Do they differentiate their campaigns for the online channel? Or do they adopt omnichannel principles?

- People and Chatbots. The Customer attention team and shop assistants need to be trained also for the Black Friday consumer fever. Black Friday is a key moment in the sales pipeline.

Share of consumers more likely to take advantage of Black Friday/Cyber Monday sales during the holiday season worldwide in 2022, by country.

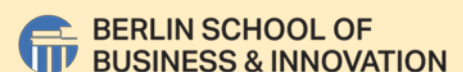


CONCLUSION

Probably the conclusion for the marketing team and professionals, if they want to sell: keep working hard for your Black Friday campaign. It is not going out of the marketing plan and timing.

ENDNOTES

1. Statista. “Share of consumers more likely to take advantage of Black Friday/Cyber Monday sales during the holiday season worldwide in 2022, by country”. [Link](#) [Access on 21st of September 2023]
2. Blog Hotsuite: “19 Black Friday Marketing Strategies to Try in 2023”. [Link](#) [Access on 21st of September 2023]



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Areas of expertise:

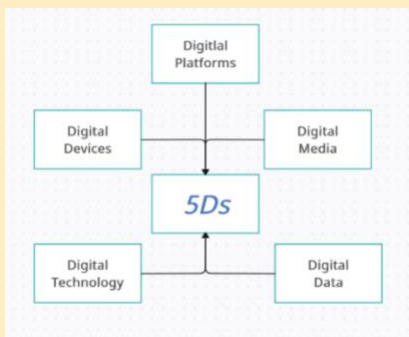
MBA, International Relations, Global Governance, Secure Governance

DIGITAL MARKETING

Marketing in the Digital Era: Selection of Tools

"Inspiration is the most important part of our digital strategy."
— Paul Young

According to the mailchimp.com one of the most detailed definition of the term "digital marketing", many experts use this approach: "Digital marketing" - is any type of marketing on computers, smartphones, tablets and other electronic devices, which can take many forms: online videos, display advertising, search engine marketing, paid social advertising, social media posts, etc. Digital marketing is often contrasted with 'traditional marketing', i.e. advertising in magazines, billboards or direct mail. Interestingly, television advertising is usually categorised as traditional marketing. When studying the market to choose their own promising strategy, or tactics for a shorter period of time, an experienced marketing specialist cannot help but take into account the rapid development of the digital space. Every day, millions of people in the world are active and use the Internet and social networks on a regular basis. All these people are targets for marketers. At the same time, a number of questions remain about what can be considered a digital marketing tool and what not?



Source: Sajitha & Name (2022)

The answer to this question may be "5 D". What is it and what are the 5 Ds of digital marketing? The "Five D's" of digital marketing are:

- 1) **Digital devices:** These are devices that people use on a regular basis, using computers and mobile phones;
- 2) **Digital content platforms:** These are platforms with which users regularly interact, such as social networks and social platforms;
- 3) **Digital media:** Data that users obtain about the world and events around them.
- 4) **Digital data:** Open data of traffic and information that the user voluntarily leaves in the digital environment.
- 5) **Digital technologies** are the use of artificial intelligence (AI), augmented reality (AR) and virtual reality (VR) are a few examples. (AI), Augmented Reality (AR), and Virtual Reality (VR) are a few examples.

In modern realities, many experts predict the expansion of digital marketing tools, so the "5 Ds" will be expanded with new opportunities and prospects, which we will learn about in the near future. This phenomenon becomes possible in the context of the active development of digital technologies and prospects, thanks to which marketing specialists make this area attractive for new research.

The revolution in digital marketing has now resulted in 65% of the time the average consumer spends on their digital device and using digital products. The digital advertising industry as a whole, according to a study by researcher A. Monnappa (2023) is valued at \$200 billion and growing. Utilizing the tools on the "5 D's" list creates an opportunity for progress now.

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



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



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