

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 Georgia Douglas Johnson. It is called:

"Your World".

Your world is as big as you make it.

I know, for I used to abide

In the narrowest nest in a corner,

My wings pressing close to my side.

But I sighted the distant horizon

Where the skyline encircled the sea

And I throbbed with a burning desire

To travel this immensity.

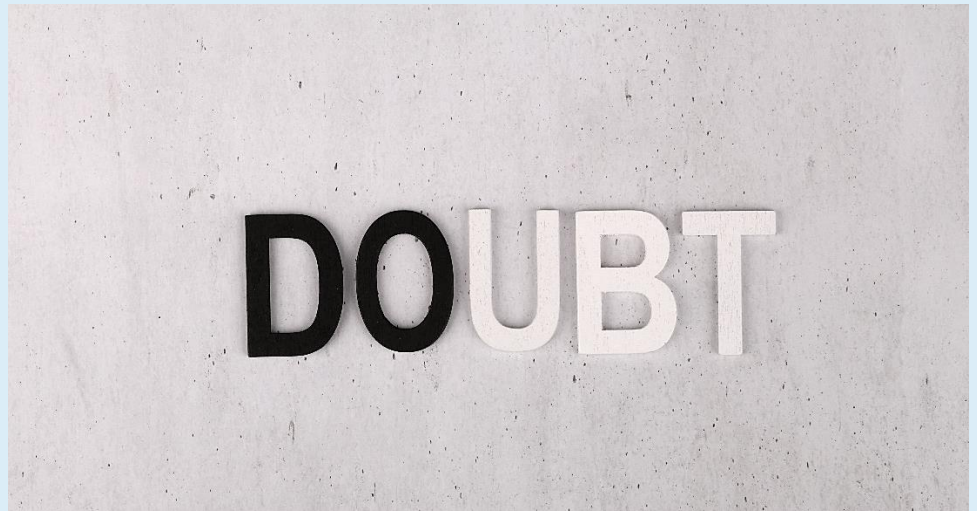
I battered the cordons around me

And cradled my wings on the breeze,

Then soared to the uttermost reaches

With rapture, with power, with ease!

Photo of the Week



Inspirational Quotes

"If you look the right way, you can see that the whole world is a garden."

– **Frances Hodgson Burnett**

"Positive thinking can be contagious. Being surrounded by winners helps you develop into a winner."

– **Arnold Schwarzenegger**

"I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear."

– **Nelson Mandela**



We may encounter many defeats but we must not be defeated.

– **Maya Angelou**

Article of the Week



Dr. Anna Rostomyan
Lecturer

Areas of expertise:

Neuropsychology of Emotions, Emotional Intelligence, Emotion Management, Neuroleadership



Dr. Lawrence Ibeh
Lecturer

Areas of expertise:

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

THE IMPORTANCE OF EMOTION AI IN DECISION-MAKING IN BUSINESSES

Abstract. In today's challenging times we need some soft skills alongside our hard skills to ensure the success of decision-making processes to the benefit of your business(es). These very soft skills entail the presence of various emotion management techniques. Emotions are instincts that evolution has instilled in us for handling life. Those very emotions provide us with guidance in different lifetime situations, where we are constantly faced up with the challenge of taking decisions and responding to various issues through our whole lives. The business field is not an exception, where we also have to deal with different people having diverse backgrounds endowed with very different emotions, which we also have to take into consideration. Moreover, currently with the development of artificial intelligence (AI), the urgency of a more enjoyable human-machine interactions is more required than ever before. Hence, the application of Emotion AI to various business operations has become mandatory that can help companies also gain insights into the demands, needs, and requirements of the consumers.

EMOTION AI

Artificial Intelligence has gone a long way and is still progressing and with the rise of **Artificial Emotional**

Intelligence (called *Emotion AI* for short), we have the ultimate chance of gaining insights into emotions of the others, which will give us the possibility of understanding the involved parties better to be able to adjust our performance accordingly.

It goes without saying that humans have been superior to machines when it comes to understanding emotions. But according to research that will not be the case for way too long. While some of us may still doubt that machines will encroach on emotion, those working in the field of artificial emotional intelligence, also known as emotion AI or Affective Computing, say we are well on our way when machines will gain a mastery over our emotions, which is rather scary since emotions are private and sometimes we do not want to share them with others.

Artificial Emotional Intelligence, therefore, is when computers can read emotions by analyzing data, including facial expressions, gestures, tone of voice, pitch of voice, and even more to determine a person's emotional state and then to react to it accordingly. This has the greatest potential of making machines more human-like, which makes human-machine interaction more enjoyable and trustworthy on the side of human interactants.

To understand the concept of Emotion AI, we have first to refer to the notion of EI (EQ), namely Emotional Intelligence, which is our ability to *perceive, understand, manage* and *use* our emotions depending on the outward situation (Goleman, 1995; Rostomyan, 2022).

In this connection, it is also noteworthy that nowadays people prefer referring to EQ by abbreviation EI, which entails that AI is brought closer to EI meaning that humans and machines are closer than ever before.

It has always truly been a challenge to know what people feel, even for humans. So, to learn what their employees and customers feel has never been an easy thing for companies to determine. For one thing, emotions are inherently difficult to read since our human emotional repertoire is very broad and may quite often even be changing throughout the whole day, us feeling very different emotions depending on the various external stimuli that life imposes on us (Rostomyan, 2020). For another reason, sometimes there is a dissonance between what people *say* they feel and what they *actually* feel (Rostomyan, 2013), which is not the case with machines.

THE IMPORTANCE OF THICK DATA IN DECISION MAKING AND PROBLEM SOLVING

Decision making refers to the process of selecting an option from among a set of alternatives according to its probability of leading to best outcomes in terms of the survival chances of the organism.

According to the Oxford Advanced Learner's Dictionary (1997) the term decision making means - the process of deciding about something important, especially in a group of people or with an organization or a company.

It follows from the above that in their everyday duties and everyday activities, bosses, managers and leaders continually take decisions on various topics and

issues.

Decision making thence refers to the process of selecting an option from among a set of alternatives according to its probability of leading to best outcomes in terms of the survival chances of the organism, including the fight-or-flight paradigm.

Individuals, teams, and leaders within organizations make dozens of decisions each day. These decisions may be small or large scale and many challenges, even those unseen, may arise from variability and weakness in this process. In terms of their nature, there can be *individual, team-based* and *hierarchical* decision-making types (Griffith & Rostomyan, 2022).

On all the aforementioned levels, emotions can come into play, especially in individual decisions. Therefore, when making important decisions, it is more plausible to take them in teams after some ground brainstorming and critical thinking activities, since in that case many different perspectives will be put onto the table and will accordingly be taken into consideration in the final decision-making stage. As for hierarchical decisions, here too the different positive and/or negative emotions of the individuals may interplay on the background and make up a "noise" throughout the decision-making and problem-solving processes.

In this connection, we can speak about the interesting Ted Talk speech of Tracia Wang back in September 2016 entitled "*The human insights missing from big data*". During her interesting speech, Mrs. Wang spoke about the differences between "*big data*" and "*thick data*", namely big data are the pure data retrieved through data analysis, while the "*thick data*" include such subtle phenomena as intuition and emotions, likes and dislikes, motivations and intentions, feelings and desires, which can be gathered through qualitative research, which are very essential for business-driven management and decision making.

Rostomyan (2022) concluded that that the *intuition* and *emotions* of people also have a great impact on the decisions people make, including what phones to possess which car to drive and which dress to wear, and, moreover, with which partner to sign a contract with.

Here in case AI technologies give us the possibility of gaining insights into the others' emotions we will have a better chance of meeting their expectations and here in case AI technologies have integrated Emotion AI, the humans will feel more at ease while sharing sensitive information with the latters.

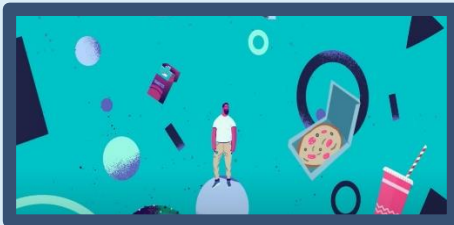
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- Rostomyan, Anna (2022a). *The Ultimate Force of Emotions in Communication: A Linguo-cognitive Analysis of Verbal and Non-verbal Expressions of Emotions (on the material of English)*. Düren, Shaker Verlag.

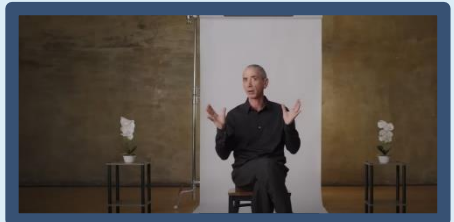
Websites of the Week

- [AR, MR, VR & The Metaverse](#)
- [How will the Metaverse Affect Business?](#)
- [5 reasons to still care about the Metaverse](#)
- [Metaverse Impacting Business by Forbes](#)
- [How Will Metaverse Impact Healthcare](#)

Videos of the Week



Atomic Habits by James Clear



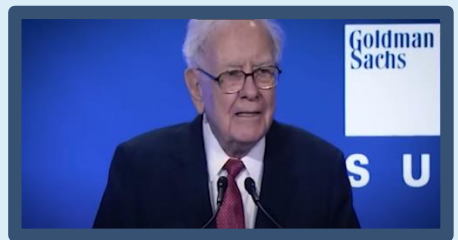
How to Enter the State of Flow



Music's Power over Brain

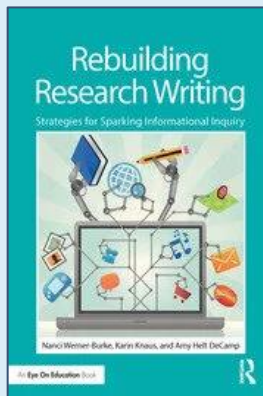
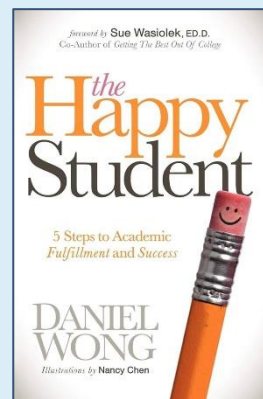
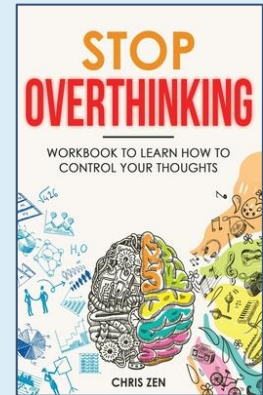


5 Habits of Successful People



Inspirational Speech by Warren Buffett

Books of the Week



BERLIN SCHOOL OF BUSINESS & INNOVATION

Week in Review

All you need to know about everything that matters



Dr. Kamyar Esmaeili Nasrabadi
Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

EMPLOYEE SUSTAINABILITY

Enhancing Employee Sustainability through Emotional Intelligence: The Role of Problem-Solving

Problem-Solving within EQ refers to an individual's ability to identify, analyze, and resolve complex issues and conflicts effectively. This component goes beyond finding simple solutions; it involves a deeper understanding of emotions, both one's own and those of others, in the context of problem-solving. Problem-Solving skills are instrumental in conflict resolution within the workplace. Employees with strong problem-solving skills can mediate conflicts more efficiently. They navigate interpersonal issues by addressing the underlying emotional factors, leading to healthier relationships among team members. This, in turn, fosters a more harmonious work environment. Furthermore, Problem-Solving skills enable employees to adapt to changing circumstances and challenges. They can identify emerging issues promptly and develop innovative solutions, contributing to the organization's resilience and longevity. In a world marked by constant change, adaptability becomes a cornerstone of sustainability. Employees who excel in problem-solving also tend to experience lower stress levels. They approach challenges with confidence and resilience, mitigating the negative impact of stress on their well-being and work performance. This ability to manage stress is essential for long-term employee well-being and productivity.

To improve problem-solving within your workforce, consider several strategies. Encourage employees to develop a deeper understanding of their emotions and the emotions of their colleagues. Provide training in critical thinking and analytical skills to help

employees better evaluate problems and generate effective solutions. Promote active listening skills, which are crucial in understanding the concerns and emotions of others during problem-solving discussions. Conduct workshops on conflict resolution and negotiation techniques to equip employees with the tools to handle disputes constructively. Finally, foster a culture that encourages creative thinking.

Problem-Solving, as an integral component of Emotional Intelligence, plays a vital role in enhancing employee sustainability. By improving their problem-solving skills, employees can resolve conflicts, adapt to change, manage stress, and collaborate effectively, all of which contribute to a healthier and more sustainable work environment.

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



Mostafa Gaballa
Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

World Tourism Day 2023

UNWTO has launched a new global initiative designed to unite and encourage nations, tourism sector leaders and consumers to be more open-minded when choosing a travel destination.

Announced during the World Tourism Day celebrations in Riyadh, "Tourism Opens Minds" will showcase the powerful role that tourism plays in bridging cultures and promoting a more interconnected and harmonious world. To mark the launch, delegates gathered in Riyadh were presented with a special Pledge calling on them to actively work to promote new and under-appreciated destinations.

World Tourism Day 2023 was held as new data from UNWTO underscored the sector's recovery from the impacts of the pandemic. At

the same time, however, research suggests that only a minority of tourists intend to seek out new or different destinations as they start travelling again. For more information visit this [link](#).

According to the UNWTO World Tourism Barometer, global tourism is on track to recover 80% and 95% international arrival numbers by the end of 2023. Notably, however, a recent YouGov survey found that 66% of tourists believe that travelling to a place that provides familiarity is important. Just under half of respondents feel uncomfortable travelling to places they know little about. This is even though, of those that do travel to new destinations, 83% agree that they come back with a changed or broadened perspective.

The data shows the need for initiatives such as 'Tourism Open Minds' to encourage consumers to diversify their travel habits, with UNWTO uniting the global sector behind this aim. The initiative also aims at allowing government officials, sector leaders and consumers help to mitigate the impacts of over-tourism, foster mutual understanding, conserve the environment, and ensure equitable growth of the sector.

UNWTO Secretary-General Zurab Pololikashvili says: "To ensure true global prosperity, we must work together to ensure that every country can harness the potential of a thriving tourism industry. The sector serves as a unifying force, fostering cultural understanding, strengthening bonds between societies, and championing environmental preservation."

Creating successful tourism initiatives requires a holistic approach that encompasses vision, stakeholder engagement, sustainability, infrastructure, marketing, and continuous improvement. By prioritizing these key components, we can unlock the full potential of tourism as a driver of economic growth, cultural exchange, and environmental preservation. A well-executed tourism initiative not only benefits local communities and economies but also enriches the experiences of travellers worldwide.



Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:

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

EDUCATION

5th of October –

Celebrating World Teachers' Day

World Teachers' Day is an international day held annually on the 5th of October. This day serves as a momentous occasion that acknowledges the invaluable contributions of teachers worldwide (UNESCO, 2020). This day stands as a testament to the critical role educators play in shaping individuals, communities and societies. In other words, teachers are responsible for Nurturing Minds for a Brighter Tomorrow.

Teachers are the foundation of education systems worldwide, responsible for imparting knowledge, skills, competences and values that empower students to thrive in a rapidly changing world. In addition, teachers serve as mentors, fostering personal growth and character development. In recent years, the teaching profession has undergone significant transformations, particularly due to the COVID-19 pandemic. Educators have demonstrated remarkable adaptability by embracing innovative teaching methodologies and technology to ensure continuous learning. The pandemic highlighted the resilience and dedication of teachers, further emphasizing their crucial role in society (UNESCO, 2021).

This day also serves as an opportunity to advocate for better working conditions, professional development and support systems for teachers. Recognizing and appreciating the contributions of teachers is vital, but ongoing investments in education are equally crucial for building a better future. As we celebrate World Teachers' Day, let us express gratitude to the dedicated educators who shape the minds of future generations. Their unwavering commitment, passion and resilience are essential for creating a brighter and more equitable world for all. For further information, please visit [Link1](#), [Link2](#) and [Link3](#).



Dr Sushma Kumari
Lecturer

Areas of expertise:

Cognitive Psychology, Cognitive Load, Workplace Health, Mental Health, Neuropsychology, Criminal Profiling

MENTAL HEALTH

Finding Balance and Happiness: ways to take care of your Mental Health

Every year on October 10th, we celebrate World Mental Health Day. It's a global awareness day with the goals of educating the public about mental health concerns, promoting mental health resources and assistance, and working to lessen the stigma associated with mental health difficulties. This year's World Health Organisation Mental Health Campaign theme is "Mental health is a universal human right"



Source: World Health Organisation (2023), World Mental Health Day theme, Library, web banners.
[Canto](#)

In this article, I aim to shed light on the significance of mental health, an essential yet often overlooked subject.

It is very important to take care of our mental health in addition to our physical health. How we think, feel, and respond to various life situations are all influenced by our mental health.

There is no single definitive definition of mental health. We can assess mental health in our daily lives by knowing how we're feeling, how well we're handling day-to-day living, or what currently seems feasible for us.

Our mental health includes our emotional, psychological, and social well-being. It has to do with the way we feel, act, and think. Our minds require care and consideration, just like our bodies. The ability to handle life's obstacles, feel good about ourselves, and have healthy relationships are all indicators of great mental health.

What are the signs of good mental health?

When we're in good mental health, we experience:

1. Feelings of happiness, contentment, and optimism for the future.
2. Healthy relationships: Establishing and sustaining ties with friends, family, and

3. the larger community.
4. Resilience: The capacity to recover from setbacks and handle stress and challenging circumstances.
5. Self-confidence: Having faith in oneself and a favourable opinion of oneself.
6. Finding emotional control and a sense of stability and calm in our lives.

However, being mentally healthy does not imply constant happiness. Or that your emotions have no impact on you.

Similarly, being in good health also doesn't always imply that you don't have a mental health issue. Despite having a mental health issue, you might be in good wellbeing at the moment. Or you can be experiencing current difficulties with your wellness even if you don't have a mental health issue.

Let's break the stigma.

We should be okay to not feel okay sometimes. Just as any physical ailment, mental health issues are common and can happen to anyone, that one shouldn't be ashamed of. It's critical to remove the stigma associated with mental health and to be open about our thoughts and feelings. Asking for help and support is a sign of strength, and there are experts who are qualified to support and direct you through any difficulties that you might be facing.

How can we take care of our Mental health?

1. Practise self-care by scheduling time for your favorite hobbies, physical activity, or outdoor excursions. Make time to relax, have healthy food, and get enough sleep.
2. Discuss your sentiments with someone you can trust, such as a friend or member of your family. Discussing your problems or concerns with someone else can help lighten the load.
3. Establish and sustain relationships with others. Join organizations or clubs that make you feel involved. Reach out to others if you require assistance or a sympathetic ear.
4. Control stress: Find healthy coping mechanisms for stress, such as deep breathing exercises, mindfulness training, or relaxing activities.
5. Establish attainable goals by breaking up large activities into little chunks. Celebrate your advancement as you go.
6. Seek assistance: Don't be afraid to contact a professional if you're experiencing stress or having problems with your mental health. Counselors and therapists that specialize in mental health are there to support you.

Maintaining good mental health is crucial for leading a happy and satisfying life. You can take care of your mental health by being aware of your feelings, taking care of yourself, making connections with other people, and asking for assistance when you need it. There is help available and you are not alone. Prioritize your mental health and embrace the journey towards a healthier, happier you.



Dr. Mahmoud Manafi

Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

LITERATURE

Gabriel Garcia Marquez and "One Hundred Years of Solitude"

Gabriel Garcia Marquez, a Colombian novelist and Nobel laureate, is considered one of the most influential authors in the realm of magical realism. Born in Aracataca, Colombia, in 1927, Garcia Marquez's literary genius blossomed through his celebrated novel "One Hundred Years of Solitude." Published in 1967, the novel is a masterpiece that weaves together the multi-generational story of the Buendia family in the fictional town of Macondo. With its intricate storytelling and captivating prose, "One Hundred Years of Solitude" has become a landmark in world literature.

The novel's narrative unfolds across multiple generations, portraying the cyclical nature of time and the interplay between the family's history and the larger historical context of Colombia. Garcia Marquez masterfully blends reality with the magical, showcasing supernatural occurrences as an intrinsic part of everyday life in Macondo. His portrayal of love, solitude, and the human condition is deeply poetic, evoking profound emotions in readers. Through the lens of the Buendia family, Garcia Marquez delves into themes of isolation, the passage of time, the decline of traditional values, and the consequences of colonialism. The novel's lush imagery and vivid characters offer a rich portrayal of Latin American culture and history, while its universal themes resonate with readers from diverse backgrounds. "One Hundred Years of Solitude" is an exploration of the human psyche, presenting a profound reflection on the complexities of human relationships, the pursuit of knowledge, and the inescapable fate of human existence.

Garcia Marquez's literary masterpiece has left a lasting legacy, earning him international acclaim and cementing his position as one of the most celebrated authors of the 20th century. His influence on magical realism has extended far beyond the boundaries of his native Colombia, inspiring countless writers and enchanting readers worldwide. "One Hundred Years of Solitude" continues to captivate new generations with its timeless storytelling and remains a testament to the power of literature to transcend time and

Space.



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



Dr. Priyadarshini Pattanaik

Lecturer

Areas of expertise:

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

DEEP LEARNING / HEALTH SCIENCE

Revolutionizing Healthcare: The Synergy of Biomedical Diagnosis and Deep Learning

Over the last decade, the nature of diagnosis has changed rapidly owing to an explosion of predictive, preventive and personalized disease treatment. We are living in an exciting time where disease diagnosis and treatment has become more accurate and disease specific. Biomedical imaging is one of the fastest growing areas within medicine at present, both in the clinical setting in hospitals and in research and development (R&D). The field of Biomedical Imaging and sensing integrates multiple disciplines of computer engineering to solve problems of critical importance in biomedical diagnosis. The ability to detect, diagnose, monitor pathological, physiological and molecular changes using imaging is of fundamental importance for disease management and personalized interventions, as well as in basic engineering research. X-rays, ultrasound, magnetic resonance imaging (MRI), and computerized tomography (CT) are among the imaging methods that are used to let us "see" inside the human body. Through study, approximately 1 million biopsies are performed in the USA every year, only 20% are found to be positive for cancer. This implies that pathologists are spending a large fraction of their time looking at benign tissue, which in most cases leads to waste of time and resources. Another major challenge is how to store, analyse, distribute, understand and use the enormous amount of data associated with every one of these thousands of images. In order to overcome, we need to address the issues by deep learning strategies.



The concept of deep learning will help to solve tasks meticulously in a stratified description paradigm using non-linear transformation architectures. The results of this research are expected to improve diagnostic accuracy, improve the safety of diagnostic instrumentation, and enhance patient recovery through improved clinical instruments. The concept of deep learning can analyse and extract valuable information to prepare drug composition for a specific diagnosis and analyse genomic data to identify patterns. The chance of success can be increased if a healthy relationship is maintained between the clinical and research engineers throughout the research process. Clinical people can suggest about the clinical settings and a group of computer engineers or data scientists can interpret with ideas of new avenues of research results. Researchers can link the anatomical data, collected with emerging imaging technologies, to computer simulations to form truly functional images of individual patients. Biomedical diagnosis and engineering would lead to multi-disciplinary collaboration with clinical experts in radiology, surgery, cardiology, oncology, and neuroscience together.



Sahar Shekaliu

Lecturer

Areas of expertise:

Communication Science, Social Media, Corporate Sustainability, Circular Economy

REAL STATE / HOUSING

Unprecedented Price Drop of European Housing in Over a Decade

Investment in real estate especially housing has been a popular sound activity worldwide. With few exceptions, the average sale price of real estate in Europe always continued to upsurge. Although real estate represents a great investment opportunity through value appreciation & rental income, it could be a real hustle and pose some potential serious risks. The European property market is currently going through some drastic changes. Houses are cheaper & loan interest rates are higher on average than last year. Germany recorded the sharpest annual decrease over the quarter, at -9.9%, followed by Denmark at -7.6% and Sweden at -6.8%. Regarding average loan interest rates, Latvia hits the highest of 11.18%, followed by

Estonia at 5.97 % and Finland at 4.6%.

Despite the changing trends in average sale prices and average loan interest rates, rents continue to increase collectively across Europe excluding Greece which recorded a decrease of 21%. Estonia with +208% and Lithuania +168% recorded the highest increase in rents.

A combination of Stagflation, high interest rates and weak investor confidence is affecting the European property market. According to the financial advisors Investors should pay attention to several factors in this rebalancing phase:

- To optimise risk and return on investment, focus more liquid markets.
- Evaluate the long-term fair value of assets, as the market is likely to remain volatile.
- Consider sustainable and green investments, as real estate projects require to incorporate sustainable practices to be more attractive and profitable in the long term.
- Pay attention to the obsolescence of assets, in terms of location, function and economics.
- Do not overlook assets requiring minor improvements, as refurbishment could prevent functional or economic obsolescence.

It is not fully known whether European investors still consider real estate as the best asset in 2023. But portfolio diversification has always been a great approach to manage risk in a volatile market environment.

Link: [here](#)



Dr. Gemma Vallet
Lecturer

Areas of expertise:

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

MARKETING / BRANDING

The Chocolate Layer

Jean Neuhaus, inventor of Belgian praline, Swiss with Italian roots and one of the great names of the Belgian chocolate industry, has been in addition to a renowned master chocolate maker, one of the best marketing and branding strategists: Neuhaus, especially for the luxury sector and experiential marketing offers us, throughout its history, elegant strategies and exquisite brilliance due

to its simplicity, like that of the chocolate layer. Jean Neuhaus settled in Brussels in 1857 and began as a businessman with a pharmacy. Medicine was his first passion, although he had two failed attempts to pursue a medical degree in Grenoble, France, due to his aversion to blood. The pharmacy was therefore the closest thing to his dream of healing people. And he did it with great charm. To please his customers, Neuhaus covered his medicines with a thin layer of chocolate.

Let's think about the multiple opportunities in our marketing to apply that thin layer of chocolate to delight and build loyalty among our clientele. A strategy whose implementation cost is low and its effect is magical.

Simply a simple and brilliant strategy. And the thin layer of chocolate can also evolve into disruptive experiential marketing, as was the invention of praline by the Neuhaus house.

THE EVOLUTION AND REVOLUTION OF HIGH CHOCOLATERY

The thin layer of chocolate in 1912 evolved. Jean Neuhaus's grandson transforms the thin layer and turns it into the internationally famous Belgian praline. A delight of product innovation.



INNOVATION IS CONTAGIOUS

From the thin layer to the praline and the iconic praline packagin ballotin... Innovation is contagious. In 1915, Louise Agostini, Jean Neuhaus Jr.'s wife, invented the ballotin, an elegant gift box to protect their chocolates and present them attractively. The ballotin is today an iconic part of the Belgian chocolate tradition.

CONCLUSSION AND ENDNOTES

It is a must for all brand lovers and marketers to visit and enjoy Neuhaus delicatessen and boutiques or workshops: [Here](#)

FROM OUR STUDENTS



Artem Lomakin
CUC MBA master

Areas of expertise:

MBA, International Relations, Global Governance, Secure Governance

EDUCATION

The Role of Modern Information Exchange Between International MBA Students

"On the path of entrepreneurship, single-mindedness is above all."

— Aliko Dangote, Founder of Dangote Group

In today's interconnected world, international MBA students are benefiting from modern information exchange in unprecedented ways. Information exchange among MBA (Master of Business Administration) students plays a pivotal role in enhancing the educational experience, fostering professional growth, and preparing future business leaders. In today's dynamic and interconnected business environment, the exchange of information among MBA students serves various vital functions. With globalization reshaping business practices and communication methods, the role of information exchange among MBA students from diverse cultural backgrounds has become increasingly significant. Here, we explore the vital role of modern information exchange in the context of international MBA programs:

1. **Diverse Perspectives and Ideas:** Modern information exchange brings together students from various countries, each with unique perspectives, experiences, and ideas. This diversity enriches classroom discussions, encouraging the exploration of multiple viewpoints and innovative solutions to complex business challenges.
2. **Cultural Awareness and Global Competence:** Engaging in information exchange exposes MBA students to different cultures, norms, and communication styles. This experience fosters cultural awareness and global competence, essential attributes for future business leaders operating in international markets.
3. **Networking Opportunities:** Information exchange facilitates the creation of a global network of peers and industry contacts. These connections offer valuable career opportunities, business partnerships, and a broadened worldview.

4. **Access to International Insights:** International MBA students gain access to international market insights, industry trends, and best practices through the exchange of information. This knowledge is invaluable for making informed business decisions in a global context.
5. **Collaborative Learning:** Modern information exchange platforms enable collaborative learning beyond the classroom. Students can engage in group projects, share resources, and discuss coursework online, fostering teamwork and cross-cultural collaboration skills.
6. **Enhanced Problem-Solving Skills:** Exchanging information with peers from diverse backgrounds challenges students to think critically and approach problems from different angles. This enhances their problem-solving skills, a vital asset in the business world.
7. **Cross-Cultural Communication Proficiency:** Effective communication is paramount in business. Modern information exchange encourages students to refine their cross-cultural communication skills, an asset when interacting with colleagues, clients, and partners from around the world.
8. **Exposure to Global Business Practices:** International MBA students gain exposure to a wide range of global business practices, from corporate social responsibility to sustainable business models. This exposure broadens their understanding of global corporate dynamics.
9. **Fostering Tolerance and Inclusivity:** Modern information exchange promotes tolerance, inclusivity, and the celebration of differences. MBA students learn to navigate cultural nuances and appreciate the strengths of diverse teams.
10. **Preparation for Global Careers:** Ultimately, modern information exchange equips international MBA students with the skills and knowledge needed to excel in global careers. They graduate prepared to tackle the challenges and opportunities of an increasingly interconnected business world.

In conclusion, modern information exchange is a cornerstone of international MBA programs. It not only enriches students' educational experiences but also prepares them to thrive in a global business landscape. The diverse perspectives, cultural awareness, and global competence fostered through information exchange are essential qualities for tomorrow's business leaders. Information exchange among MBA students transcends the mere sharing of data; it is a dynamic process that fosters a holistic educational experience. It prepares students not only for the challenges of the business world but also for leadership roles

that require adaptability, collaboration, and a global perspective. In today's competitive business environment, the role of information exchange is indispensable in shaping the future business leaders of tomorrow.

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



All students are kindly invited to send their original texts to Dr. Farshad Badie to the email address:
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