

BSBI Gazette

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Editorial



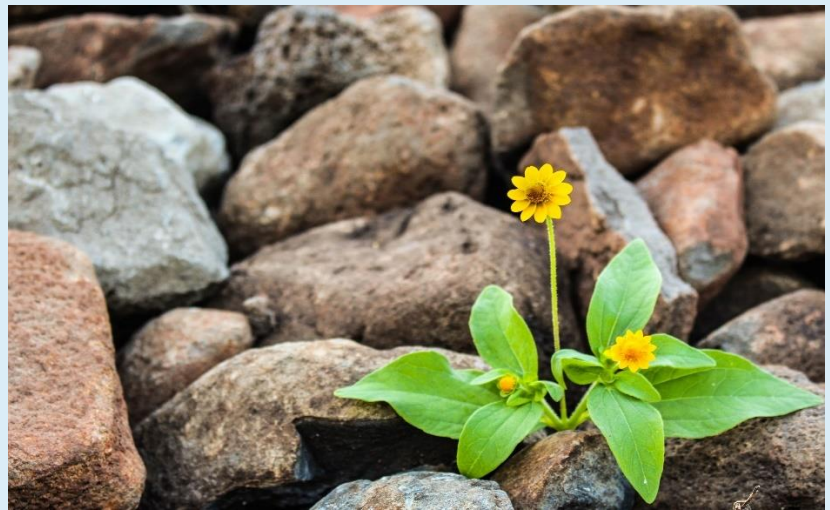
Professor Dr. Kyriakos Kouveliotis FRSA
 Provost & Chief Academic Officer,
 Berlin School of Business and Innovation

For this week's Editorial I want to share a very useful infographic on *Cognitive Bias in Learning*.



Cognitive biases – or the tendency to think in certain ways that lead to systematic deviations from a standard rationality or good judgement – color almost every aspect of our daily lives.

Photo of the Week



Inspirational Quotes

“When you go through a negative situation, don’t think about it. Make it positive.”

– Yoko Ono

“Always turn a negative situation into a positive situation.”

– Michael Jordan

“Much of our pain or misery in life stems from our own outlook towards the situation. A paralyzed person can also be happy, so can be a financially poor family.”

– Amit Ahlawat



To be happy is to think positively, confidently and optimistically.

– Dr. T.P.Chia

Article of the Week



Dr. Syed Muhammad Ali
Lecturer

Areas of expertise:

Knowledge Management; Organizational Behavior; Team Performance; Business Management & Administration

BENEFITS OF ROBOT SERVERS IN THE RESTAURANT INDUSTRY: IMPROVING DINING EXPERIENCES

The introduction of robot servers is one of the most ground-breaking innovations in the restaurant industry's technological transformation in recent years. The way we dine is changing, thanks to these robotic servers, who provide several advantages for both customers and restaurant owners (Ivaniv, Webster & Berezina, 2022). The effectiveness and speed of robot servers are two of their main advantages. They can quickly serve food and drinks, which decreases customer wait times and improves the efficiency of the dining experience. Customers value this as they don't have to wait for their orders anymore.

Robot servers are also known for being accurate. They reduce the likelihood of order errors, ensuring that clients receive exactly what they requested. Since fewer orders are being returned due to accuracy, customer satisfaction can be considerably increased. Robotic servers excel in consistency in addition to precision (Pande & Gupta, 2023). No matter what time of day or night it is, they never grow weary or distracted, ensuring that every customer receives the same quality of care. For all customers, this guarantees a dependable and consistent dining experience. The cost savings brought on by robot servers might also be appreciated by restaurant owners. Robots work nonstop without the need for breaks, pay, or benefits, potentially lowering long-term labor expenses despite the significant initial investment.



Source: [Link](#)

In a post-pandemic environment, cleanliness and safety are more crucial. Robotic servers can improve restaurant safety by minimizing the necessity for pointless human contact (Romero & Lado, 2021). To create a safer dining environment, they can be programmed to maintain acceptable social distance while serving customers (Ramkissoon & Li, 2021). Robot servers offer entertainment value in addition to being useful. Being served by robots is a novelty that many guests find fascinating, which can increase a restaurant's appeal to a larger clientele and add a unique element to their dining experience.

Additionally, these robot servers can speak in a variety of languages, which is helpful in tourism locations. A restaurant's ability to speak more languages, thanks to this feature, improves its accessibility to customers from other countries. The data collecting made possible by robot servers can also be advantageous to restaurant owners. These devices can gather useful information on consumer preferences and eating habits, allowing restaurants to customize their menus and services to better suit their customers' needs and preferences. The availability of robot servers around-the-clock, as opposed to human servers having downtime and shifts, is another benefit. Robot servers can work around the clock, consistently serving early risers or late supper patrons, enabling a variety of meal hours (Bashar & Huda, 2020). Customization is an additional benefit. Robot servers can have personalities and appearances that are personalized to fit the brand and theme of the restaurant, giving the dining experience a distinctive and unforgettable touch. The physical demands on human waitstaff are also found to be reduced by robot servers, freeing them up to concentrate on greater one-on-one encounters with customers. According to research, when robot servers undertake the usual duties of collecting orders and delivering meals, human waiters have more time to interact with customers, provide suggestions, and guarantee a top-notch dining experience

(Jang & Lee, 2020). The separation of duties between human and robotic servers might result in a seamless fusion of efficiency and hospitality, giving consumers the best experience and bolstering the notion that technology can enhance human service in restaurants rather than displace it.



Source: [Link](#)

Robot servers, as a technical breakthrough, provide the restaurant sector with a number of advantages, including efficiency, accuracy, cost savings, and improved safety. Robot servers are likely to become increasingly common in restaurants as technology develops, changing the way we dine and appreciate our favorite food.

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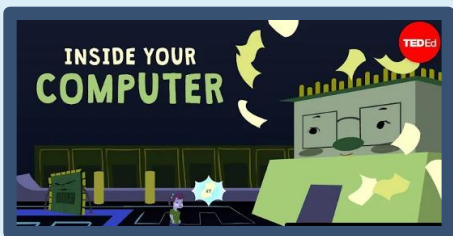
Websites of the Week

- [Qualities of Global Managers](#)
- [Characteristics of a Successful Global Business Leadership](#)
- [Information Management & Analytics](#)
- [What are Marketing Campaigns?](#)
- [20 Best Success Books of All Time](#)

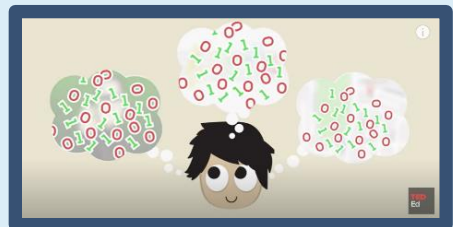
Videos of the Week



What is big data?



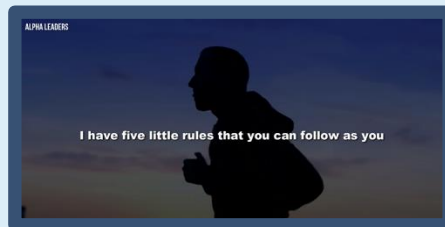
Inside your computer



How exactly does binary code work?

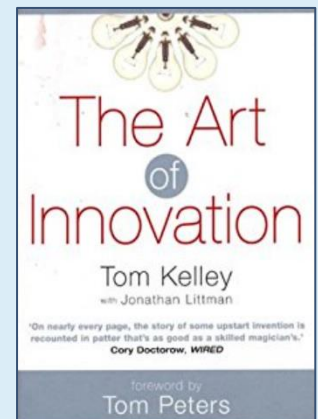
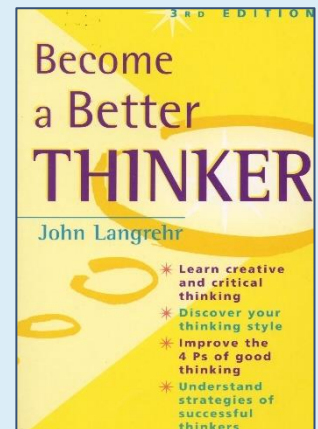
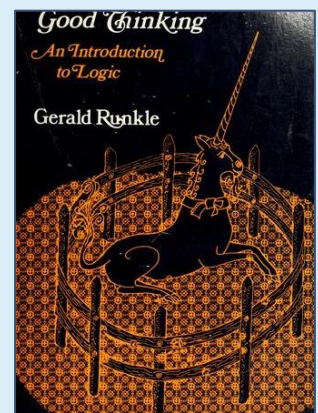
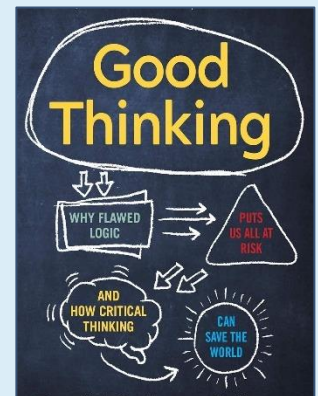


Who is an entrepreneur?



Valuable Simon Sinek's advice

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

MYTHOLOGIES

Nature of War: A Historical Exploration

War has been a recurring and defining aspect of human life throughout history. It has played a pivotal role in shaping the world we live in today. From early civilizations to modern nation-states, the specter of war has remained a constant, prompting us to explore why humans have consistently engaged in conflict and created war gods in their mythologies. The roots of war can be traced back to fundamental aspects of human nature. Competition for resources, territory, and power are among the primary drivers of conflict. In the early days of human existence, securing limited resources like food, water, and shelter was essential for survival. This led to clashes between groups vying for these essentials, igniting the spark of warfare. As societies evolved, war became not only a means of survival but also a path to power and prestige. The rise of empires and expansionist ambitions fueled conflicts on a grand scale. Ancient empires like the Roman Empire and the Mongol Empire expanded their territories through conquest and military might. The glorification of war and conquest was often intertwined with the divine, portraying rulers as gods or chosen by the gods to wage war. The development of technology further intensified the nature of war. Every technological leap, from the invention of firearms to the development of nuclear weapons, transformed the scale and destructiveness of conflict. The horrors of the two world wars in the 20th century, with their immense human suffering and destruction, served as a stark reminder of the devastating potential of war. Despite the increasing interconnectedness of our world and the emergence of international institutions aimed

at promoting peace, nations continue to engage in wars. Geopolitical rivalries, economic interests, ideological differences, and ethnic tensions persist as underlying causes. The notion of a "war on terror" in the 21st century exemplifies how conflict can adapt to changing circumstances. It is crucial to understand this complex relationship between humanity and war to foster peace and explore alternatives to the destructive path of armed conflict. Let us not forget that war only brings destruction, chaos, and immeasurable human suffering.

See [Library of Congress - Veterans History Project](#)



Dr. Kamyar EsmaeiliNasrabadi

Lecturer

Areas of expertise:

Human Resource Management, Business Management, Tourism, Customs

HUMAN RESOURCE MANAGEMENT
Enhancing Organizational Performance through Effective Human Resource Management

"Great vision without great people is irrelevant." – Jim Collins

Human resource management is undeniably crucial for any organization, encompassing activities to enhance overall performance, maintain employee satisfaction, and foster a positive work environment. This pivotal pillar of an organization is responsible for various tasks such as human resource planning, performance management, skill development, and creating a robust organizational culture to boost employee satisfaction and motivation. Recent articles explored significant aspects of HRM, including the importance of emotional intelligence and the latest trends in this field. It highlighted that HRM involves more than routine actions and extends to psychological analysis of employees, impacting overall organizational performance. The new series of

articles will delve deeper into advanced HRM aspects and their interconnectedness with other organizational domains. From developing emotional intelligence to implementing cutting-edge management techniques, the focus is on enhancing the quality of human resources and overall organizational performance through improved management methods.

The upcoming articles will critique and examine 20 key areas in HRM, such as human resource planning, change management, diversity promotion, performance and motivation management, and more. The goal is to provide practical solutions to improve each area, empowering readers to choose suitable strategies for enhancing HR efficiency in their organizations. The aim is to present the specifications of these key areas as fundamental principles for developing HRM strategies, ultimately fostering a positive and efficient work environment and improving overall organizational performance through optimized human resources. This examination will help us better address HR needs and develop effective strategies to achieve organizational goals, ultimately boosting productivity, employee satisfaction, and overall organizational performance.



Mostafa Gaballa

Lecturer

Areas of expertise:

Tourism, Hospitality, Travel

TOURISM

UNWTO General Assembly opens to Advance Big Plans for Tourism

The General Assembly of the World Tourism Organization has met for the 25th time in Samarkand, Uzbekistan. As its own data indicates that global tourism is on track to reach up to 95% of pre-pandemic levels by the end of this year, the Assembly brought sector leaders together to advance a clear vision for the long-term transformation of the sector around clear priorities.

Reflecting the broad diversity of the sector, delegations from 117 countries, including 70 Ministerial level representatives, came together for the meeting of the supreme organ of the UN specialized agency for tourism for development. Ahead of the opening plenary, UNWTO Secretary-General Zurab Pololikashvili had been formally welcomed to Samarkand by President of Uzbekistan Shavkat Mirziyoyev and commended his leadership in boosting levels of investment in the country's tourism sector and his focus on education and supporting jobs. for more information visit this [link](#).

Opening the General Assembly, Mr Pololikashvili said: "This General Assembly represents a key moment for us as an organization and for tourism as a sector. We weathered the storm of the pandemic, and now have the opportunity to achieve the long-term transformation of the sector and leave a real legacy for global tourism."

On the eve of the Assembly, the Secretary-General had published his wide-landmark goal for the sector. "The Journey to 2030: A Vision for a Sector Transformed" sets out clear priorities for the sector in the year ahead and action plans for achieving them.

Aligning strategies addressing infrastructure, marketing, collaboration, innovation, education, legislation, and crisis management is essential to advancing ambitious objectives for tourism. When combined, these elements can support the tourist sector's steady expansion, boosting regional economies and giving visitors unique experiences. The long-term viability of tourism projects depends on close observation of development, flexible response to shifting market conditions, and perseverance in the face of difficulties.



Dr. Navya Gubbi Sateeshchandra

Lecturer

Areas of expertise:

Economics, Institutional Economics,
Development Economics, Instructional Design,
Sustainable Development

ECONOMICS

Claudia Goldin: Shining a Noble Light on the Economics of Gender

Claudia Goldin is an American economist and the Henry Lee Professor of Economics and Lee and Ezpeleta Professor of Arts and Sciences at Harvard University. She is the third woman to win the Nobel Prize in Economics, which she received this year for her research on women

in the labour market. The third female economist to receive this award and the only one without it being shared. She is an American economic historian, who uncovered key drivers behind the gender pay gap. Goldin's work has been visionary and revolutionary in its analysis of the factors that have shaped women's participation in the labour force over time. She has shown that the gender gap in wages has narrowed remarkably in recent decades, but that women are still underrepresented in high-paying occupations and leadership positions. She has also shown that the increasing participation of women in the labour force has had a positive impact on the overall economy. Claudia Goldin is an eminent economist and social-economic historian who has made momentous contributions to our understanding of the role of women in the workforce, the changing nature of work and family, and the long-run economic growth of the United States. Goldin's research has highlighted an expansive range of domains and issues, including:

- Shifting gender disparities in earnings and education.
- The importance of women in the labour force during World War II.
- The consequence and influence of technological change on the demand for labour.
- The economics of education and training.
- The long-run economic growth of the United States.

One of Goldin's most seminal contributions has been her work on the changing gender gap in earnings and education. In her book, "The Female Labour Force Participation: Theory and Evidence," she showed that the decline in female labour force participation in the early 20th century was not due to a decline in the demand for female labour, but rather to an increase in the opportunity cost of women's time. This increase in the opportunity cost of women's time was due to a few factors, including the increasing cost of childcare, the increasing importance of education for women, and the rise of the ideal of the full-time homemaker. Another important contribution of Goldin's work is her emphasis on the long-term perspective. She has shown that the gender wage gap has been a persistent problem throughout history and that it is not simply a product of recent changes in the economy. This finding suggests that the gap is rooted in deep-seated social and cultural norms and institutions. Her research has also been used to inform public policy, such as the development of childcare programs and policies to support women's labour force participation.

Another noted contribution of Goldin's work has been her research on the role of women in the labour force during World War II. In her book *Women's Work in America: A History*, she showed that women played a vital role in the war effort, filling jobs that had previously been

held by men. Goldin's work on women's labour force participation during World War II has helped to shed light on the important contributions that women make to the economy and has also helped to challenge traditional gender roles.

In addition to her work on gender and the labour force, Goldin has also made significant contributions to our understanding of the changing nature of work and family. In her book *The Paradox of Declining Male Labour Force Participation*, she showed that the decline in male labour force participation in recent decades is due to several factors, including the increasing importance of education for men, the rise of the ideal of the involved father, and the decline in the availability of good-paying manufacturing jobs. Goldin's work on the changing nature of work and family has helped us to understand the challenges that families face in balancing work and family life and has also helped to inform public policy debates on issues such as work-family balance and the need for affordable childcare. Here are some specific examples of how Goldin's work has been used to inform public policy: Her research on the gender gap in earnings has been used to advocate for policies to reduce gender inequality, such as equal pay laws and childcare programs. Her research on women's labour force participation during World War II has been used to support policies that promote women's labour force participation, such as anti-discrimination laws and policies that support work-family balance. Her research on the changing nature of work and family has been used to inform public policy debates on issues such as work-family balance and the need for affordable childcare. Goldin's work has been praised for its rigour, its breadth, and its originality. She has used a wide range of data and methods to study the role of women in the labour market, and her findings have been widely cited by other scholars. Other two women Nobel prize winners in the economics field are Elinor Ostrom (2009) and Esther Duflo (2019).



Dr. Kamilia Kentra
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Areas of expertise:

Film Tourism, International Tourism, Indigenous Tourism, Cultural Tourism, Hotel Management, Global Hospitality

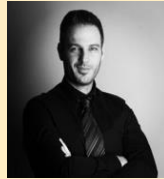
E-COMMERCE / FINTECH / DIGITAL BANKING

UPDATE OF THE MONTH

SEAMLESS EUROPE 2023 was held in Berlin for the first time on the 18th & 19th Oct. It is one of the biggest events bringing together leaders and experts in payment systems, digital identification, E-commerce, FinTech and Digital Banking. Two of the biggest highlights of the event were the conference, which had over 300 speakers, and the exposition. There were also multiple presentations on the newest technology trends, and industry disruptors. The event was also a networking hub to engage with industry leaders and share ideas in a professional setting.

Berlin School of Business and Innovation (BSBI) played a significant role in Seamless Europe 2023 as Dr Muniruddeen Lallmahamood served as the moderator and interviewer during the event. This active participation from BSBI underlines the institution's commitment to engaging with industry leaders and contributing to discussions on the latest trends and disruptions in various sectors, such as e-commerce, fintech, digital identification, retail, and digital banking.

BSBI's involvement in such a prominent event demonstrates the institution's dedication to fostering knowledge exchange and professional networking in the ever-evolving digital era. Their participation added another layer of expertise and insight to the conference, enriching the overall experience for attendees. SEAMLESS EUROPE 2024 will be organising in Munich next.



Dr. Konstantinos Kiousis
Lecturer

Areas of expertise:

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

ECONOMICS / POLITICS

A global economic downturn may follow the war in Middle East

The conflict between Israel and Hamas that broke out recently can possibly disrupt the world economy in many ways. The risk is genuine, as Israel's army prepares to invade Gaza as retaliation. The death toll from the Hamas assault and the ongoing Israeli air strikes on Gaza is already high. An escalation could bring Israel into direct conflict with Iran, a supplier of arms and money to Hamas, which the US and the European Union have designated a terrorist group. In that scenario, Bloomberg Economics estimates oil prices could soar to \$150 a barrel and global growth to drop to 1.7%.

Secondary effects like economic aspects aren't top of mind after the latest human tragedy, where a majority of the dead on both sides are civilians. Unfortunately, the devastation is raising emotional temperatures and makes military escalation more likely. On this occasion, conflict in the Middle East can send tremors through the world because the region is a crucial supplier of energy and a key shipping passageway. Today's world economy looks vulnerable as we are still working the results of inflation exacerbated by Russia's invasion of Ukraine last year. For more information please visit [Link1](#) and [Link2](#).



Dr. Mahmoud Manafi
Lecturer

Areas of expertise:

Human Resources Management, Marketing Management, Economics, Mathematics

ART / CINEMA

Alfred Hitchcock

Alfred Hitchcock, often hailed as the "Master of Suspense," was a legendary film director and producer whose innovative approach to filmmaking left an indelible mark on the world of cinema. Born in 1899 in London, Hitchcock began his career in the silent film era and went on to become one of the most influential directors in the history of filmmaking. His method of storytelling was characterized by meticulous attention to detail and a keen understanding of the psychology of suspense.

One of Hitchcock's notable methods was his emphasis on visual storytelling and the use of symbolism. He believed in the power of images to convey emotions and information, often relying on visual cues to create tension and suspense. His films were a masterclass in cinematography, using techniques such as foreshadowing, close-ups, and point-of-view shots to immerse the audience in the narrative. Hitchcock's meticulous planning and storyboarding were crucial to achieving the desired impact, and he was known for his precision in framing each shot to enhance the overall suspense and drama.

Furthermore, Hitchcock was a pioneer in the use of music to heighten the emotional impact of his films. Collaborating with composers like Bernard Herrmann, he integrated music seamlessly into the storytelling process, using it to build tension and create memorable moments. The shower scene in "Psycho" is a prime example of how he skillfully employed music to elevate the suspense to a new level. Hitchcock's method was not only about the visual elements but also about orchestrating a sensory experience that would linger in the minds of the audience.

Finally, Hitchcock's method extended beyond the confines of the film set. He was a master of publicity and understood the importance of creating anticipation and curiosity around his projects. His public persona, characterized by a distinctive silhouette and a dry sense of humor, added to the mystique surrounding his films. Hitchcock's method encompassed not only the craft of filmmaking but also the art of engaging the audience on multiple levels, making him a true pioneer in the world of cinema.



Source: [Link](#)

FROM OUR STUDENTS



Artem Lomakin
CUC MBA master

Areas of expertise:

MBA, International Relations, Global Governance, Secure Governance

EDUCATION

Positioning Distance Education at The Present Stage: The Case Of MBA

"On the path of entrepreneurship, determination is paramount."

— Aliko Dangote, founder of Dangote Group

Distance education has revolutionized the landscape of higher education, including MBA programs. This paper explores the role of distance education in MBA programs, examining its history, advantages, challenges, and its potential impact on the future of business education. Through a comprehensive analysis of the evolving educational landscape, this paper provides insights into how distance education has become an integral part of MBA programs, catering to diverse student needs and enhancing the accessibility and flexibility of business education. The Master of Business Administration (MBA) degree has long been regarded as a hallmark of advanced business education. Traditionally, MBA programs have been offered through on-campus, full-time formats. However, the advent of distance education technologies and the growing demand for flexible learning options have

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reshaped the delivery of MBA programs. This paper delves into the role of distance education in MBA programs, exploring its historical development, advantages, challenges, and future prospects.

Historical Development of Distance Education in MBA Programs.

Distance education has a rich history dating back to the early 19th century when correspondence courses were first introduced. In the context of MBA programs, distance education began to gain prominence in the latter half of the 20th century with the use of postal services and recorded lectures. The proliferation of the internet and the development of e-learning platforms marked a significant turning point in the evolution of distance education.

The rise of online MBA programs in the late 1990s and early 2000s allowed students to access high-quality business education from anywhere in the world. These programs employed a variety of instructional methods, including asynchronous and synchronous online classes, discussion forums, and multimedia resources, to deliver MBA curriculum content.

Advantages of Distance Education in MBA Programs.

Accessibility: One of the primary advantages of distance education in MBA programs is its accessibility. Students from diverse geographic locations can enrol in top-tier MBA programs without the need to relocate, overcoming geographical barriers.

- **Flexibility:** Distance MBA programs offer flexibility in terms of scheduling and pace of learning. Working professionals can pursue an MBA without leaving their jobs, allowing them to balance their education with their career and personal commitments.
- **Cost-Efficiency:** Many distance MBA programs are more cost-effective than traditional on-campus programs. Students save on commuting, accommodation, and other on-campus expenses, making advanced business education more affordable.
- **Customization:** Distance education allows for greater customization of the learning experience. Students can choose from a wide range of electives, concentrations, and delivery formats to tailor their MBA program to their specific career goals and interests.

Challenges in Distance Education MBA Programs.

Technology Barriers: Some students may face challenges related to technology access, proficiency, and reliability, hindering their ability to fully engage in online MBA courses.

Lack of Networking Opportunities: Traditional MBA programs often provide extensive networking opportunities through in-person interactions. Distance education may limit

students' ability to build professional relationships and networks.

- **Self-Discipline:** Distance MBA programs demand a high level of self-discipline and time management skills. Some students may struggle with the autonomy required for online learning.
- **Accreditation and Quality Assurance:** Ensuring the quality and accreditation of distance MBA programs remains a challenge, as the market is saturated with various providers, both reputable and less so.

Future Prospects of Distance Education in MBA Programs.

The role of distance education in MBA programs is likely to continue evolving in response to technological advancements and changing student demographics. The future may witness:

- **Enhanced Learning Technologies:** Continued advancements in learning technologies, such as virtual reality and artificial intelligence, will likely improve the quality and interactivity of distance MBA programs.
- **Blended Learning:** Hybrid models that combine online and on-campus components may become more prevalent, offering students the best of both worlds.
- **Globalization:** Distance education will facilitate the globalization of MBA programs, allowing schools to attract a more diverse student body and faculty.
- **Increased Accreditation Standards:** Regulatory bodies and accrediting agencies will continue to develop standards to ensure the quality and legitimacy of distance MBA programs.

Conclusion. Distance education has established itself as a valuable and integral component of MBA programs. Its accessibility, flexibility, and cost-efficiency have made it a compelling option for students seeking advanced business education. While challenges exist, ongoing technological advancements and a commitment to quality assurance will continue to enhance the role of distance education in MBA programs, shaping the future of business education. As the landscape continues to evolve, business schools and educators must adapt and innovate to meet the changing needs of students and the demands of the global marketplace.

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