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IVANA NIKOLIK

Woman in Tech
Netherlands

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While Every journey that we undertake inspires us to become someone better, some journeys become a legend and inspire others... and more importantly some journeys inspire our own for generations to come.

“I want to inspire people. I want someone to look at me and say, “because of you I didn’t give up.”

Publishing your journeys that inspire those to come, for generations that are going to come

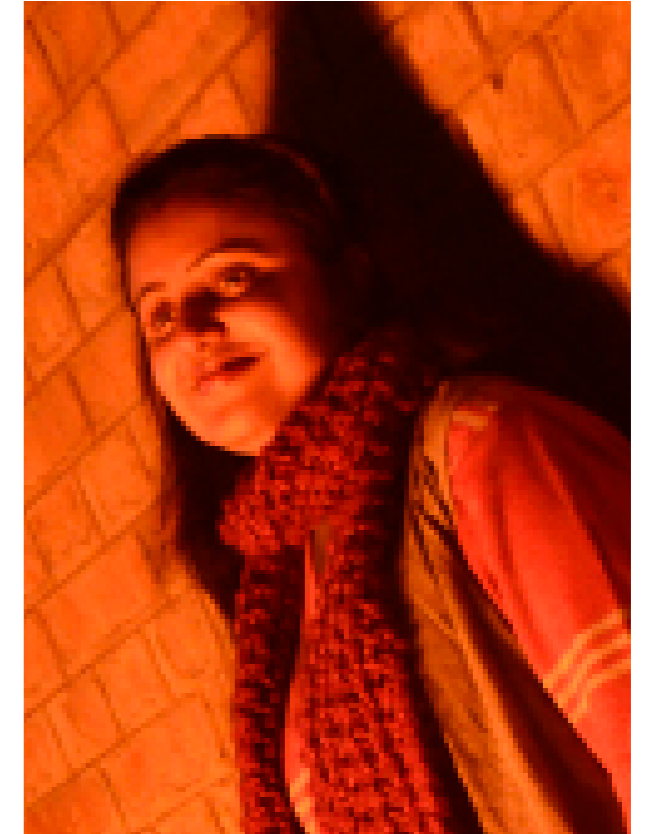
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2023 DECEMBER



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Empathetic AI

The Future of Customer Experience

In today's contemporary business landscape, Artificial Intelligence (AI) and now Generative AI (GenAI) has emerged as a key priority for leaders across industries. The transformative potential of AI is inspiring leaders to explore its possibilities and harness its capabilities to revolutionize business outcomes, ignite innovation, improve productivity, and enhance customer experience (CX).

AI is penetrating every facet of business, enabling companies to gain a competitive edge. According to PwC, 45% of the anticipated economic gains by 2030 will result from AI-driven product enhancements, spurring consumer demand through increased product variety, personalization, attractiveness, and affordability over time.

#AI, #GENAI #TECHNOLOGY #HUMANITY #EMPATHY

The extensive and continually growing sequence of use cases for AI and GenAI is truly remarkable. These range from streamlining customer self-service processes and strengthening agent performance to accelerating process optimization, driving product innovation, and boosting workforce productivity. Beyond this, the pervasive fear of missing out (FOMO) on the benefits offered by AI is undeniably real. Leaders do not want to fall behind their competitors, lose market share, or miss out on the potential growth and innovation that AI could bring. They want to be proactive, agile, and responsive to the changing needs and expectations of their customers, employees, and stakeholders.

It is important to realize that AI is not one-size-fits-all solution that can be indiscriminately applied to any problem or opportunity without careful consideration. Developing a robust AI strategy requires a multi-faceted approach. Leaders need to assess the quality and accessibility of their data, and the skill sets present within their workforce. Data is the lifeblood of AI, influencing the effectiveness of applications and the potential for innovation.

Then there is culture, it is imperative that leaders shape a culture that embraces AI and supports its responsible and effective use. This includes fostering a mindset that views AI as a tool to augment human capabilities and not as a threat to job security. In doing so, leaders should instill a mindset of creativity, curiosity, and continuous learning among their employees.

Empathy in AI

AI has made strides in emotion recognition,

mainly through advances in Natural Language Processing (NLP) and facial expression analysis. Companies are developing technologies that can analyze a person's vocal tone, choice of words, or facial expressions to determine their emotional state.

In the realm of AI, where algorithms and data often take center stage, a revolutionary concept is gaining traction—EMPATHY. Traditionally associated with human interactions, empathy is now being seamlessly woven into the fabric of AI, transforming CXs in ways previously thought almost impossible. In this digital age, where customers seek not just solutions but genuine connections, the integration of empathy in AI is proving to be a pivotal force in shaping unparalleled customer satisfaction.

Empathy in AI goes beyond mere recognition of patterns or the fulfillment of requests. It involves understanding and responding to the emotions of users, creating a more human-like interaction. An Augmented AI system will be one that not only comprehends the explicit needs of a customer but also discerns the underlying sentiments like joy, frustration, satisfaction, or disappointment. This ability to empathize allows AI to tailor responses and actions with a level of nuance that transcends the mechanical and embraces the emotional.

The impact of incorporating empathy into AI on customer satisfaction is profound. When customers feel heard, understood, and cared for, their overall satisfaction levels soar. Empathetic AI doesn't just solve problems, it acknowledges the customer's emotional state, fostering a sense of connection and trust. This connection is a potent driver of customer

loyalty, as individuals are more likely to engage with and be loyal to businesses that demonstrate an understanding of their unique needs and emotions.

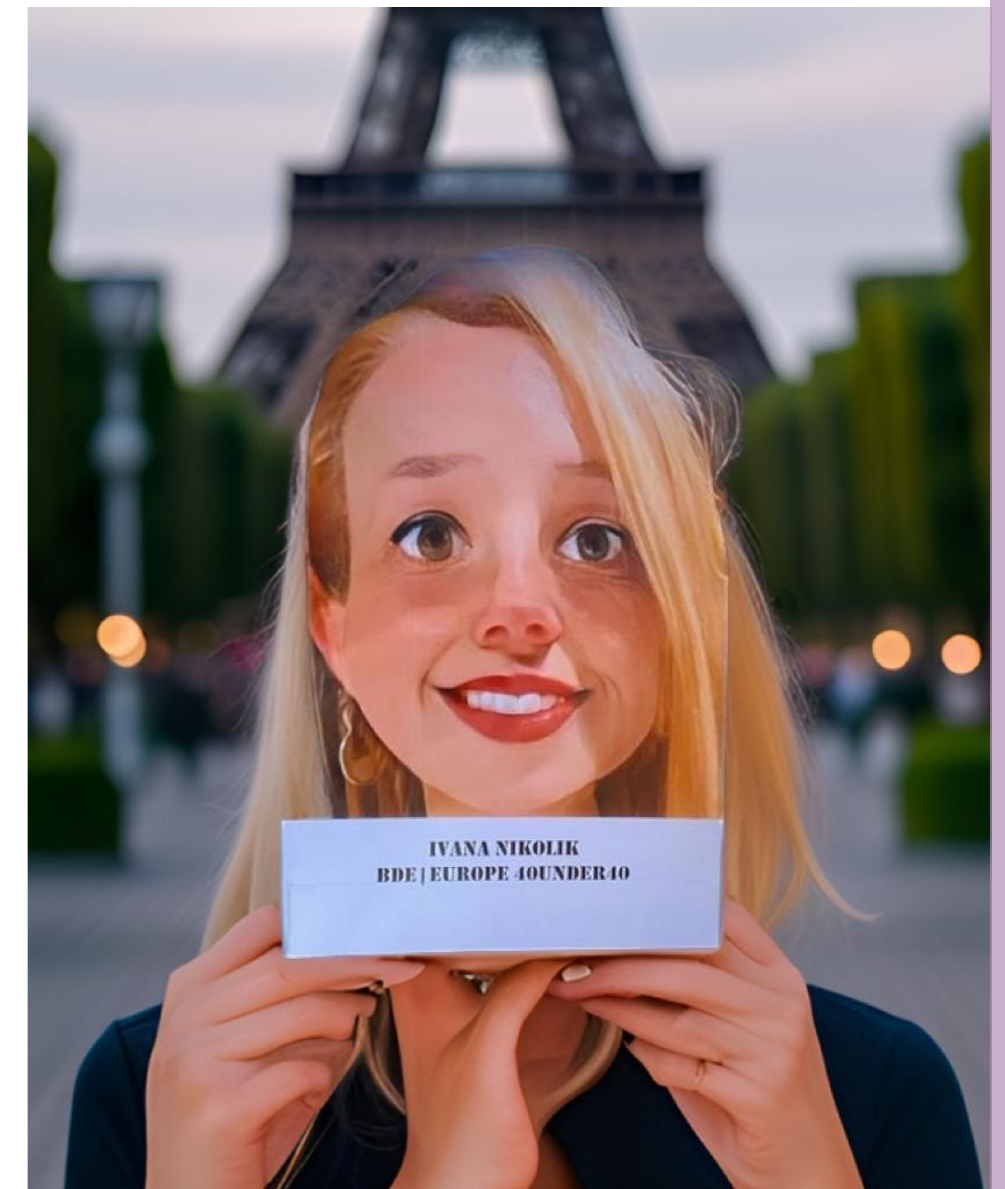
Consider a scenario where a customer encounters an issue with a product or service. Traditional AI might provide a straightforward solution based on the identified problem. However, an empathetic AI would go a step further, acknowledging the customer's frustration and expressing genuine concern. It might offer solutions with a tone that reflects understanding and empathy, turning a potentially negative experience into a positive one.

This emotional resonance leaves a lasting impression on the customer, contributing significantly to heightened satisfaction levels.

As businesses increasingly recognize the value of empathetic AI, the landscape of customer satisfaction is undergoing a transformation. It is no longer just about efficient problem-solving, but it's about creating meaningful and empathetic connections with customers. The integration of empathy in AI heralds a new era where technology not only meets functional

needs but also addresses the emotional dimensions of customer interactions, resulting in a more satisfied and loyal customer base.

As customer demands and expectations continue to rise, additional pressure is placed on relational aspects of the experience life cycle, such as delivering empathetic customer outcomes, proving customer value, and mitigating churn risk. By allowing better personalization and contextualization in customer-facing content, GenAI has the potential to improve the experiences customers have with businesses. 35% of CX executives



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Ivana is 40Under 40 TOP Business Leader in Europe, she is an official Member of Forbes Business Council and former Forbes Fellow Under 30. Ivana is Women in AI and Women in Tech Ambassador and Mentor and Mentor at Techstars Startup Weekend, where she is actively giving her utmost contribution as a real role model into empowering, mentoring, and inspiring young women to pursue their careers in the Tech world. Moreover, Ivana is Keynote speaker, thought Leader and professional Member of Intelligent Automation Congress sharing insights on digital and business transformation with a mission to drive innovation. Above and beyond, Ivana is an experienced C-level executive, Corporate Board Member and cross functional energetic Leader, thriving for almost two decades in the FDI sector, international affairs, and IT industry.

Today, as an International Business Development Executive at IWConnect, she leads the company's growth strategy primarily in the EMEA region by utilizing the internal technology knowledge and IT expertise to address client's needs while scaling high-performing sales functions and maximizing customer experience.



agree that the acceleration of innovative capabilities such as GenAI will most impact future CX strategy.

Empathetic AI - Where Technology Meets Humanity

Empathetic AI is harnessing the power of Generative AI to transform business

communication and enterprise knowledge management. It fosters genuine, empathetic interactions, bridging the gap between technology and human connection.

The incorporation of empathy in AI systems calls for creation and enforcement of

new capabilities and requirements such as to consider subjective view- points of different stakeholders, to base decisions not only on proxy data, and to appeal across stakeholders. These requirements necessitate an understanding of all stakeholders' intentions and contextual information related

to their affective states, intentions, and socialization patterns. Furthermore, empathetic AI systems should care for customers' well-being, and demonstrate responsibility in decision making.

The book "Heartificial Empathy: Putting Heart into Business and Artificial



Intelligence” by Minter Dial emphasizes the artificial empathy as the coding of empathy into machines. He describes empathetic AI or heartificial empathy as personal, situational and based on the appropriate intentions.

In a world dominated by technology, businesses are discovering the transformative power of AI not just in streamlining operations, but in reshaping the very essence of CX. Let’s imagine a future where machines not only understand customer needs but also empathize with their emotions, leading to unprecedented

levels of customer satisfaction and a significant boost in sales.

Driving empathy with generative AI

AI can play a crucial role in developing empathy through both internal and customer-facing applications that allow companies to:

- Build an empathy model. GenAI can drive better experiences in a variety of ways, enabling more personalized experiences during live interactions with tools like sentiment analysis that gauges a customer’s emotion and offers proposed responses and recommended actions. With guidance from management, data scientists, and their top empathy performers, carriers can also use AI to create or program an empathy model, or a playbook with real-time coaching and guidance. This empathy model helps representatives navigate complex conversations effectively at scale, fostering positive CXs that improve loyalty and positively

impact brand image.

- Meet customers where they are. Generative AI models, combined with workflow automation, can help companies connect with customers personally and proactively across any channel. GenAI can help deliver the message with empathy. Whether it’s through GenAI-powered scripts at a contact center, GenAI-assisted email responses, or GenAI-powered virtual assistants, customers can get the information they need in an empathetic and human tone. This leads

to happier customers, call deflection and a reduction in overall workload for employees.

- Ingrain empathy across the enterprise. Modern Generative AI models can analyze historical data of successful interactions and customer feedback to identify “empathy champions.” Companies can continuously feed those insights and best practices into how they communicate with and serve customers and leverage technology to implement those learnings at scale in a very automated way. However, technology is an important catalyst, but cannot substitute those moments that require human touch. Recognizing and rewarding employees who excel at delivering excellent customer service is essential for building a culture of empathy across the organization.

According to Allied Market Research, the worldwide conversational AI market size is projected to reach \$32.6 billion by 2030, with a compound annual growth rate of 20% during 2024-2030.

Benefits of Empathetic AI

The implications of empathetic AI are vast across different sectors and industries:

- Healthcare - empathetic AI could provide emotional support to patients, reducing the burden on healthcare professionals. In customer service, it could lead to more personalized and satisfying interactions.
- Customer service - empathy is critical for building trust and creating an emotional connection with customers. A study by Harvard Business Review shows that customers who feel emotionally connected to a brand are 52% more valuable

than those who are just satisfied with their experience. Empathetic interactions can increase customer satisfaction and loyalty. According to a study by Qualtrics, 86% of customers are willing to pay more for products and services if they receive empathy from the customer service representative.

- Education - empathetic AI could help in understanding and catering to the emotional needs of learners, leading to better learning outcomes. Voice assistants like Alexa and Siri are also integrating empathy into their software. The AI models that power these voice assistants can analyze voice patterns and tone to provide empathetic responses. A survey conducted by Capgemini shows that over 70% of consumers prefer human-like interaction with voice assistants, highlighting the potential for these technologies to create emotional connections with customers.

While the concept of Generative AI with compassion and empathy may sound like science fiction, it’s a realistic prospect in the future of AI development. The road towards achieving this is fraught with technical and ethical challenges. However, if approached responsibly, empathetic AI can revolutionize the way we interact with technology, making it more human-like, understanding, and supportive in our everyday lives.

Emotionally intelligent AI is still in its early stages of development, but it has the potential to revolutionize many industries and make a positive impact on society. By helping us to better understand and respond to each other’s emotions, it can make our world a more empathetic and compassionate place.

It is important to note that emotionally intelligent AI is not a replacement for human interaction. AI can be a valuable tool for helping us to understand and respond to emotions, but it should not be used to replace the relationships that businesses have with their customers.

In conclusion, empathy is undoubtedly a critical component of the customer experience. Advances in AI technologies are enabling empathy into customer service experiences, creating emotional connections with customers and increasing loyalty and lifetime value. While challenges remain, the future of AI in CX looks promising.

The intersection of AI, customer experience, and customer satisfaction highlights the pivotal role of empathy in driving sales to new heights. By investing in these technologies, businesses can

stay ahead of the competition and provide the best possible experience for their customers.



Woman in Tech



GRACE, BEAUTY, SPIRIT & FIRE



INSPIRE GENERATIONS

CORPORATE INVESTMENT TIMES

COMMITBIZ

MANAGEMENT CONSULTANTS



COMMITBIZ
Management Consultants

Company Incorporation Services for
Entrepreneurs and SMEs in Dubai and the UAE
Dubai World Trade Center, Dubai, UAE

Navigating Global
Markets
Leveraging Network Ties for SME
Success



the Management Experts

#MANAGEMENTCONSULTANTS #BUSINESSETUP #COMPANYINCORPORATION

Unlocking Business Potential in the Gulf

It's no secret that the Gulf offers countless benefits for entrepreneurs. The biggest benefits are the 0% income tax and its strategic location. If you're curious about setting up a business in Dubai, you've landed in the right place. Commitbiz uses a time-tested process for taking your ideas to the global market.

The process of setting up a business in Dubai can be time-consuming. It includes many steps and many important points. So, if you decide to undertake the process, make sure to take advice from an expert. After helping an 'N' number of clients, we've put together the best roadmap for doing a business setup in UAE.

Overcoming Challenges and Building Expertise

Commitbiz started its journey in 2007 with a vision of providing world-class advisory services. The early phase was formidable, with an "N" number of challenges in the date starved marked. CMC was struggling with a lack of readily available data and proper market research. However, it rose up to the challenge and started building a strong database from scratch, which helped it deliver uncompromised services.

The next great hurdle CMC faced was gaining the trust of clients, supporting them, and providing the best services. To overcome this hurdle, Commitbiz focused on hiring an expert team to handle and maintain potential clients. The team entered, and they started keenly focusing on the client's requirements, which made the process of business incorporation much easier comparatively.

Understanding Local Regulations

Each GCC country has its own set of



regulations, and staying compliant is crucial for businesses to operate smoothly. Commitbiz goes beyond offering generic advice and tailors its services to the specific needs of each client. Whether it's company formation, licensing, or compliance management, Commitbiz ensures that businesses adhere to local laws and regulations, minimising the risk of legal complications.

Company Formation

One of the initial challenges businesses face when entering the GCC market is company formation. Commitbiz simplifies this process by providing expert guidance on choosing the right legal structure, obtaining necessary approvals, and completing the registration process efficiently. The consultancy's in-depth knowledge of local regulations ensures a smooth and timely setup, allowing businesses to focus on their core operations.

Securing the appropriate licences and permits is a critical step in starting and

the Management Experts

running a business in the GCC. Commitbiz, as the best business setup consultant in Dubai, UAE, works closely with regulatory authorities to streamline the licensing process, ensuring that clients obtain the

COMMITBIZ

MANAGEMENT CONSULTANTS

Company Incorporation Services for
Entrepreneurs And SMEs in Dubai and the UAE
Dubai World Trade Center, Dubai, UAE



We've become the preferred collaborator for numerous groundbreaking initiatives spearheaded by entrepreneurs globally. Our mission is to assist leaders in effecting enduring and significant enhancements to their organisations' performance. We confront their most intricate problems and formidable challenges.

Our extensive reach, comprehensive approach, and deep expertise empower us to tackle issues that others cannot. Essentially, we are a community of individuals driven by a fervour for confronting substantial challenges that hold significance for top-tier organisations and, frequently, for the world at large.

necessary approvals without unnecessary delays. This proactive approach saves businesses time and resources, enabling them to commence operations swiftly.

Range of Benefits

The company formation in Dubai, UAE, process with Commitbiz comes with the guidance of old and new tax policies. We can suggest places that offer you an opportunity with no income tax. So,

entrepreneurs who wish to start a business consider Commitbiz as their go-to expert. These tax range numbers you get from us are adequate when compared to other nations.

Setting up a business comes with a quality of life. We can also suggest to our clients the list of best countries that come with several benefits, one of those benefits is the startup funding initiatives designed by the UAE government.

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CELEBRATING YEARS OF EXCELLENCE

How will Commitbiz help you Prepare a Business Plan?

A business plan is the key to any business which is on its way to success. We will guide you through the idea of

selecting a location for setting up your business,

registering with Dubai Municipality, opening a bank account, applying for visa.

Compliance Management

Staying compliant with evolving regulations is an ongoing challenge for businesses in the GCC. Commitbiz takes a proactive stance in compliance management, keeping clients informed about changes in regulations and helping them adjust their operations accordingly.

Navigating Cultural Sensitivities

The GCC countries have unique cultural nuances that influence business practices. Commitbiz recognises the importance of cultural sensitivity in the business environment and incorporates this understanding into its consulting services. By bridging cultural

complete the registration process. Here are the steps to do your business registration in Dubai: choosing a legal structure, selecting a trade name, obtaining approvals, getting licences, registering your business with the Dubai Department of Economics and Tourism (DET),

gaps and fostering a deep appreciation for local customs, Commitbiz ensures that its clients build strong and lasting relationships in the region.

Mitigating Risks

The nature of the business environment in GCC requires a vigilant approach to risk management. Commitbiz offers you the service of managing your business risks by providing timely service, and thorough research on your business to identify the risk factors and to shut them down.

With the leadership of Manu Thomas, along with a strong team of associate partners and experts, CMS operates as a specialised strategic unit. Each unit focuses on respective expertise such as company incorporation, structuring, entity management, succession planning, tax planning and so on.



COMMITBIZ
Management Consultants

the Management Experts

preparing a business plan by securing capital investment,

deciding your target audience, and helping you with doing proper market research with a clear vision.

The Dubai government requires a small amount of paperwork and time to

<https://corporateinvestmenttimes.com>

The Perfect Exit

The Business Owner's Blueprint to ESOP Mastery

MORDY
LEVINE

Chief Exit Officer, Managing Partner,
Exit Strategy Mastery
Rancho Santa Fe, California, United States

Exiting a business, especially one you've poured your heart and soul into, is not an overnight decision. It's a careful balance of timing, strategy, and financial prudence.

What if, instead of passing control to an outsider, you could reward your diligent employees with a share of the success they've helped achieve?

This is where the power and potential of Employee Stock Ownership Plans (ESOPs) come into play.

the Exit Strategist

#EXITSTRATEGY #STRATEGICEXIT #BUSINESSTRANSITION #PLANYOUREXIT #EXITPLANNING

What are ESOPs?

ESOPs serve a dual purpose.

For business owners, they represent an opportunity to cash out on their years of hard work. They can sell part of their company, leverage the proceeds in a tax-advantaged manner, and still retain a hand in steering the company's future.

For employees, ESOPs instill a sense of ownership and commitment.

According to The National Center for Employee Ownership (NCEO), companies with ESOPs often see higher productivity and profitability due to increased employee engagement.

The Broad Stroke Mechanism

So, how does an ESOP work? The process begins when a company decides to sell its shares to an ESOP trust. To fund the purchase, the company might secure a loan, typically from a bank.

The company loans the funds to the ESOP trust which

When the time comes for an employee to leave the company, whether due to retirement or other reasons, they have the option to cash in on their ESOP shares and roll the proceeds into their IRA or 401k plan.

Except in cases of death or disability, if an employee leaves prior to achieving certain retirement milestones, typically they need to wait five years and then are paid out over five years.

This cash-out is at the fair market value, ensuring employees get their due reward for their contributions.

What Are ESOP Benefits?

The adoption of ESOPs isn't just a business transaction. It's an investment in a company's most valuable asset: its people.

Let's delve deeper into the diverse benefits that ESOPs offer.

Sale of Company:

the Exit Strategist

purchases
the shares from the sellers.

As the loan gets repaid, employees, the primary beneficiaries of the trust, receive share allocations correlating with their salary and tenure.

To benefit employees must first meet vesting requirements (usually 3-6 years), ensuring that they're truly committed to the company's success.

Through
ESOPs, business owners have the unique advantage of cashing out a portion of their enterprise's worth without relinquishing governance.

Tax Benefits: According to the Tax Policy Center, selling to an ESOP can allow business owners to defer or even avoid capital gains tax under specific conditions.

Improved Employee Engagement and Productivity: A study by Rutgers University found that ESOP companies grow 2.3% to 2.4% faster after setting up their ESOP



than would have been anticipated without it. Employees with a financial stake in their workplace are more motivated, productive, and focused on long-term success.

Retaining and Attracting Talent: ESOPs act as a differentiator, making companies stand out to potential hires and aiding in the retention of existing talent.

Business Continuity and Legacy: ESOPs offer a way to ensure the company's legacy endures, ensuring values and culture remain intact.

Ownership and Financial Participation: Employee-owners, through ESOPs, benefit from the company's prosperity. As the company

performs well, the value of their shares increase, aligning personal and business objectives. As the company's value grows, so does the retirement savings of its employee-owners.

Job Security and Satisfaction: A report by the NCEO found that ESOP firms are less likely to lay off employees during economic downturns. Such stability invariably leads to increased job satisfaction.

Input in Decision-Making: ESOP structures often advocate a more open and inclusive work environment.

Comparing ESOPs to Other Transaction Types

The decision to transition ownership of a company is complex and depends on the seller's objectives and the company's strategic direction. Here's how they contrast with other common transaction methods.

- Ownership Structure**
ESOP: Typically, employees acquire the economic interest in the shares, held in a trust, which is beneficial for them.
- Competitor/Private Equity/Strategic Buyer:** These transactions lead to a straightforward shift in ownership. The purchasing entity, be it a competitor, a private equity firm, or a strategic buyer, gains control.
- Employee Involvement**
ESOP: Team members transition from employees to stakeholders, fostering a profound sense of ownership.
Competitor/Private Equity/Strategic Buyer: According to the Harvard

Business Review, a merger or acquisition is a personally disruptive – often traumatic – event for employees and management. On average 30% of employees are deemed redundant and lose their jobs.

4. Tax Considerations

ESOP: According to the National Center for Employee Ownership (NCEO), ESOPs allow business owners to defer or even avoid certain taxes if conditions are met.

Competitor/Private Equity/Strategic Buyer: The tax implications in these deals can be complex, hinging on the deal's specifics. Typically, capital gains taxes are a significant consideration for sellers.

5. Company Continuity and Legacy

ESOP: ESOPs resonate with business owners who prioritize preserving the company's culture and legacy. They ensure continuity.

Competitor/Private Equity/Strategic Buyer: A sale to an external entity might lead to significant changes in the company's direction and often jeopardizes its established culture.

6. Financing

ESOP: The company usually secures a loan to fund the purchase of shares from the owner.

Competitor/Private Equity/Strategic Buyer: Such transactions are predominantly cash-based, with the buyer compensating the seller either immediately or over an agreed-upon timeframe.

7. Employee Benefits

ESOP: Employees' financial prospects are intertwined with the company's success, providing motivation for stellar

performance.

Competitor/Private Equity/Strategic Buyer: The acquiring entity's policies primarily dictate employee benefits. It's not inherently tied to the company's performance.

8. Governance and Decision-Making

ESOP: Although the company's ESOP trust holds the shares and the ESOP trustee exercises the voting rights, the company's board of directors continues

MORDY LEVINE

**Chief Exit Officer, Managing Partner,
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Rancho Santa Fe, California, United States**

Since graduating U. of Chicago B-School in '81, I founded and operated over 25 businesses.

I sold many of them successfully including an IPO. One of the most important things I learned was how to maximize proceeds when selling a company.

Sellers may be experts at growing their business. But that is not the expertise needed to sell a business for maximum proceeds. I cofounded with Richard Harmon, my business partner and dear friend of 30 years, Exit Strategy Mastery. In Exit Strategy Mastery, we maximize business owners' life work at the closing table.

the Exit Strategist



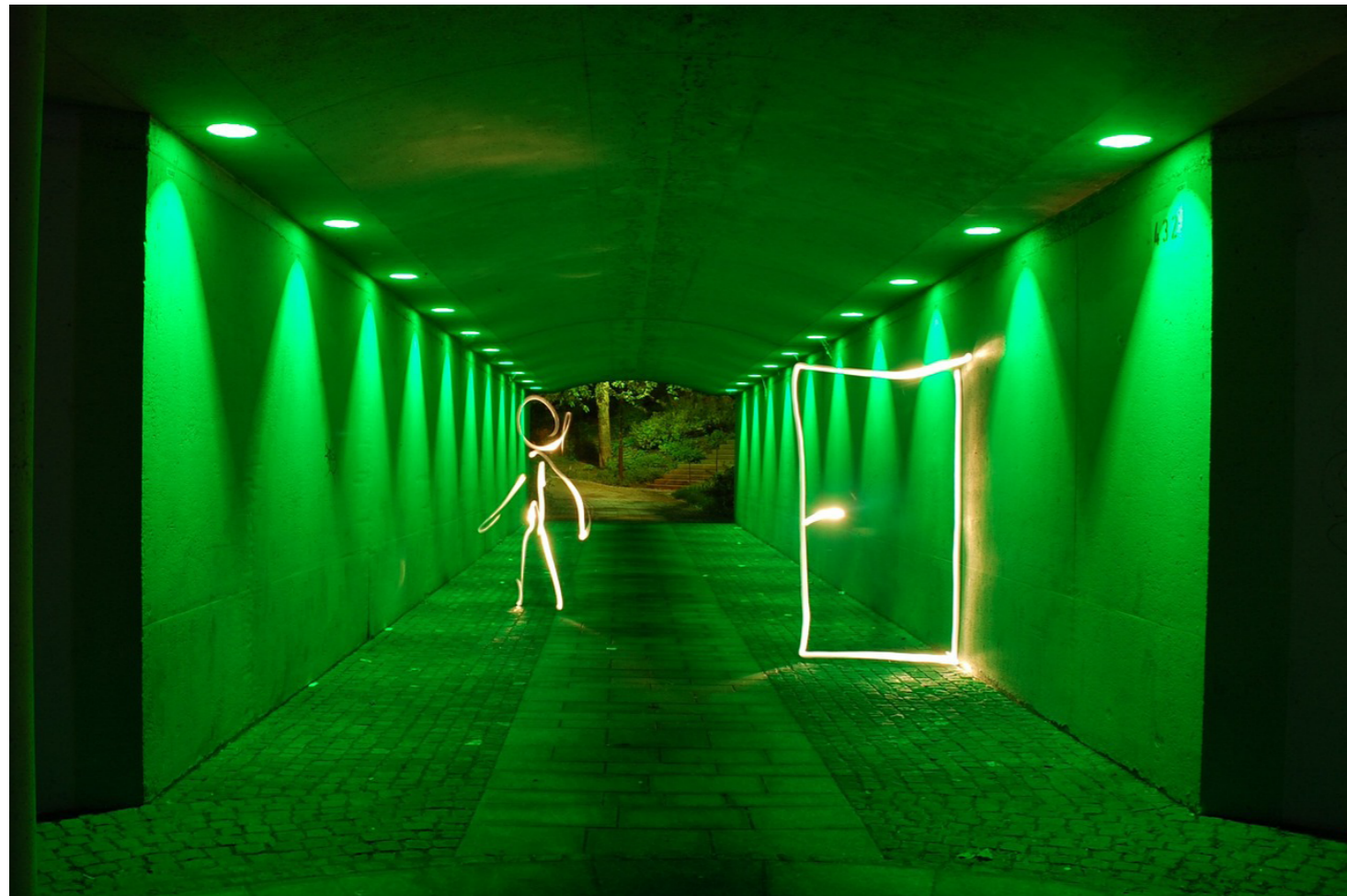
to govern.
Competitor/Private Equity/Strategic Buyer: Post-acquisition, control typically shifts to the new proprietor. They might bring in their management, reshaping the company's strategic approach.

Case Study: Understanding the Scenario

remained \$2 million. A professional valuation firm placed the company's worth at 5 times this earnings figure, amounting to \$10 million.

Considering the Private Equity Offer

A proposal was on the table: a private equity firm willing to purchase the business for its evaluated worth of \$10 million.



Mary & John Company, a thriving business owned entirely by Mary and John, reported impressive revenues last year. Earnings were substantial at \$2 million from a total revenue of \$10 million.

After fulfilling tax obligations amounting to \$1 million, their after-tax cash flow was \$1 million. Their earnings before interest taxes depreciation and amortization (EBITDA)

However, after accounting for a hefty capital gains tax of \$3.5 million, Mary and John would only pocket \$6.5 million after taxes.

Moreover, potential 'recapture' of asset depreciation could further deplete this amount.

Notably, while the private equity firm was open to retaining Mary and John, their

roles would be transformed from owners to salaried employees.

Choosing the ESOP Route

After extensive deliberation and research, Mary and John opted for an ESOP strategy, selling 49% of the company to their loyal employees for \$5 million. This move allowed them to defer the capital gains taxes on their sales proceeds. Importantly, they retained the majority stake, holding 51% of the shares, preserving their authority in company affairs:

The ESOP Blueprint: How it Unfolded

1. **Financing the Plan:** Mary & John Company secured a \$5 million loan from a bank at a favorable interest rate.
2. **Establishing the Trust:** The company channeled the \$5 million to an ESOP Trust, specifically established to safeguard the employees' interests.
3. **Completing the Transaction:** The ESOP Trust procured 49% of Mary and John's company stock for \$5 million.
4. **Employee Ownership:** Each year a portion of the shares in the ESOP trust are allocated to the employees, in proportion to their salaries & tenure. Vesting period ranges from 3 to 6 years.
5. **Repayment Strategy:** If bank financing was used to acquire the shares, typically, the loan is repaid by the company over a span of five years. Since the entire ESOP transaction is tax deductible for the company, funds are repaid with pre-tax income, versus other types of debt which need to be repaid with after tax proceeds.

Benefits for Mary and John

- **Tax Deferment:** Through a 1042 rollover and by investing in Qualified Replacement

Property (e.g., stocks or bonds of USA operating companies), Mary and John can defer taxes on the \$5 million they earned from the sale. Moreover, by leveraging the purchase of QRP (~12-25% down), they can sustain liquidity from the sale proceeds.

- **Tax Exemptions:** The entire transaction is deductible for tax purposes reducing or eliminating both federal and state tax liabilities for a period of several years. If Mary and John choose to sell their remaining stake to the ESOP in the future, the company can become tax free in perpetuity. Mary and John can retain a stake in the form of synthetic equity in the 100% ESOP, disregarded for tax purposes, giving them another bite of the apple down the road.
- **Future Opportunities:** With 51% ownership retained, Mary and John can contemplate another lucrative sale in the future, potentially at an even higher valuation.
- **Preserved Governance:** While the ESOP trustee may request an independent director join the board, the existing board members remain in place, ensuring that the company's vision and mission remain intact.

Benefits for Employees

- **Monetary Gains & Exit Strategy:** Employees gain wealth as they receive share allocations, and the company prospers. Upon reaching retirement milestones, they may sell their shares back to the company and roll their proceeds into their IRA or 401k plan. If the company is sold, typically ESOP shares are repurchased, reflecting the company's current worth at that time, and the employees can roll

their proceeds into their IRA or 401k and keep deferring their gains until retirement.

- Ownership Mentality: Employees, now also owners, are motivated to give their best, driving productivity.
- Reduced Attrition: With a stake in the company's growth, employees are less likely to leave, reducing turnover costs.
- Loyalty and Commitment: The ESOP acts as a magnet for critical talent, ensuring the company's future.

Conclusion: The Promise and Power of ESOPs

ESOPs offers benefits on multiple fronts – providing liquidity on a tax-advantaged basis to allow owners to diversify their holdings, safeguarding company legacy, ensuring business continuity, and boosting employee morale and retention.

The financial benefits of ESOPs for business owners are significant when compared to other transaction types. ESOPs allow for continued governance. The ESOP structure often allows for a second transaction in the future if owners desire to sell additional or all remaining shares.

Employees are employee-owners with stock ownership in the company, which also serves as an additional retirement plan.

While the advantages of ESOPs are compelling, navigating its

complexities demands careful planning and expert guidance with an experience ESOP specialist. Once an ESOP is achieved, it is a win-win-win for the owners, employees, and the company.

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AS IN LIFE, SO IN THE BUSINESS WORLD

STAND OUT, BE DIFFERENT

AND SHOW THAT DIFFERENCE BOLDLY



INSPIRE GENERATIONS

CORPORATE INVESTMENT TIMES

We stand on the precipice of 2024, bidding adieu to a rollercoaster of a year, marked by geopolitical division, a high-inflationary environment, light-of-speed advancements in artificial intelligence and generative technology, and a mandate to rapidly reskill and upskill our global workforce.

LARISA MILLER

CEO, Phoenix Global Group Holdings (Miami & Abu Dhabi) & CEO, Phoenix Global Media Group / President, Keystone Farm Future / Award-winning International Speaker Abu Dhabi. Miami. Raleigh.

The Future of Enterprise

Seizing 2024 with a Leap of
Faith

While every ending is a time for reflection, reaffirmation or the reimagination of our journey (and, in some cases, a full restart), the year ahead beckons with the promise of opportunity – a chance for founders and leaders to fortify their business models, fortify resiliency, and distinguish themselves in an over-crowded competitive marketplace. In 2024, leadership in the business world demands agility, flexibility, courage to take risks, and a heightened infusion of emotional intelligence and empathy, benefiting both employees and customers. Furthermore, sustainability, and a prioritization of our environmental footprint, our social impact and economic viability, isn't just an option; it's a necessity for companies aiming to thrive in the modern business marketplace.

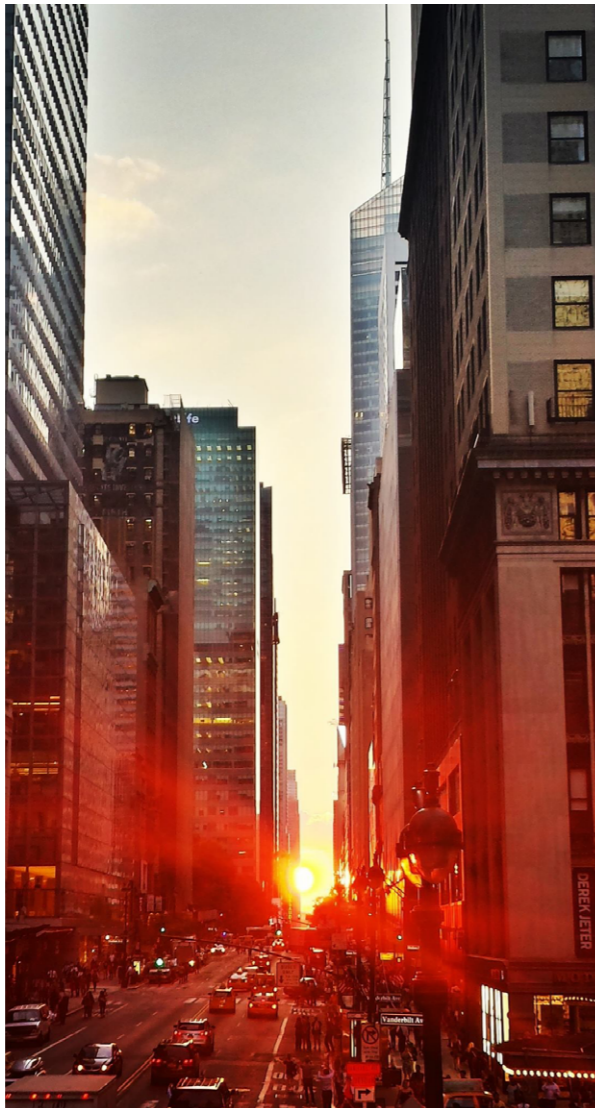
Learning from the Past, Leaping into the Future

Although 2023 was a bit like trying to navigate a maze blindfolded while juggling flaming swords, we survived, and while it may take courage to remain steadfast and committed to our journey even when the road is rough, courage is the antivenom to regret, and regret is not the ideal outcome of life. In the immortal words of Sir Winston Churchill, "Success is not final, failure is not fatal: It is the courage to continue that counts." The lessons of 2023 are our compass, setting the course of our journey forward, or in some

cases, leading us down entirely new pathways. Every sunrise offers a second chance, and understanding how to seize that chance is the differentiator that will allow us to move forward ahead of our competitors.

Be Audaciously Different

In 2024, it's not



just about standing out; it's about breaking out. Your competitors will likely remain in the same mold they were in last year. This new year is your golden opportunity to leap ahead, being

daringly different.

Remember, if you remain with the herd, you'll only end up trapped in the middle with all of your competitors. It is critical that you get out of the middle...no one wants to be stuck in the middle. The middle of the road is where you get killed. Take risks and embrace your unique vision, striving to find innovative, new ways-forward, setting yourself ahead of the pack of competitors. If you focus on differentiating your space in your industry or sector, you will force your competitors to spend their time chasing you and your model. After all, who wants

to be a copycat when you can be the trendsetter?

Learn to Embrace Risk

Ah, risk—the secret ingredient in the recipe of success. Sure, taking risks can be intimidating, but remember, in the wise words of Lewis Carroll, "In the end, we only regret the chances we didn't take". In 2024, it's time to take that leap of faith, whether it's launching a new product, entering a new market, or trying a bold marketing campaign. Taking risk, however, doesn't mean being reckless. Risk should always

be calculated. Do your homework, research options, make informed decisions, and be ready for the occasional stumble. After all, a stumble often unearths an opportunity you didn't even know existed.

Craft Resilient Business Models

Resiliency is critical to a strong enterprise

circus. The winds of change blow hard, but resilient business models remain steadfast no matter how strong the storm.

Diversify your income streams, embrace technological advancements, and be ready to pivot when needed. Resilience isn't just about surviving; it's about thriving in the



because it allows the organization to withstand adversity, adapt to changing circumstances, and emerge stronger from challenges, ensuring its long-term viability and success. In the ever-evolving world of business, resilience is your best friend. If 2023 taught us anything, for that matter, if the COVID years taught us anything, it's that our business models need to be as flexible as a trapeze artist in the center ring of the

face of adversity. According to a report by Deloitte, businesses that prioritize resiliency are 2.2 times more likely to outperform their peers in terms of revenue growth and profitability. Additionally, the National Center for the Middle Market found that resilient companies are 46% more likely to recover faster from economic downturns and disruptions. Why prioritize resiliency in your business? Well, it's like having a 'backup plan' for your 'backup

plan'—because in the corporate jungle, even the best-laid plans often wind up in the sand trap.

Become a Nonconformist of Business

Nonconformists aren't afraid to make difficult decisions and do things that may be contrary to the opinions of others. They're the rebels, the ones who challenge the status quo, and they're the ones who often achieve greatness. As Steve Jobs once said, "Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes."

2024 is your chance to embrace your inner nonconformist. Embracing nonconformity in business allows you to break free from traditional molds, fostering innovative thinking and unique solutions that not only set you apart but also open doors to opportunities that remain unexplored by those who follow the well-trodden path. Be bold, be daring, and don't be afraid to ruffle a few feathers. Who knows, you might just change the rules of the game for everyone.

Our Year of Second Chances

What you expect to be...the life plan that you've drawn for yourself...will be as ever-changing as a Dubai street map. Be open to adjusting your route, relishing

the unexpected detours that business bestows. These detours will lead you to unimagined experiences, destinations, and people, often missed by those who are too inflexible, fearful, or distracted to see these diversions as opportunities.

As we embark on the adventure that is 2024, let's remember the wisdom we've gathered from the trials, errors, and challenges of business in 2023. This is our second chance—a chance to leap into the unknown, to take calculated risks, and to do things differently.

Every step forward is progress. The Stone Age did not end because we ran out of stones...it ended because of progress.

The stroke of midnight on December 31 is the epitome of progress, carrying us into a future built on the foundation of our collective lessons learned.

In the words of Oprah Winfrey, "Cheers to a new year and another chance for us to get it right."



Empowering UAE Consumers

Rights and Product Fairness

الصَّفْرُو مَشَارِكُوهُ

AlSafar & Partners

PROF. AHMED
HATEM

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Consumer protection and combating commercial fraud are critical aspects of any modern economy. The United Arab Emirates (UAE) has implemented robust legislation and initiatives to safeguard consumer rights, ensure fair business practices, and combat fraudulent activities.

This article provides a comprehensive analysis of the legal framework in the UAE, focusing on key laws and regulations that promote transparency, trustworthiness, and consumer confidence in the marketplace. By examining these laws and initiatives, we gain valuable insights into their significance in protecting consumers and combating fraudulent practices.

the Legal Expert

#BANKING, #FINTECHS, #INNOVATION, #TECHNOLOGIES, AND #FINANCIALSERVICES

I. Legal Framework for Consumer Protection

The UAE has enacted several laws and regulations to protect consumer rights and ensure fair trade practices. The cornerstone of consumer protection in the UAE is Federal Law No (15) of 2020 on Consumer Protection and Cabinet Resolution No (11) of 2020 on the Executive Regulations of Federal Law No (19) of 2016. This law establishes a comprehensive set of rights for consumers and outlines the obligations of businesses to provide accurate information and maintain product safety. It also addresses unfair practices and contract terms, empowering consumers to take legal action against deceptive businesses and seek compensation for damages.

The Law shall apply to all Goods and Services within the State, including free zones, and operations related thereto and carried out by the Supplier, the Advertiser, or the commercial agent, as well as those carried out by means of electronic commerce if the Supplier is registered inside the State, without prejudice to international treaties and agreements to which the State is a party.

- **Consumer Rights and Obligations**
Under Federal Law No (15) of 2020, consumers in the UAE are granted fundamental rights, including the right to safety, information, choice, redress, and education. Businesses, on the other hand, have the responsibility to provide accurate and transparent information about their products and services. Consumers are also encouraged to exercise caution, provide accurate information, and report any violations they encounter. Consumers have the right to safety, information, choice,

redress, and education. Businesses are required to provide accurate and transparent information regarding their products and services. The law also outlines the responsibilities of consumers to exercise caution, provide accurate information, and report any violations they encounter.

For example, If the supplier discovers a defect or danger in the good or service that would harm the consumer when using it or benefiting therefrom, the Supplier shall immediately inform the Ministry or the Competent Authority of potential damages and of the manner to prevent the same. Also, he shall immediately recall the same and announce that such products are hazardous, as determined by the Implementing Regulation of this Law.

- **Unfair Practices and Contract Terms**
The law explicitly prohibits unfair practices such as misleading advertising, false or deceptive information, monopoly, and unfair contract terms. Consumers have the right to take legal action against businesses engaged in such practices and seek compensation for any damages incurred. This provision ensures that consumers are protected from deceptive business practices and promotes fair trade in the UAE. For instance, The supplier is prohibited from concealing the good, refraining from selling it, or from not providing the service to the consumer, with the intention of controlling or monopolizing the price or forcing the consumer to purchase certain quantities of the good or adding certain conditions to benefit from the service or to buy another good or service along therewith, or charging a price higher than the price that was

advertised.

- **Product Safety and Liability**
Federal Law No (15) of 2020 places a strong emphasis on product safety. Businesses are obligated to ensure the safety of their products and take appropriate measures to address any defects or risks. The law also

II. Combating Commercial Fraud

In addition to consumer protection laws, the UAE has implemented Federal Law No (19) of 2016 on Combating Commercial Fraud to address various forms of fraudulent activities in the market. This law focuses on combating counterfeit products, false advertising, and deceptive



establishes liability provisions, holding businesses responsible for product defects that cause harm to consumers. These provisions contribute to consumer safety and encourage businesses to prioritize product quality and safety standards.

trade practices.

- **Counterfeit Products**
Federal Law No (19) of 2016 provides strict measures to combat the sale and distribution of counterfeit goods. It establishes penalties for individuals involved in manufacturing, importing,

or selling counterfeit products, aiming to effectively deter such illegal activities. This provision ensures that consumers have access to genuine and safe products in the UAE market.

- **False Advertising and Deceptive Practices**

The law prohibits false advertising, misleading promotions, and deceptive practices. Businesses are required to provide accurate information about their products or services and are prevented from making false claims or engaging in any form of deceptive marketing. This provision protects consumers from misleading information and ensures transparency in advertising practices.

- **Market Monitoring and Inspections**

To ensure compliance with the law, regular market monitoring and inspections by relevant authorities are mandated. These inspections aim to identify and address fraudulent activities promptly, protecting consumers from potential harm. By actively monitoring the market, the UAE government can take necessary actions to prevent and combat commercial fraud effectively.

III. Executive Regulations and Initiatives

Cabinet Resolution No (11) of 2020 provides the executive regulations for Federal Law No (19) of 2016 on Combating Commercial Fraud. These regulations detail the implementation and enforcement mechanisms to effectively combat fraudulent activities. Additionally, the UAE government has undertaken various initiatives to enhance consumer protection and awareness.

- **Enforcement and Penalties**

The executive regulations delineate the responsibilities of relevant authorities, such as the UAE Ministry of Economy, in enforcing the law. They establish penalties for violations, including fines, imprisonment, and closure of



establishments involved in commercial fraud. Effective enforcement and stringent penalties act as deterrents against fraudulent activities, ensuring a fair and trustworthy marketplace. In specific it was mentioned that a penalty of imprisonment for a period

varies from six months up to two years and a fine not less than (3,000) three thousand dirhams and not exceeding (2,000,000) two million dirhams, or either of these two penalties, shall be inflicted on whoever violates the

outline procedures for consumers to file complaints and seek redress for disputes arising from commercial fraud. They promote alternative dispute resolution mechanisms, such as mediation and arbitration, to expedite the resolution process. These measures provide consumers with accessible avenues to address grievances and seek fair resolutions.

- **Awareness and Education**

Cabinet Resolution No (11) of 2020 emphasizes the importance of raising awareness among consumers and businesses regarding their rights and obligations. The UAE government conducts awareness campaigns, workshops, and seminars to educate consumers about their rights and responsibilities. The Ministry of Economy operates a toll-free hotline to provide consumers with information and assistance regarding consumer protection regulations. These initiatives empower consumers to make informed decisions and enable businesses to comply with legal requirements.

IV. Additional Product Labeling and Standards.

In addition to consumer protection laws, the UAE places great importance on accurate product labeling and adherence to quality standards. The Emirates Conformity Assessment Scheme (ECAS) is responsible for verifying compliance with technical regulations and standards. Specific regulations exist for various products, such as food, cosmetics, electronics, and automobiles, to ensure that they meet safety and quality requirements. By enforcing these regulations, the UAE government ensures

law. The penalty shall be doubled in the event of recidivism. However, the application of the aforementioned penalties shall not prejudice any more severe penalty stipulated in any other law.

- The regulations

that consumers have access to reliable and safe products in the market.

V. Consumer Dispute Resolution.

The UAE has established several channels for consumer dispute resolution to facilitate fair and efficient resolutions. The Consumer Protection Department, operating under the Ministry of Economy, plays a crucial role in handling consumer complaints and mediating disputes between consumers and businesses. Additionally, specialized consumer protection committees and centers are established in each emirate to provide accessible avenues for dispute resolution. These mechanisms aim to protect consumer rights and ensure that grievances are addressed in a timely and satisfactory manner. In addition, the ministry launched a section on their website for announcing the recall of damaged products. This was done to protect the rights of consumers, retailers and manufacturers as well as to maintain stability in the market.

VI. E-commerce and Online Consumer Protection.

With the rise of e-commerce, the UAE recognizes the need for specific regulations addressing online consumer protection. Federal Law No (12) of 2016 on Electronic Commerce and Transactions, along with its executive regulations, provides a legal framework for online transactions and consumer protection. This legislation ensures that consumers engaging in online purchases enjoy the same rights and protections as those in physical marketplaces. It covers aspects such as transparency in online transactions, protection of personal information, and mechanisms for dispute resolution in the

online sphere.

VII. International Cooperation and Harmonization.

The UAE actively participates in international efforts to enhance consumer protection and combat commercial fraud. It seeks cooperation and collaboration with international organizations and other countries to share best practices, exchange information, and harmonize regulations. By aligning its consumer protection standards with global norms, the UAE aims to create a favorable environment for international trade while safeguarding the interests of its consumers.

Conclusion

The UAE's legal framework, consisting of Federal Law No (15) of 2020 on Consumer Protection, Federal Law No (19) of 2016 on Combating Commercial Fraud, and Cabinet Resolution No (11) of 2020 on the Executive Regulations, plays a pivotal role in protecting consumer rights and combating commercial fraud.

These laws promote fair trade practices, ensure product safety, and provide avenues for consumers to seek redress for violations. The UAE government, through enforcement efforts and awareness initiatives, endeavors to create a transparent and trustworthy marketplace, fostering consumer confidence and driving economic growth. By prioritizing consumer

protection, the UAE demonstrates its commitment to creating a fair and secure environment for consumers and businesses alike.

To explore our comprehensive legal services further and bolster your understanding of consumer rights and product liability in the UAE, please don't hesitate to reach out to us.

You can contact us at +97144221944 ext. 720 or +971557630405, or simply drop us an email at reception@alsafarpartners.com.

For a more in-depth understanding of our offerings, visit www.alsafarpartners.com.

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DR. NATASA KOBAL

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Navigating Global Markets

Leveraging Network Ties for SME
Success

the Business Mentor

In the global business arena, small and medium-sized enterprises (SMEs) face the dual challenge of navigating foreign markets while leveraging their limited resources effectively.

This exploration examines in detail the critical role of network ties in facilitating SME internationalization, highlighting strategic approaches for these firms to thrive in the complex landscape of global markets.

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In the dynamic international business world, SMEs are increasingly venturing into foreign markets. Unlike large companies and multinational corporations, SMEs face a unique set of challenges in their international expansion, primarily due to their comparatively limited resources. However, rapid developments in technology over the past two decades – from remote

activities but also opened new avenues for growth and expansion.

The Role of Networks in SME Expansion

A unique characteristic of SME internationalization is the reliance on personal contact networks for sales and marketing activities. Unlike large multinational enterprises, SME networks

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As a marketing and international business expert, Dr. Natasa Kobal believes in creating solutions that accelerate SMEs' sustainable growth. Natasa is the Owner and Founder of IB4SME, a business consulting and training brand that empowers SME owners and decision-makers internationally with the skills and support they need to successfully manage their businesses.

With a PhD in business management, combined with 17 years of experience in international business and marketing, Natasa's has a diverse industry experience with a proven track record in developing effective business and marketing strategies, which contribute to companies' competitiveness and success.

working, the use of artificial intelligence, and the internet of things (IoT) to social media and mobile apps – has not only simplified SMEs' internationalization

play a pivotal role in both local operations and international expansion. These typically informal network ties are built through the decision-maker's interactions

and activities, and include personal connections, business networks, social networks, institutional networks, marketing networks, and industry connections. These network ties are in most cases informal and habitual, based on regular interactions between the network players. They are instrumental in helping SMEs navigate the complexities of entering and operating in foreign markets, offering valuable insights and opportunities that might otherwise be

success in foreign markets, in which connections and relationships represent the network's basic elements. In this context, the ability to forge strong business relationships, as well as understand and adapt to the local rules of the game in foreign markets is crucial. Business network ties help SME decision-makers identify and exploit business opportunities in foreign markets, while also impacting their decisions about which markets to



inaccessible.

Business Networks: The Key to Global Opportunities

In today's globalized economy, business networks are more than just a supporting element; they are a cornerstone for SME

enter, as well as the mode of market entry.

Strategic Approaches to Market Entry

When deciding to enter a foreign market, SMEs' decision-making approach should be both strategic and network centric. When deciding about the market entry mode,

SME decision-makers should consider export as a starting point in new markets, as it allows for gradual market penetration while minimizing risk. In addition, SMEs should do thorough market research and establish strong local partnerships, particularly in unfamiliar markets. In this context, local managers and partners are invaluable in navigating the complexities of foreign markets. In addition to local experience, cultural insights, and market knowledge, they also have established relationships with key players. This local expertise is crucial in overcoming distance barriers, the liability of foreignness and newness, as well as eventual institutional challenges.

The Impact of Business Networks on Firm Performance

SME decision-makers' networks are important for the firm's success, where, in most cases, they have a positive impact on firm performance in foreign markets. They can generate sales leads and lead to repeat business, help in increasing sales and profits in general, or just support firm performance and sales. However, in some cases they might lead to reduced firm performance, particularly in case of key business partners and managers. As such, the choice of these key players must be made with care, ensuring the alignment with the SME's goals and values. SME decision-makers should ensure that their partners and managers can be controlled and trusted, as choosing the wrong partner or manager could result in significant obstacles to foreign operations and even lower firm performance in that market.

Building a Successful International Pathway

In conclusion, the journey of SME internationalization is as challenging as it can be rewarding. The key to success lies in leveraging network ties, by understanding their power and using them strategically. For SMEs looking to expand in international markets, it is not just about having a unique product or service but also about establishing and nurturing the right relationships. A bedrock of a successful international venture for SMEs is a hands-on approach – from market visits and research to building strong local connections. In navigating these global waters, the wise use of networks can turn potential challenges into stepping stones for international success.



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the Expansive Scope of NRE Investments in Indian Startups

India, with its burgeoning startup ecosystem, has emerged as a global hub for innovation and entrepreneurship. Non-Resident Indians (NRIs) are increasingly recognizing the vast potential of investing in Indian startups through the Non-Resident External (NRE) route.

This article explores the multifaceted scope of NRE investments in Indian startups, shedding light on the benefits and opportunities that make this avenue attractive for NRIs.

*Building Business
Networks*

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The NRE Advantage

NRE accounts are a unique financial instrument designed for NRIs to park their foreign earnings in Indian banks. These accounts are maintained in Indian Rupees and are fully repatriable, allowing NRIs to transfer both the principal and the interest earned back to their country of residence. This flexibility makes NRE investments an enticing option for NRIs seeking to participate in India's thriving startup landscape.

Fueling Growth and Innovation

NRE investments play a crucial role in providing the necessary capital for Indian startups to innovate, expand, and compete on a global scale. As the startup ecosystem continues to mature, NRIs can contribute to the growth of sectors such as technology, healthcare, fintech, and e-commerce. This infusion of funds aids in research and development, talent acquisition, and scaling operations, fostering an environment conducive to innovation and economic development.

Diversification of Investment Portfolios

The Indian startup ecosystem offers NRIs an attractive opportunity to diversify their investment portfolios. With the resilience displayed by the Indian economy and the potential for high returns in the startup sector, NRIs can mitigate risks associated with traditional investments by allocating funds to this dynamic and rapidly evolving landscape.

Aligning with Government Initiatives

NRE investments in Indian startups align with the government's initiatives such as 'Make in India' and 'Startup India.' By participating in these initiatives, NRIs become integral partners in India's journey

towards becoming a global economic powerhouse. The collaborative approach between NRIs and the Indian government fosters an ecosystem conducive to business growth and job creation.

Contributing Expertise and Networks

Beyond capital, NRIs bring valuable expertise and international networks to the table. Many NRIs have gained global exposure and possess industry-specific knowledge, making them valuable mentors and advisors to startups. Their networks can facilitate strategic partnerships, international expansions, and market access, adding immense value to the startups they invest in.

Tax Benefits for NRE Investments

NRE investments come with certain tax benefits that make them an attractive proposition for NRIs. The interest earned on NRE accounts is tax-free in India, and capital gains from investments in Indian startups may also be subject to preferential tax treatment. These tax incentives enhance the overall attractiveness of NRE investments in the Indian startup ecosystem.

Seed Funding and Early-Stage Support

Angel investors play a pivotal role in the early stages of a startup's journey. Before



startups can attract significant venture capital or other forms of funding, they often rely on angel investments to get off the ground. Angel investors provide the seed capital that allows entrepreneurs to transform their ideas into viable products or services, bridging the crucial gap between conception and market entry.

Nurturing Innovation and Risk-Taking

Angel investors are known for their willingness to take risks on innovative ideas and unproven business models. This risk appetite is particularly beneficial for startups operating in cutting-edge industries or those exploring disruptive technologies. By supporting ventures that might be deemed too risky by traditional investors, angels become crucial catalysts for pushing the boundaries of innovation in the Indian startup ecosystem.

Mentorship and Guidance

Beyond financial support, angel investors often bring a wealth of experience, industry

knowledge, and a robust network to the table. This mentorship and guidance are invaluable for startups navigating the complex landscape of entrepreneurship. Angel investors not only provide capital but also serve as strategic advisors, offering insights, connections, and lessons learned from their own entrepreneurial journeys.

Filling the Funding Gap

In the lifecycle of a startup, there's a critical funding gap between seed capital and larger venture capital rounds. Angel investors step in to fill this gap, providing the necessary funds for startups to achieve key milestones, demonstrate market traction, and attract further investment. This early financial support is instrumental in helping startups become attractive to larger institutional investors.

Building a Robust Ecosystem

Angel investments contribute to the development of a robust startup ecosystem by creating a network

of successful entrepreneurs turned investors. This cycle of giving back and reinvesting in the community fosters a sense of collaboration and shared success. As angel investors contribute to the growth of new ventures, they also contribute to the overall strength and sustainability of the startup ecosystem.

Diversity in Funding Sources

The presence of angel investors ensures diversity in funding sources for startups. This diversity is crucial for a healthy and resilient startup ecosystem, as it reduces dependency on a single type of investor. Angel investments, often driven by personal conviction and passion, bring a unique dimension to the funding landscape, complementing the more structured and risk-averse approach of institutional investors.

Job Creation and Economic Impact

By supporting startups in their early stages, angel investors contribute significantly to job creation. As startups grow, they hire talent, create employment opportunities,

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With over 15 + years of professional experience in the financial , Investment and business advisory services, Mr. Harris has played key roles in structuring various financial products for major public limited Companies listed in stock exchanges. Mr. Harris has been elected as Senator, representing India, at the “World Business Angels Investment Forum” (WBAF) which is affiliated to G20 Countries. Mr. Harris is also part of the “World Economic Forum”

Mr. Harris has represented India at the WBAF Annual Congress, 2022 at Antalya and has represented India in “Asian startup Congress 2022” which was held in Busan, Korea, hosted by the South Korean Government. Completed academic credentials in Finance, Accounting, Corporate Laws and Economics and Passionate about encouraging ventures of Social entrepreneurship. Mr. Harris is also is partner of Gold Sachs Ventures and CFO of a leading Business Group, UAE.

“Passion Vista” International Business Magazine has selected Mr. Harris as “Global Indian - 2023”.

and stimulate economic activity. The ripple effect of successful startups, nurtured by angel investments, extends beyond the individual ventures, positively impacting the broader economy.

Conclusion

In conclusion, the scope of NRE investments in Indian startups is vast and holds significant potential for both NRIs and the Indian economy. As NRIs leverage the advantages of NRE accounts to invest

in the dynamic and flourishing startup ecosystem, they contribute not only capital but also expertise and networks that foster innovation and growth. The collaborative synergy between NRIs and Indian startups positions this avenue as a win-win, driving economic development, job creation, and technological advancement.

As India continues its trajectory towards global leadership, NRE



investments in

Building Business Networks

startups stand out as a strategic and mutually beneficial opportunity for NRIs to be a part of this exciting journey.

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Let's ignite our future: Spreading Insights,
Supporting Success, Giving Wings to our Aspirations
Germany

The Future of Selling AI's Impact on Sales Strategies

Imagine stepping into a world where your companion isn't just your smartphone, but a super-smart, AI-powered robotic friend. This isn't a scene from a sci-fi movie; it's the reality of modern artificial intelligence. AI is more than just advanced robots; it's a blend of smart technology that learns and evolves from experience, performing tasks that once only human intelligence could tackle.

It understands human speech, spots trends in mountains of data, and makes calculated decisions with ease. Picture this: a world where AI seamlessly melds into our daily lives, understanding our language, helping us make smarter choices, and transforming the way we interact with our world. I think this is the beginning of a new era, where technology doesn't just assist us; it understands and grows with us!



Now, let's think about sales. Traditionally, sales is all about understanding people - what they need, what they like, and how they make decisions. Salespeople spend a lot of time collecting information about their customers, organizing it, and then using it to make the best sales pitch. It's a lot of work, but it's important because the better you understand your customers, the better you can meet their needs I find!

This is where AI steps in like a helpful assistant. Imagine a tool that can quickly sort through tons of customer data - what they buy, when they buy it, what they're interested in - and then give you helpful insights. This isn't just about sending out mass emails or putting ads everywhere. It's about using technology to understand each customer as an individual. With AI, a salesperson can get a heads-up like, "Hey, this customer loves hiking, so maybe talk

about our new range of hiking gear OR get deeply involved about their desires!"

But please remember, AI isn't taking over the sales job. It's more like it's doing the homework so that the salesperson can be the star of the class. With AI handling the time-consuming tasks of data analysis and lead scoring (which is like figuring out who's most likely to buy something), salespeople have more time to do what they do best - making real, human connections with customers.

For example, let's take a company like XYZ Corp., which recently implemented an AI system in its sales department. The system was designed to analyze customer behavior and provide personalized recommendations to the sales team. After its implementation, XYZ Corp. reported a 20% increase in sales efficiency and a 15% increase in customer satisfaction. Why? Because their salespeople were spending less time sifting through data and more time talking to customers, understanding their needs, and offering tailored solutions.

Human Touch in Sales

It's easy to get caught up in the excitement of AI and all its possibilities. But let's not forget the heart of sales: OUR HUMAN connection and empathy! There's something special about a face-to-face conversation, a warm handshake, or a shared laugh with a customer. These

interactions build trust, understanding, and a sense of loyalty that no machine can replicate. And this human connection is what also enhances our own life's as well as of our customers!

Think about your favorite shopping experiences. Chances are, they're not just about the products you bought but also about how the salesperson made you feel. Did they listen to your needs? Did they remember your name or something you mentioned in passing during your last visit? This personal touch turns a simple transaction into a memorable experience.

AI can handle data, but it can't understand human emotions in the same way. That's why the most successful sales strategies blend AI's efficiency with the empathy and intuition of human salespeople. For instance, consider a retail store that uses AI to track customer preferences and shopping habits. The sales team then uses this information to offer personalized recommendations. This approach not only makes the customer feel valued and understood but also significantly increases the chances of making a sale.

Let's look at a real-life example. ABC Retail, a mid-sized fashion outlet, introduced AI to analyze customer purchase history. The AI system identified that certain customers frequently purchased eco-friendly products. The sales team used this insight to personally reach out to these customers with information about new sustainable fashion lines. As a result, ABC Retail saw a 25% increase in sales of their eco-friendly range, and more importantly, they strengthened their relationships with these customers, who appreciated the personalized attention.

This synergy between AI and human salespeople I find

is the sweet spot. AI provides the data-driven insights, while humans bring understanding, empathy, and the ability to genuinely connect with another person. This balance ensures that customers feel listened to and valued, not just as data points, but as individuals with unique preferences and needs.

AI-Powered Time Savings in Sales

In our fast-paced world of sales, time is money. Salespeople are always looking for ways to make the most of their time, and this is where AI really shines. By automating routine tasks, AI frees up salespeople to focus on what they do best: building relationships and closing deals.

Consider the everyday tasks of a salesperson - managing customer data, scheduling meetings, following up on leads, and so on. These tasks, while essential, can be extremely time-consuming. AI can streamline these processes. For instance, AI-powered CRM (Customer Relationship Management) systems can automatically update customer records, schedule follow-ups, and even predict which leads are most likely to convert into sales. This means less time spent on administrative tasks and more time available for engaging with customers.

One striking example is DEF Software Solutions, a company that introduced an AI system to manage its customer interactions. The AI system was designed to identify patterns in customer inquiries and automatically provide responses to common questions. As a result, the sales team spent 40% less time on email and call management, and they were able to redirect this time towards engaging in deeper, more meaningful conversations with potential clients. This shift not only

improved their sales figures but also enhanced customer satisfaction.

Another aspect where AI aids in time savings is through predictive analytics. This involves analyzing vast amounts of data to forecast future sales trends and customer behaviors. Sales teams can use these insights to focus their efforts more effectively, targeting the right customers at the right time. For example, GHI Electronics utilized predictive analytics to identify potential market shifts and adjust their sales strategies accordingly. This proactive approach led to a 30% increase in their sales efficiency over a year.

The beauty of AI in sales lies in its ability to process and analyze data at a speed and scale impossible for humans. But it's the salesperson who interprets this data and uses it to craft personalized experiences



MARCUS PARADE

Let's ignite our future: Spreading Insights, Supporting Success, Giving Wings to our Aspirations Germany

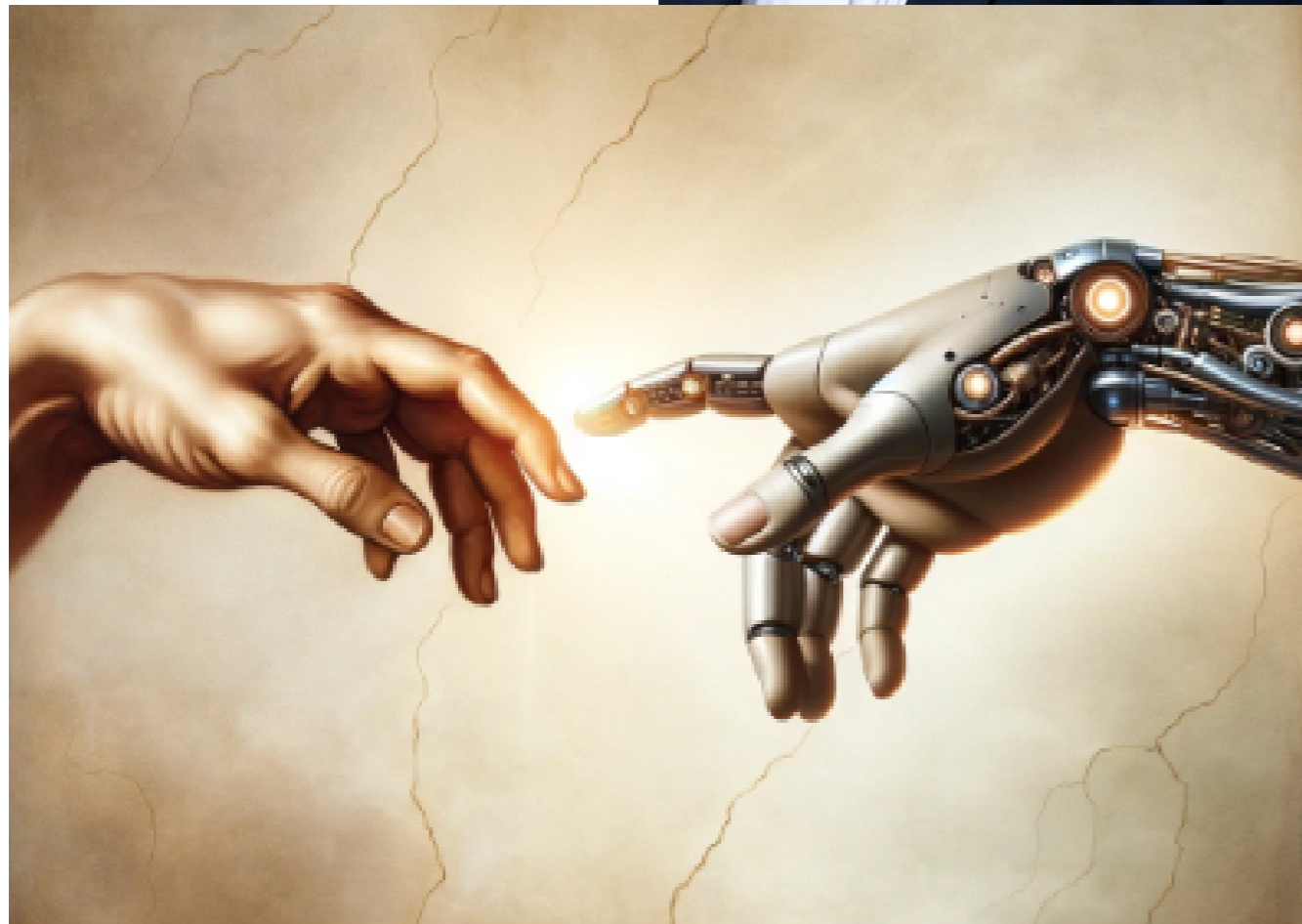
Coming from the picturesque city of Düsseldorf, Germany, I was privileged to spend an enriching four years in the heart of Silicon Valley, Palo Alto, California. After completing my foundational education in Düsseldorf, I embarked on an MBA journey at the prestigious Schiller University in Heidelberg, where my love for international business took root.

My professional journey has taken me to dynamic cities worldwide, from the economic hubs of Düsseldorf and Frankfurt to the bustling centers of Sao Paulo and Mumbai. Within the exhibition industry, I've delved deep into multiple business sectors, consistently aiming to bridge enterprises and individuals for symbiotic success.

Driven by a zeal for innovation and ingenious problem-solving, I excel in delivering resource-efficient solutions, underscored by my acumen in sales, marketing, and event orchestration for Messe Frankfurt Exhibition GmbH. My expertise predominantly lies in International Sales, Marketing, and Business Development as well as a good portion of creativity and I am unwaveringly committed to keeping abreast of transformative market trends.

Beyond the corporate realm, my interests encompass photography, art, global exploration, and cherishing moments with loved ones. My pen often finds its muse in writing, and nature serves as my sanctuary, be it mountainous terrains, snowy escapades, or the tranquil depths of the sea.

Open dialogue and collaboration are principles I hold dear. I warmly invite you to connect with me for any inquiries or collaborative prospects. 'Let us embrace the winds of change for game changing topics and subscribe to my free monthly newsletter "Innovative Topics on Fire"



for the customer. This combination of AI efficiency and human insight not only saves time but also enhances the quality of customer interactions.

Challenges and Limitations of AI in Sales

While AI has undoubtedly revolutionized the sales landscape, it's not without its challenges and limitations. Understanding these is key to effectively integrating AI into sales strategies.

One of the primary limitations of AI is its lack of emotional intelligence. AI can analyze data and spot trends, but it cannot understand the nuances of human emotions and reactions. This is crucial in sales, a field that relies heavily on building relationships and trust. A salesperson can pick up on subtle cues like tone of voice, facial expressions, and body language, adjusting their approach accordingly. AI, on

the other hand, might miss these cues.

For example, JKL Mobiles, a smartphone retailer, faced a setback when their AI-driven chatbot failed to recognize customer frustration in text messages, leading to unsatisfactory responses and a decline in customer satisfaction. This incident highlighted the need for human oversight in managing customer interactions.

Another challenge is the potential for over-reliance on AI. While AI can provide valuable insights, it's based on existing data and algorithms. If sales teams rely too heavily on AI, they risk missing out on creative, out-of-the-box approaches that only human intuition can provide. There's also the danger of data biases – if the data fed into AI systems is biased, the insights generated will be too. This can lead to skewed sales strategies that might not accurately reflect

the diverse needs and preferences of the customer base.

Moreover, there's the aspect of data privacy and security. As AI systems require vast amounts of data to function effectively, ensuring this data is handled ethically and securely is paramount. Customers are increasingly aware and concerned about how their data is used, and mishandling this aspect can lead to trust issues and reputational damage.

Despite these challenges, the potential benefits of AI

in sales are immense. The key lies in finding the right balance – using AI as a tool to enhance, not replace, the human element in sales. It's about leveraging AI to handle data-heavy tasks and provide insights, while relying on human salespeople for their emotional intelligence, creativity, and relationship-building skills.

The Future of AI in Sales and Concluding Thoughts

As we look towards the future, the role of AI in sales is poised to grow even more significant. Emerging technologies and advancements in AI are likely to open new avenues for enhancing sales strategies and improving customer experiences. However, the core principle remains the same: AI is a tool to support and amplify human capabilities, not to replace them.

One exciting development is the advancement of AI in predictive personalization. This means AI systems will become even better at predicting customer preferences and behavior, allowing sales teams to offer highly personalized experiences at scale. Imagine a scenario where AI not only tells you what customers might like but also when they might be ready to make a purchase, what price point they're comfortable with, and even what kind of message would resonate best with them.

Another area of growth is the integration of AI with other emerging technologies like augmented reality (AR) and virtual reality (VR). These technologies can create immersive and interactive customer experiences, with AI

ensuring these experiences are tailored to each individual customer. For instance, a furniture store could use VR to allow customers to visualize how products would look in their own homes, with AI offering personalized recommendations based on their past behavior and preferences.

However, as AI becomes more sophisticated, the challenges around data privacy, ethical use of AI, and maintaining the human element in sales become even more crucial. The sales industry must navigate these challenges carefully, ensuring that AI is used responsibly and ethically, with a constant focus on enhancing human connections rather than replacing them.

In conclusion, the future of sales is not a choice between AI and human salespeople; it's about how the two can work together harmoniously for much better efficiencies and also fun. AI offers incredible tools for efficiency, personalization, and data-driven insights. And yet the art of sales – building relationships, understanding emotional nuances, and connecting with people on a human level with empathy – remains inherently human. As we move forward,

embracing AI as a valuable ally in the sales process will be key to creating for time for meaningful and successful customer interactions.

Companies integrating AI in their sales strategy will have a competitive advantage!



the Marketeer

The Pinnacle of Artificial Intelligence

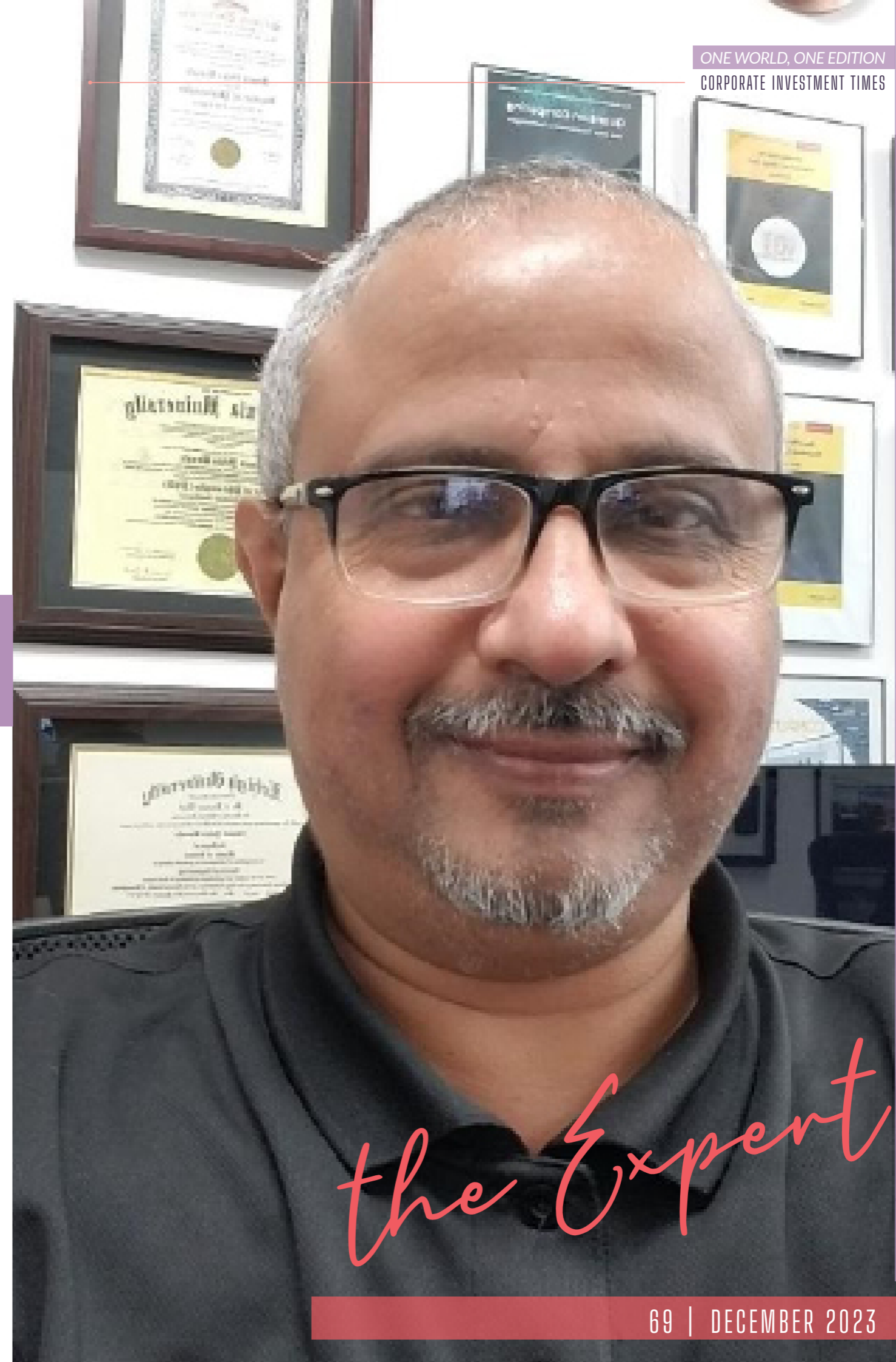
Navigating the Technological Odyssey

PROF. AHMED BANAFSA

Faculty @ San Jose State University | No.1 Tech Voice to Follow & Influencer on LinkedIn | Award Winning Author | AI-IoT-Blockchain-Cybersecurity | Speaker San Francisco Bay Area

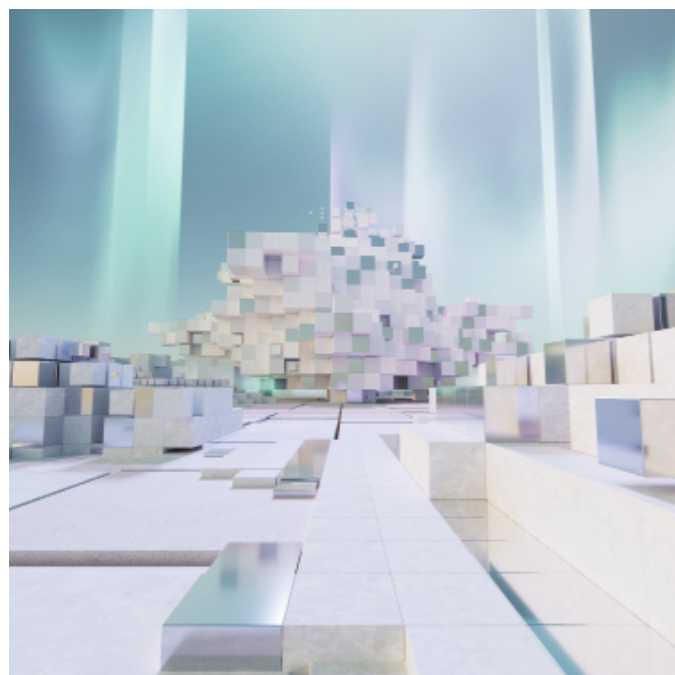
Artificial Intelligence (AI), an ever-evolving paradigm, has traversed a remarkable trajectory since its inception. What began as a theoretical concept in the mid-20th century has burgeoned into a technological leviathan, permeating diverse dimensions of our existence.

In this 2000-word article, we embark on an expedition into the forthcoming zenith of artificial intelligence, delving into the profound potentials, intricacies, and ethical intricacies that lie on the horizon.



the Expert

#AI, #IOT, #BLOCKCHAIN, #CYBERSECURITY, AND #QUANTUMCOMPUTING



AI's Evolutionary Epoch

To apprehend the future of AI, it's imperative to retrogress briefly to its evolutionary chronicle. AI, in its nascent stage, was synonymous with Symbolic AI, primarily characterized by rule-based systems and the representation of expert knowledge. These systems, constrained by extensive manual programming, were cognitively limited.

The watershed moment in AI's evolution materialized with the advent of Machine Learning (ML) in the 1950s. This epoch heralded the inception of algorithms enabling computers to engender knowledge from data, thereby rendering AI systems more adaptable and proficient in addressing intricate tasks. Over ensuing decades, ML matured into Deep Learning (DL), a subdomain of AI that harnesses neural networks to process vast datasets, catalyzing paradigm-shifting breakthroughs in domains such as Computer Vision, Natural Language Processing (NLP), and Speech Recognition.

Contemporary AI Landscape

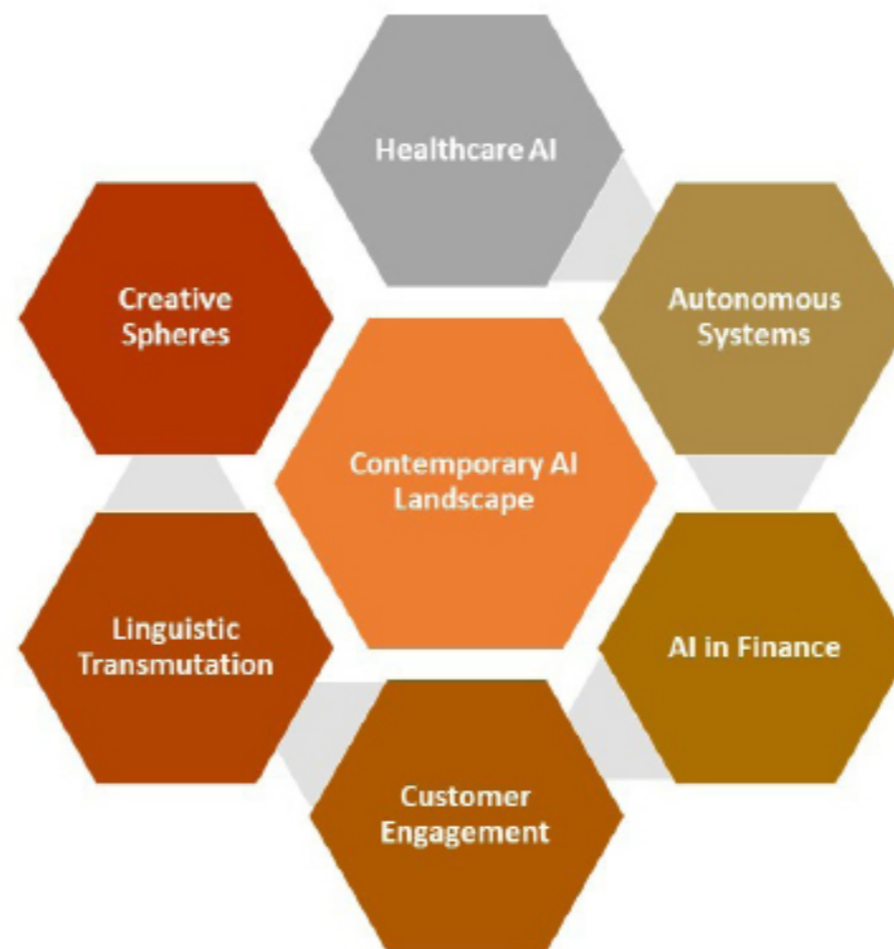
As of my last knowledge update in September 2021, AI had etched indelible footprints across an array of domains:

- **Healthcare AI:** AI was at the vanguard of revolutionizing healthcare. Advanced AI algorithms exhibited the potential to facilitate early disease diagnosis, prognosticate patient outcomes, and optimize personalized treatment modalities. Telemedicine, underpinned by AI, was poised to deliver highly individualized and accessible healthcare services.
- **Autonomous Systems:** Enterprises like Tesla and Waymo were poised on the cusp of achieving autonomous vehicles, underpinned by AI, responsible for navigation and real-time decision-making.
- **AI in Finance:** Financial institutions leveraged AI-driven algorithms to bolster fraud detection, algorithmic trading, and the assessment of credit risk, thereby amplifying efficiency and precision in financial processes.
- **Customer Engagement:** AI chatbots and virtual assistants had seamlessly assimilated into the customer service ecosystem, augmenting support services and streamlining human-computer interactions.
- **Linguistic Transmutation:** AI-powered translation

services, exemplified by Google Translate, had made prodigious strides in transcending linguistic impediments.

- **Creative Spheres:** AI was creatively omnipresent, generating photorealistic Computer-Generated Imagery (CGI), composing music, and even crafting scripts for cinematic and television productions.

Notwithstanding these momentous advancements, the AI domain grappled with multifaceted challenges, encompassing ethical quandaries,



algorithmic biases, and the exigency for fortified AI safety protocols.

Envisioning the AI Prodigy

Looking forward, the AI trajectory holds tantalizing potential, underpinned by several pivotal trends and developments:

- **AI's Medical Renaissance:** AI is poised to orchestrate a renaissance in healthcare. Cutting-edge AI algorithms will likely propel early-detection capabilities, augur patient prognoses with unprecedented accuracy, and optimize the orchestration of personalized therapeutic regimens. Telemedicine will be imbued with enhanced personalization and pervasive accessibility.
- **Confluence of AI and Robotics:** The symbiosis between AI and robotics will catalyze the maturation of more adept and adaptable robotic entities. These intelligent automatons will serve multifarious roles, spanning manufacturing, logistics, healthcare, and even austere tasks such as search



in combating environmental perils will be underscored. AI will curate energy consumption, prognosticate climatic patterns, and galvanize wildlife conservation endeavors through comprehensive data analysis.

- **AI's Ethical Aegis and Regulatory Imperatives:** The escalating integration of AI into society mandates rigorous ethical scrutiny and governance frameworks. Safeguarding equity, transparency, and accountability in AI systems will ascend to the apogee of priorities.

Quandaries and Conundrums

While the AI future is undoubtedly auspicious, it is not bereft of its conundrums and apprehensions:

- and rescue operations.
- **Quantum AI:** Quantum computing's advent will unlock uncharted vistas for AI. Quantum AI algorithms are anticipated to unravel labyrinthine quandaries, spanning supply chain optimization, quantum system simulations, and the fortification of cryptographic paradigms.
- **AI's Pedagogical Evolution:** AI-driven personalized learning platforms will metamorphose education by tailoring curricula and pedagogical approaches to individual students' proclivities and aptitudes. Intelligent tutoring systems will deliver real-time guidance and support, auguring a bespoke educational milieu.
- **AI's Green Manifesto:** AI's crucial role

- **Algorithmic Bias and Equity:** AI systems can inherit latent biases enshrined in their training data, ensuing in prejudicial outcomes. The salient challenge lies in rectifying bias and ensuring equitableness within AI algorithms.
- **Data Sanctity and Privacy:** The aggregation and deployment of prodigious datasets for AI engender concerns regarding data security and privacy. Striking an equilibrium between innovation and data protection necessitates an intricate juggling act.
- **AI and Employment:** The automaton of tasks by AI and robotics portends potential labor market perturbations. Preparing the workforce for this

transition and fostering the genesis of novel occupational niches constitute imperative considerations.

- **Ethical AI Conundrums:** Ethical dilemmas, encompassing issues such as autonomous weaponry and AI's potential to manipulate information dissemination, require judicious introspection and judicious regulation.
- **AI Safety Conundrums:** The labyrinthine character of evolving AI systems underscores the imperativeness of ensuring their safety and tenacity. Risk mitigation strategies, precluding unintended ramifications, necessitate painstaking orchestration.
- **Regulatory and Governance Imperatives:** The configuration of international benchmarks and regulatory paradigms for AI becomes pivotal to obviate pernicious misuse while engendering accountable AI evolution.

Ethical Deliberations

- As AI's eminence burgeons, ethical contemplations rise to the fore. Developers, policymakers, and society in toto grapple with an intricate mosaic of inquiries:
- **Autonomy vs. Oversight:** To what extent should AI systems be vested with autonomy, and how can we perpetuate human control?
- **Transparency Oracles:** Ought AI's decision-making processes to be transparent and explicable, and, if so, by what means can we realize this objective?
- **Locus of Accountability:** Amid AI-induced errors or adversities, who should shoulder responsibility, and how do we institute accountability for AI?
- **Bias Attenuation:** What methodologies can be instituted to ensure AI algorithms eschew favoritism and refrain from perpetuating biases





enmeshed in training data?

- Data Privatness: How can we harmonize the deployment of data to propel AI with the imperative to safeguard individuals' privacy rights?

Denouement

The future of AI, a tantalizing tapestry of innovation, navigates the conflux of intricate possibilities and intricate exigencies. From healthcare and education to sustainability and beyond, AI is poised to be an aegis for transformative metamorphosis.

Nevertheless, as we embark on this odyssey, circumspection is requisite,

predicated on the rectification of ethical quandaries, the entrenchment of impartiality, and the proaction against potential perils. By thus propitiating, we can fully harness AI's boundless potential while shielding our principled moorings in an increasingly AI-imbued cosmos. The expedition into the forthcoming zenith of artificial intelligence may be arduous, yet the potential for enrichment is boundless. It is incumbent upon us to architect this prospect responsibly and ethically.

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INSPIRE GENERATIONS

CORPORATE INVESTMENT TIMES

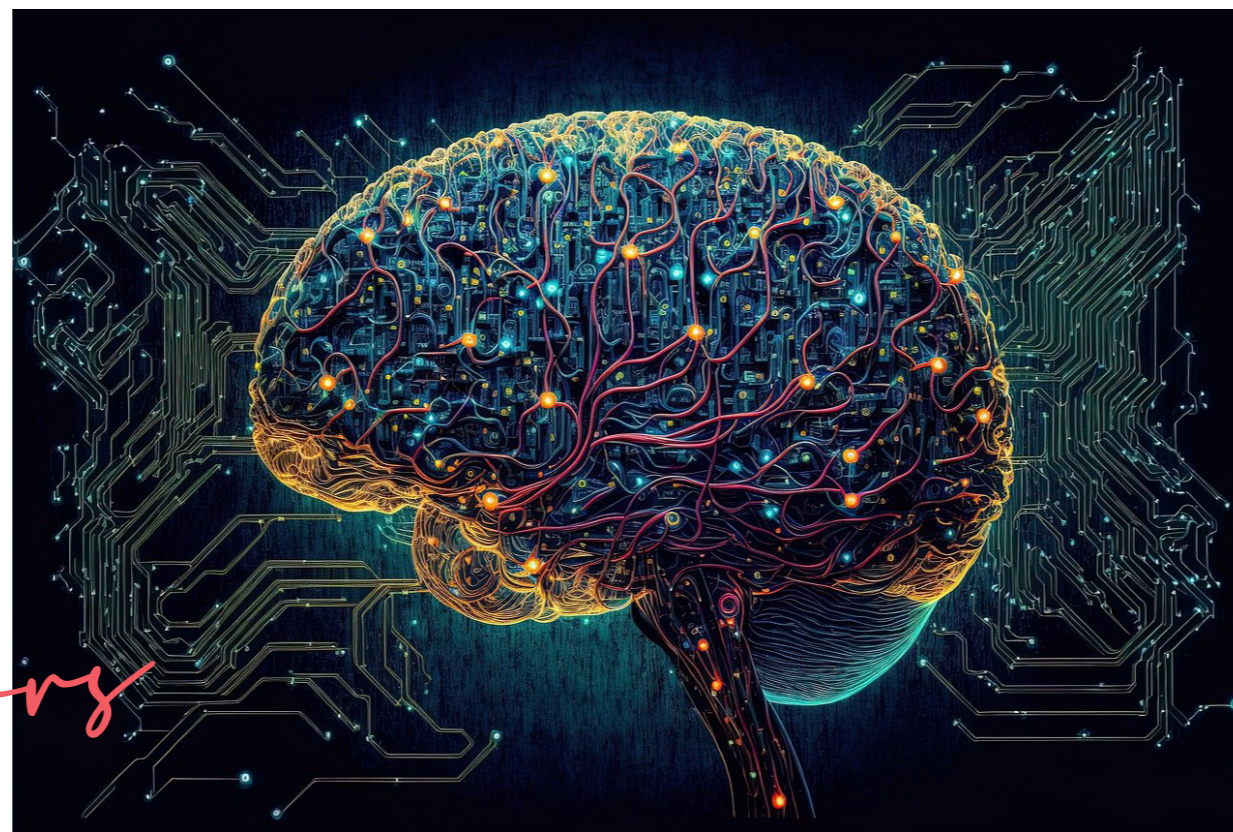
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the Educators

In the dynamic landscape of higher education, the introduction of artificial intelligence (AI) companions marks a significant shift. The potential impact of these intelligent systems on teaching and learning, as technology continues to advance, is noteworthy. With their advanced capabilities and adaptable learning algorithms,

AI companions can customize education, support instructors, and foster immersive learning environments. This research delves into the profound implications of AI companions in higher education, examining how they might alter traditional teaching methods and promote a collaborative synergy between technology and human understanding.

Transformative Teaching

Navigating Higher Education
with AI Companions

#AI, #NEWAGEEDUCATION #TRANSFORMATIVE TEACHING

The promise of personalization

Artificial intelligence (AI) companions are bringing in a new era of personalized learning experiences, with a lot of promise for personalization in higher education. These intelligent systems, which are driven by adaptive learning algorithms, evaluate the needs and preferences of every single student and deliver content that is especially catered to them. As a result, each student receives customized instruction using an adaptive and flexible approach that considers their diverse learning styles. This shift away from a one-size-fits-all approach to learning not only improves knowledge and retention but also lays the groundwork for a more engaging and inclusive learning environment. Customization is offered with AI companions, which is a ground-breaking move toward an educational environment that is focused on the needs of the learner.

Empowering Educators

AI assistants that support educators become invaluable allies in the realm of higher learning. These smart technologies take care of tedious tasks and administrative

the Educators responsibilities, freeing up teachers to focus on engaging and dynamic teaching approaches. With the use of apps like Gradescope, ChatGPT for lesson preparation, and the Tome app for creating PowerPoint presentations, teachers may spend less time grading and more time interacting with students. As a result, the classroom becomes a collaborative and rich learning environment where AI

efficiency matches human understanding. With an emphasis on mentorship and interactive instruction, the introduction of AI companions signifies a radical shift in the traditional responsibilities of teachers in higher education.

Experiential and Immersive Learning

The emergence of artificial intelligence (AI) companions in higher education is taking the idea of immersive and interactive learning to new heights. With their sophisticated artificial intelligence (AI) capabilities, virtual assistants and chatbots provide interactive learning experiences that go beyond conventional limits. By simulating real-world situations, these intelligent systems give students practical experience and demonstrate how theoretical knowledge can be used in real-world situations. Examples in real time are as follows:

Stanford University: Their personalized learning platform with AI avatars resulted in a 15% increase in learning outcomes and heightened student engagement.

MIT: Multilingual AI avatars facilitated international exchange programs, increasing participation by 20% and improving communication.

Woxsen University: The AI Research Center developed avatars for financial literacy education and a product recommendation app, providing personalized guidance and enhancing learning engagement. The app aids students in making informed decisions about academic resources.

AI companions help students get ready for the demands of a quickly changing professional world by offering a dynamic

and interesting learning environment. A revolutionary age in higher education is being ushered in by experiential and immersive learning with AI collaborators, which prioritize the development of practical skills and flexibility.

Addressing Challenges

As we embrace the use of artificial intelligence (AI) companions in higher education, there are a number of implementation-related problems that must be recognized and addressed. In-depth discussions on data privacy, moral AI applications, and the possibility of bias reinforcement in the classroom are covered in this part.

- Data Privacy Concerns:**
Large volumes of data must be gathered and processed in order to use AI companions. Strong data privacy safeguards are essential for protecting sensitive student and teacher information. Institutions need to set up thorough procedures to safeguard data integrity and keep personal information private.
- Ethical Use of AI:**
The appropriate use of AI companions requires careful consideration of ethical issues. Institutions

have to deal with concerns about accountability, transparency, and algorithmic justice. In order to avoid unforeseen repercussions and provide fair access to educational resources, it is imperative to establish ethical rules for the development and application of AI systems in education.

- Bias Mitigation:**
Biases in the data used to train AI systems can affect the systems. This may result in unequal treatment or opportunity for pupils in the educational setting. In order to foster equity and inclusion in the educational setting, institutions need to take proactive measures to detect and address biases present in AI algorithms.

It will take cooperation between academic institutions, legislators, and IT developers





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Dr Hemachandran Kannan is the Director of the AI Research Centre, Associate Dean of the School of Business, and Area Chair of the Analytics Department at Woxsen University.

He is an ambassador of the AI Accelerator Institute and an Advisory Board member in many international and national companies such as AptAI Labs, USA, Agzitence Pvt, Ltd, and many more.

He served as an effective resource person at various national and international scientific conferences and also gave more than 25+ lectures on topics related to Artificial Intelligence and Higher Education.

Currently serving as Expert at UNESCO and ATL Mentor of Change.

to overcome these obstacles. We can promote a responsible and fair integration of AI companions in higher education, guaranteeing a positive and inclusive influence on the learning experience, by giving data protection, ethical concerns, and bias reduction first priority.

The Symbiotic Relationship

The symbiotic link between human instructors and artificial intelligence

partners emerges as a cornerstone for transformational teaching in the changing landscape of

higher education.

This section examines how technology innovation and human knowledge work together, highlighting the complimentary responsibilities that each plays in creating a comprehensive and enriching educational experience.

1. Collaborative Expertise: The purpose of integrating AI companions is to augment human teachers' roles, not to take their place.

the Educators (AI)

DR. RAUL RODRIGUEZ

**Dr. Raul V. Rodriguez, Vice President, Woxsen
University
Hyderabad, India**



Dr. Raul Villamarin Rodriguez is the Vice President, Woxsen University. Dr. Rodríguez is an Adjunct Professor at Universidad del Externado, Colombia and member of the International Advisory Board at IBS Ranepa, Russian Federation, and a member of the IAB, University of Pécs Faculty of Business and Economics.

He is also a member of the Advisory Board at PUCPR, Johannesburg Business School, SA, and Milpark Business School, South Africa along with PetThinQ Inc, and SpaceBasic, Inc.

He is a visiting professor at Uni. del Rosario, and Expert at UNESCO. Additionally, he is also a Steering Committee Member for the Annual Conference at EFMD Global.

Dr. Rodriguez's specific areas of expertise and interest are in the intersection of cognitive psychology with Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Robotic Process Automation, Multi-agent Systems, Knowledge Engineering, and Quantum Artificial Intelligence.

human educators. AI companions that are outfitted with individualized learning algorithms and data-driven insights enhance this by offering customized assistance to certain pupils. As a result, the learning environment is dynamic and sensitive, adjusting to the changing demands of the student.

The experience and empathy-based collaborative knowledge of educators complements AI's analytical and computational capabilities. They work as a strong team to meet the various demands of the students.

2. Adaptive Teaching Methods: The teaching process benefits from the creativity, intuition, and flexibility of

3. Mentorship and Guidance: Although AI companions are excellent at eliminating repetitive chores and providing individualized learning experiences, human mentoring still plays a crucial and indispensable role. Beyond what AI can accomplish, educators offer direction, support, and sophisticated understanding.

For students to succeed, a helpful learning environment is fostered by this mentorship.

4. Ethical Oversight:

By fostering moral principles and critical thinking in their pupils, human teachers provide education a moral and ethical component. AI applications are made ethically sound and in line with educational objectives thanks to this mutually beneficial collaboration. Ensuring the integrity of the learning process and resolving ethical quandaries require human supervision.

The symbiotic partnership between human teachers and AI companions represents a healthy cooperation that optimizes the talents of both entities as we traverse the future of higher education. Educational institutions may provide a comprehensive and flexible learning environment that equips students for the demands of a technologically sophisticated society by acknowledging and appreciating this relationship.

Conclusion

In

the Educators

conclusion, the incorporation of AI companions into higher education signifies a groundbreaking combination of technology and human expertise. This cooperative method fosters a vibrant, personalized, and friendly learning environment.

As we go forward in this new educational frontier, ethical considerations, responsible

use of AI, and finding a balance between automation and human mentorship are crucial.

By accepting this beneficial interaction, higher education institutions may offer a thorough and flexible learning environment that maximizes the potential of both artificial intelligence and human tutors while preparing students for the problems of the future.

THE GLOBAL MENTOR

INSPIRE SOMEONE TO DREAM MORE, DO MORE, LEARN MORE & BECOME MORE

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INSPIRE GENERATIONS

CORPORATE INVESTMENT TIMES

Supercharged Buildings

Where smart grid meets age-old building principles to make them climate smart

JACK

LAKEN

Innovator/Inventor Accelerating ROI of Net Zero Energy
Sharing Buildings | Energy Storage | Climate Smart Zero
Carbon Buildings | Green Construction Edge
Greater Toronto Area, Canada

As we've improved human shelters from caves to condos, we have engineered increasingly complex systems to maintain our comfort. Modern central heating and cooling systems give us the freedom to live and work almost anywhere and be spared exposure to weather.

This is, of course, a good thing. But humankind pays a price for so much comfort; it is highly energy intensive. Thus, architects and engineers worldwide are trying to find ways to system large structures in a more energy conscious way.

Often this means embedding ever greater complexity into construction. And while this achieves energy savings, the added systems and technology drive up the price of any building, and especially green building.

the Inventor

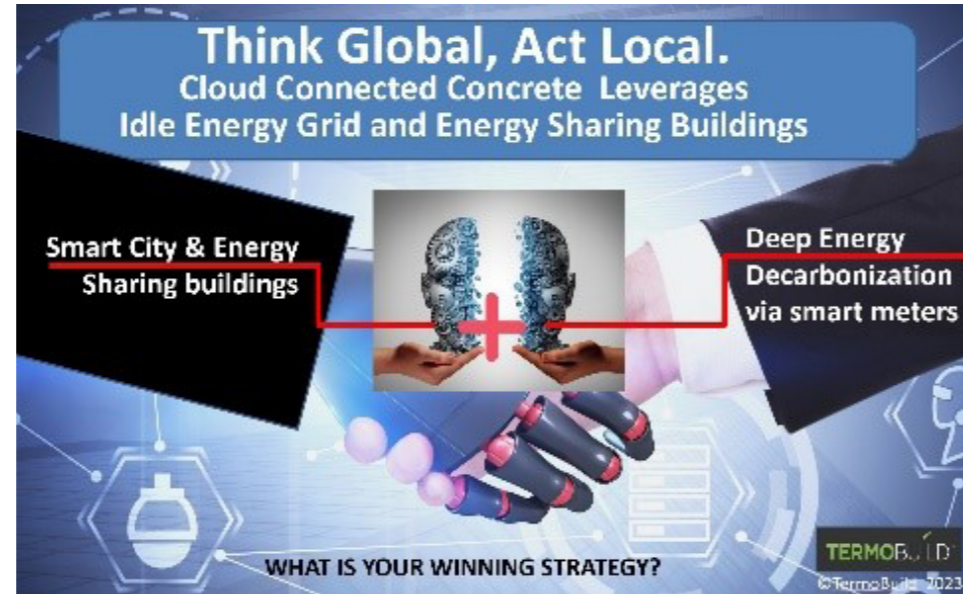
#AI, #IOT, #BLOCKCHAIN, #CYBERSECURITY, AND #QUANTUMCOMPUTING

Termobuild innovative approach describes a better way, one that costs no more than conventional construction, yet offers superior energy management and luxury comfort. But before we explain the solution, let's look at where contemporary building often goes wrong in one sentence.

Better buildings cost more than main stream market is ready to pay for it.

The building is local, the solution is global.

Technology is beneficial to wide range of climates worldwide, even some of the most severe. For example, Chennai, India has scorching heat on par with Arizona,



comfort, demonstrating the exceptional storm resiliency of Termobuild structures.

How Termobuild Offers Better Return and Lower Risk

The market demands that new buildings be ever more comfortable, energy efficient and safe. They also must be smart, taking advantage of the latest technology to monitor and manage peaks and valleys of energy use. They must be responsive to energy markets, adjusting power consumption as price signals change. And they must be reliable, maintaining indoor comfort and keeping on the lights during

Termobuild's supercharged building offers all that is expected of today's smart construction, yet at a lower capital cost. How?

First, Termobuild creates a unique form of energy storage and distribution that uses only conventional building materials, with particular reliance on concrete linked with HVAC systems.

Second, Termobuild's technology combines 5 mechanical systems into one.

So heating and cooling, ventilation, and energy storage become one system. As

and is notorious for high power prices and blackouts because of grid limitations. But the Global Corp. building in Chennai, with its Termobuild technology, is spared from the grid's unpredictability and punishing pricing structure. Stored cooling energy in air driven smart floors allows the building to stay cool even when power supply is restricted. Moreover, when the eye of a cyclone came within 14 miles of the building, those inside experienced no disruption in



storms and grid failures.

We help to solve sizable challenges for investors, architects, capital project

managers and engineers in the early planning stages of a project. While the industry has the technology and system know-how to produce this kind of building, it comes at a high cost. 'Green' and 'smart' construction can carry a significant capital and maintenance price premium.

Is there a way to system super-performing buildings that cost no more than conventional construction? Yes,

a result, Termobuild requires half the mechanical equipment – chillers, boilers, ground-source heat pumps or simple roof top units – as in a conventional building. This is important because mechanical systems represent a significant avoided cost in building construction, as much as \$25 to \$40 per square foot. These two hallmarks of Termobuild system – use of standard building materials and less mechanical plant – create super performance at a cost no higher than conventional construction. Of course, there are other forms of effective energy storage now in use, particularly for existing buildings. But they typically come up short when matched against Termobuild.

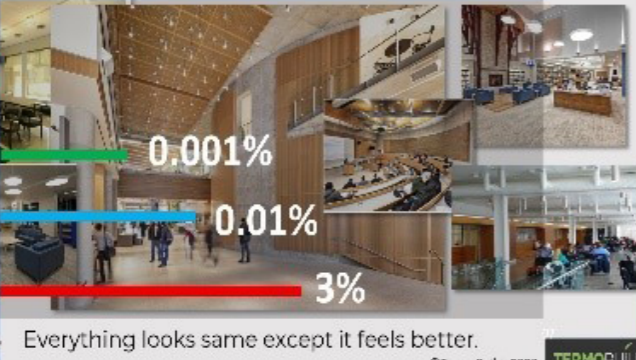


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Buildings with Passion and Purpose fill the Gap with:
Radiant Wellness & More

How Many have it now?

- 1) Thermal Energy Storage **0.001%**
- 2) Radiant Cooling **0.01%**
- 3) Radiant Heating **3%**



Everything looks same except it feels better.

For example, compare Termobuild's system to one that uses ice to achieve energy storage, an equipment-intensive and energy-intensive undertaking. The ice is made at night. By day, fans blow air over the ice to cool the building. Ice storage systems require pumps and ice-making equipment, along with fans to move the cool air to the building interior, often from the distant rooftop or basement.

This can require significant duct work, which not only adds to costs, How Termobuild's smart floor works

Termobuild's engineering feat begins with its unique 'smart floor' kit, which includes hollow concrete slabs paired with a ventilation system.

The ventilation system activates the dormant concrete placed between the building's walls and floors. The slabs store heat and coolness to be gradually released as

needed.

In summer, if the temperature is cooler outside than in-side at night, a simple ventilation fan draws in the cool air, circulates it through the hollow slab and supercharges the concrete. The concrete efficiently absorbs the coolness and then behaves like a battery;

it stores the free, cool air and gradually discharges it by day as the building warms up.

This radiant cooling dramatically cuts back on use of the building's air conditioning system.

Conventional building system often

account this natural heat, which further minimizes mechanical equipment, and therefore lowers not only capital costs but also energy bills.

The bottom line

Termobuild's system also incorporates other favored technologies – which will vary based on location and building needs – to achieve maximum energy performance. These include on-site generation, ground source heat pumps and solar thermal energy. Pairing Termobuild smart floors with these technologies can reduce energy capacity needs by 40 to 50%.

Did you know that most conventional buildings operate in the conflicting way. They cool by day when everyone is at work, so the air conditioning system must work very hard. As a result, they need larger cooling equipment and as such use excessive electricity.

Equally important, by running air conditioning mostly at night – rather than mostly by day – Termobuild takes advantage of the low night-time pricing offered by many utilities. Power prices drop at night because demand minimizes on the electric grid. Again, conventional buildings do the opposite; they operate cooling equipment most intensely when the electricity prices are highest. Termobuild offers a better, lower cost way to manage electricity use.

Why it Feels Good to

Cost Effective, Safe, Efficient, and Beautiful Spaces



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Validated as Best in USA. Termobuild buildings achieve high metrics for energy efficiency, resilience, return on investment, and makes people comfortable inside the building.

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NREL Institute for ENERGY

A Guide to Zero Energy and Zero Energy Ready K-12 Schools

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ignores this considerable heat resource, and as result incorporates more heating equipment than is needed for comfort. Termobuild's engineering takes into



The Center for Building Performance and System at Carnegie Mellon University found that the top two complaints in offices are that they are either too hot or too



cold. Discomfort leads to lower worker productivity. For example, other studies have shown that more typing mistakes occur when a room is too cold. Conversely, workers in 'green' buildings are absent less often due to illness.

Given that employees typically represent the top expense for businesses in office buildings — far more than energy — worker

JACK LAKEN

**Innovator/Inventor Accelerating ROI of Net Zero Energy Sharing Buildings | Energy Storage | Climate Smart Zero Carbon Buildings | Green Construction Edge
Greater Toronto Area, Canada**

P.Eng. B.Sc., President of Termobuild Canada is a specialist in global decarbonization through integrated building solutions.. We also discovered that Fresh wave of Smart City intelligent buildings are ready for lean decarbonization budgets. Passion of connecting two existing products creates new value that is otherwise lost. It fills the critical gap with conventional building systems, tools and templates.

He brings over 30 years of North American and International experience in low energy building solutions with buildings rated as best in Canada and Recently USA.

Validated expertise on “how to do more with less” set to take decarbonization of educational and many other buildings into climate smart category as well as Smart City super-blocks dials into root causes of todays carbon cutting gaps. Resilience, Zero energy buildings and how to future proof real estate value.

As we've improved human shelters from caves to condos, we have engineered increasingly complex systems to maintain our comfort. Modern central heating and cooling systems give us the freedom to live and work almost anywhere and be spared exposure to weather. This is, of course, a good thing. But humankind pays a price for so much comfort: it is highly energy intensive.

comfort is crucial to the bottom line.
Termobuild structures are pleasant to be

inside because they use radiant heating and cooling. This approach offers a superior comfort aesthetic. The heating and cooling system mimics what we feel when we stand near a roaring fire or when we emerge outdoors on a spring day and the sun's

radiation gradually warms our skin. But in this case the gradual warmth or cooling radiates from the structure's concrete floors and walls.

In contrast, forced-air systems blast cold or hot air from ducts. Blowing air — even if it is hot — can actually make us feel chilly rather than warm. That is one of the reasons radiant systems are more energy efficient than forced-air systems. Be Part of Climate Smart Buildings with Purpose and Passion!

We would like to work with you. For more info contact: greenteam@termobuild.com

the Inventor

the Mentor

The Future of Global Education

“Global Education Influencer”

AHMAD J.
NAOUS

President (UIPM)/Director UAPCU/Global Education Influencer/Int.Books for Peace Award 2020/Leadership Gold Award 2021
Beirut Governorate, Lebanon

The future of global education is a complex and multifaceted topic, with a wide range of potential developments and challenges Increased personalization and adaptability:

Education will become increasingly personalized, with students receiving tailored instruction and learning experiences that are aligned with their individual needs and interests. This will be made possible by advances in technology, such as adaptive learning platforms and artificial intelligence.

- Greater use of technology: Technology will continue to play a major role in education, with new tools and platforms emerging to support teaching, learning, and assessment. Virtual reality and augmented reality are just two of the technologies that have the potential to transform the way we learn.
- A focus on global competence and citizenship: Education will increasingly focus on developing students' global competence and citizenship skills.

This means preparing students to understand and engage with a complex and interconnected world.

- A shift towards lifelong learning: Education will become a lifelong process, with individuals constantly learning and upskilling throughout their lives. This will be necessary to adapt to the changing demands of the workplace and the rapidly evolving world around us.

- A growing emphasis on equity and inclusion: Education systems will need to strive to provide equitable and inclusive learning opportunities for all students, regardless of their background or circumstances.

In addition to these general trends, there are a number of specific challenges that the future of global education will need to address. These include:

- The increasing demand for education: The global demand for education is growing rapidly, and education systems will need to find ways to meet this demand while maintaining quality.
- The need for skilled teachers: The teaching profession is facing a number of challenges, including a shortage of qualified teachers and a lack of professional development opportunities.
- The rise of inequality:



Inequality in education is a growing problem, with students from disadvantaged backgrounds often having access to lower-quality education.

- The challenges of climate change: Climate change is a complex and urgent issue that will require new forms of education and learning.

The Role of AI In Global Education

Artificial intelligence (AI) has the potential to play a transformative role in global education, addressing some of the most pressing challenges and unlocking new opportunities for learning. AI-powered tools and technologies can enhance personalization, expand access, and improve the overall quality of education for students around the world.

Personalization and Adaptive Learning: AI can provide personalized learning experiences tailored to the individual needs, strengths, and learning styles of each student. AI-powered platforms can analyze student data, identify gaps in knowledge, and recommend personalized learning pathways and resources. This can help students learn more effectively, achieve better outcomes, and stay motivated.

Accessibility and Equity: AI can bridge the digital divide and expand access to quality education for students in remote areas or with disabilities. AI-powered translation tools can break down language barriers, making educational content available in multiple languages. AI-powered learning platforms can provide personalized support and guidance for students with special needs.

Enhanced Teaching and Learning: AI can empower teachers

to focus on more meaningful interactions with students by taking over routine tasks such as grading, providing feedback, and assessing progress. AI-powered tools can analyze student data and provide teachers with insights into individual learning patterns and challenges, enabling them to tailor their instruction accordingly.

Language Learning and Acquisition: AI-powered language learning tools can provide personalized instruction, adaptive feedback, and real-time practice opportunities, accelerating the language learning process. AI-powered translation tools can facilitate communication and collaboration between students from different language backgrounds, fostering global connections and understanding.

Special Education Support: AI can provide personalized learning experiences and adaptive support for students with special needs. AI-powered tools can identify individual learning styles, adapt content and instruction, and provide real-time feedback, helping students with disabilities learn effectively and reach their full potential.

Promoting Global Competence: AI can be used to create engaging and interactive simulations and virtual experiences that immerse students in different cultures and perspectives, fostering global competence and cross-cultural understanding. AI-powered translation tools can enable students to access and learn from diverse sources of information from around the world.

Addressing Educational Challenges: AI can help address some of the key challenges in education today, such as teacher shortages, inequitable access, and the need for personalized learning. AI-powered

tools can automate routine tasks, provide personalized support, and expand access to quality education, helping to bridge educational gaps and improve outcomes for all students.

While AI holds immense promise for transforming global education, it is important to acknowledge and address potential ethical concerns and challenges, such as data privacy, algorithmic biases, and the impact on human-teacher interactions. Ethical guidelines and frameworks need to be established to ensure that AI is used responsibly and equitably in education, maximizing its benefits while mitigating potential risks.

Overall, AI has the potential to revolutionize global education by providing personalized learning experiences, expanding access, and enhancing the overall quality of education for students around the world. With careful implementation and ethical considerations, AI can be a powerful tool for advancing education and empowering learners to achieve their full potential.

The Need to have Global Education Influencer:

A global education influencer is an individual who uses their platform to promote education and learning to a global audience. They may be teachers, students, parents, or simply passionate advocates for education. Global education influencers typically have a strong online presence, with large followings on social media and/or blogs. They use their platforms to share educational content, resources, and tips, as well as to advocate for educational policies and initiatives that will benefit all students.

The Story of a Global Education Influencer” Professor Ahmad J. Naous: A Pioneer in

Educational Transformation

Professor Ahmad J. Naous, a Lebanese economist and business strategist, has emerged as a prominent figure in the realm of global education. His unwavering commitment to educational advancement and his innovative contributions to the field have earned him recognition as a transformative leader.

Naous’s journey as an education influencer began with his groundbreaking work in strategy and execution, culminating in the development of Stratexology, a holistic approach to business that emphasizes shared value creation for all stakeholders. This innovative framework has had a profound impact on the education sector, providing a roadmap for institutions to align their strategies with their missions and effectively achieve their goals.

Beyond his theoretical contributions, Naous has also been a driving force behind practical initiatives that have directly improved educational outcomes. His efforts to promote open educational resources (OER) have made high-quality learning materials more accessible to students worldwide, breaking down barriers to education and empowering learners to reach their full potential.

Naous’s influence extends beyond traditional educational settings, as he has actively engaged in the development of online learning platforms and tools. His unwavering belief in the potential of technology to enhance education has led to the creation of innovative solutions that cater to the diverse needs of learners in the digital age.

Naous’s dedication to educational transformation has not gone unnoticed. He has received numerous accolades,

including the International Books for Peace Award and the distinction of being elected among the 100 Most Admired People in Education in 2021. These recognitions serve as testaments to his profound impact on the global education landscape.

Beyond his academic achievements, Naous is a sought-after speaker and consultant, sharing his insights and expertise with audiences worldwide. His engaging and thought-provoking presentations have inspired educators, policymakers, and stakeholders to embrace innovative approaches to education and strive for excellence in teaching and learning.

Key Contributions to Global Education:

- Development of Stratexology, a holistic framework for educational strategy and execution
- Promotion of open educational resources (OER) to expand access to quality learning materials
- Engagement in the development of innovative online learning platforms and tools
- Sharing of insights and expertise through keynote presentations and consulting engagements

Impact on the Global Education Landscape:

- Inspired educators to adopt more effective and innovative teaching methodologies
- Empowered policymakers to make informed decisions that support

educational transformation

- Encouraged stakeholders to invest in initiatives that promote educational equity and accessibility

Recognition and Accolades:

- International Books for Peace Award
- Elected among the 100 Most Admired People in Education in 2021
- Numerous invitations to speak at international conferences and events
- Contributions to leading educational publications and journals

Looking Ahead:

Professor Ahmad J. Naous continues to be a leading voice in the global education dialogue, advocating for transformative change and inspiring others to join him in shaping the future of education. His unwavering commitment to equity, accessibility, and innovation





will undoubtedly continue to shape the educational landscape for years to come.

Despite these challenges, the future of global education is bright. With innovation, creativity, and collaboration, we can create a world where education is accessible, equitable, and empowering for all.

**IF YOU'RE GOING THROUGH HELL
KEEP GOING**



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Real Estate Maverick | Music Producer | Keynote Sorcerer
Dubai, United Arab Emirates

Mastering AI in 2024 Before It Masters You

Unleashing the Power of Artificial Intelligence
in the Blockchain Industry

In the rapidly evolving landscape of technology, the fusion of artificial intelligence (AI) and blockchain has become an undeniable force, poised to reshape industries and redefine the way we interact with the digital world.

As we approach 2024, the symbiotic relationship between AI and blockchain is becoming increasingly crucial, and individuals who can master these technologies will hold the keys to unlocking unprecedented possibilities.

In this article, we will explore why AI is vital for the blockchain industry, the current state of AI, and how you can stay ahead of the curve to master AI in the coming year.

The Rise of AI: A Brief Overview

Artificial Intelligence, once a realm of science fiction, has become an integral part of our daily lives. From voice assistants on our smartphones to recommendation algorithms on streaming platforms, AI is omnipresent. As we step into 2024, AI has matured into a multifaceted technology, encompassing machine learning, natural language processing, and computer vision. The rapid advancements in AI are not just a testament to human ingenuity but also a harbinger of the transformative impact it can have on various industries.

Why AI Matters for Blockchain

Blockchain, the decentralized ledger technology that underlies cryptocurrencies like Bitcoin and Ethereum, has disrupted traditional notions of trust and security. However, for blockchain to reach its full potential, it needs to evolve, and AI is playing a pivotal role in this evolution.

1. Enhanced Security and Privacy:

One of the foremost challenges in blockchain technology is ensuring security and privacy. As blockchain networks expand, the need for robust security mechanisms becomes paramount. AI, with its ability to analyze vast datasets and detect patterns, can fortify blockchain systems against cyber threats. Predictive analytics powered by AI can anticipate potential vulnerabilities, making blockchain networks more secure and resilient.

2. Smart Contracts and Automation:

Smart contracts, self-executing contracts with the terms of the agreement directly written into code, are a cornerstone of blockchain functionality. Integrating AI into smart contracts can elevate their capabilities

by introducing dynamic decision-making based on real-time data. This synergy allows for the automation of complex processes, reducing the need for intermediaries and enhancing the efficiency of blockchain applications.

3. Improved Scalability:

Scalability has been a persistent challenge for blockchain networks. As they grow, the demand for faster transaction processing increases. AI algorithms can optimize consensus mechanisms, making blockchain networks more scalable and adaptable to the growing demands of users. This fusion of AI and blockchain can pave the way for decentralized applications (DApps) with unprecedented speed and efficiency.

How to Master AI in 2024: A Strategic Approach

As AI continues to advance, staying ahead of the curve requires a strategic and proactive approach. Here are some key steps to master AI in 2024:

1. Continuous Learning:

The field of AI is dynamic, with new breakthroughs and technologies emerging regularly. Dedicate time to continuous learning through online courses, workshops, and industry conferences. Platforms like Coursera, edX, and Udacity offer a plethora of courses covering various aspects of AI, from machine learning to deep learning.

2. Hands-On Experience:

Theory alone is insufficient. Gain practical experience by working on real-world projects. Engage with AI frameworks, tools, and platforms to apply your knowledge and build a portfolio. Open-source projects

on platforms like GitHub provide an excellent opportunity to collaborate with the global AI community and enhance your skills.

3. Specialize in a Niche:

AI is a vast field with numerous specialized domains, including natural language processing, computer vision, and reinforcement learning. Choose a niche that aligns with your interests and career goals. Specializing in a specific area will not only make you an expert but also set you apart in the competitive job market.

4. Collaborate and Network:

AI thrives in collaborative environments. Join AI communities, participate in forums, and network with professionals in the field. Platforms like LinkedIn and Twitter can be valuable tools for connecting with experts, staying updated on industry trends, and accessing job opportunities.

5. Explore AI in Blockchain:

Given the symbiotic relationship between AI and blockchain, exploring AI applications in the blockchain industry can provide a unique advantage. Understand how AI can enhance the security, efficiency, and functionality of blockchain networks. Engage in blockchain projects that leverage AI, gaining insights into the intersection of these two transformative technologies.

Conclusion: Mastering the Future

As we stand on the brink of 2024, the

convergence of AI and blockchain is set to redefine the technological landscape. The ability to master AI not only opens doors to groundbreaking opportunities but also positions individuals at the forefront of innovation. The blockchain industry, in particular, stands to benefit immensely from the infusion of AI, promising enhanced security, efficiency, and scalability.

the Maestro

In the coming year, those who embrace continuous learning, hands-on experience, and strategic specialization will undoubtedly master AI before it masters them.

The journey to mastery is dynamic, requiring a commitment to staying informed, collaborating with peers, and exploring the uncharted territories where AI and blockchain intersect.

As you embark on this journey, remember that the future belongs to those who dare to master the technologies shaping it.

<https://adrianniculescu.substack.com>

DDR. MILAN KRAJNC

Academician prof. Sir ddr.sc. ddr.hc. Captain, B.Sc.,
psychotherapist, MBA, DBA, IPA, KMFAP, FRAS,
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Author of the Dynamic Leadership Model

Monte Carlo, Monaco

The Challenges and New Opportunities for Higher Education Industry Industry in a Pandemic- Constrained Environment!

In my experience, the system of education in faculties is wrong and it would be necessary to thoroughly revise the courses of study, especially to define very clearly the aim of each course and to create modern approaches.

This time I will consider the system of works of the Faculty of Education, through which system I went alone and I am still present.

Faculty of Education that much more knowledge and experience than teachers see in their work. It is not until you leave the system that you see the breadth and value of the educational path you are taking as a future teacher.



the Support

#THESUPPORT

While studying single-subject physics at the then Faculty of Education at the University of Maribor in the Republic of Slovenia (now the Faculty of Science and Mathematics), I already had direct experience of learning in primary and secondary schools. However, I quickly realized that this was not my future. I liked the profession itself very much, but the fact that I could not be creative, and especially that I had a "boss" (I did not agree with the way I was led) above me and had to

abide by certain rules, limited me. It's true that I was only 20 years old and I wanted to fly and I was rebellious, but I was still aware that I didn't want to be and act like the peers I met in the school hall. So I decided to leave the system.

"Take my advice so you don't repeat my mistakes." - Milan Krajnc.

What bothered me the most was that teachers complained all the time. But I didn't want that, I didn't feel comfortable in an environment where there was a lot of "negative" energy, and because I saw that I couldn't do much on my own, I left the system at 24, went among entrepreneurs, and then started working as a "physicist" on optimizing business processes. In other words: I taught other entrepreneurs how to do their jobs more easily and efficiently.

Many entrepreneurs have asked me where I got this knowledge and skill, since I studied teaching and was only 24 years old. I couldn't explain it to them at the time, but today it is crystal clear to me. The faculty of education itself "gave" me that, the rest I gained through experience.

Of all educational institutions, the Faculty of Education actually learns how to lead the best.

So, based on the



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knowledge I acquired at the Faculty of Education, I acquired:

- - Fundamentals of behavioral psychology to understand the functioning of human personality.
- Fundamentals of developmental psychology to understand what the key factors of growing up are.
- The basics of brain function to understand how people perceive information and external reactions.
- The basics of natural laws (physics) to see what the limits of a free and safe life are.
- The basics of social processes to see how society works and what causes chaos.

That is why I have incorporated many elements from the educational field into the management training process I have developed. In addition to the management method and my school, my priority remains the reorganization of companies, crisis management, crisis management, which I have been dealing with for 20 years. It is true that it is in my nature to get perfectly into such situations and then lead the managers to success.

However, when I analyzed my work, why my work was successful, I saw that I continued to work as a teacher. In a company where I solve different things, I create a kind of classroom where I teach employees new organizations and different approaches, and my work is exactly the same as in school or in the Faculty of Education. This then

gave rise to the title by which I am now known to my followers - TEACHER OF LIFE.

In the article you are reading, I am not praising the Faculty of Education, but I want to emphasize that we are not aware of our primary path and institution, and that if we do not change our path, we will not see all the added value we get for our lives. In comparison, I wanted to show the added value of a teacher compared to other professions.

It is true that the teaching profession is undervalued today, but this is largely the fault of the teachers themselves, as we do not know how to value our work and ourselves. Therefore, perhaps it would be necessary to build more self-confidence into the process of teacher education itself, to build this self-confidence from within each student, rather than through the status and receipt of the diploma.

This is an advantage of the faculty of education that I have used in my later work. However, if I go through the situation that only one teacher would remain in primary or secondary school, I might have a problem because certain or the most important knowledge is not provided by the Faculty of Education.

So the aim of

the Support

education in the Faculty of Education is not only to impart subject knowledge, but also the knowledge of how to impart this high science to those who are just beginning to perceive the world.



I can say for myself that I became an expert in physics after my education, not someone who can pass on that knowledge.

It is a central problem that methodology and pedagogy are on a theoretical rather than an applied level.

So I could say that in this case, the final step that pedagogical faculty should take doesn't even exist in the educational process. And so it is in most other faculty programs, as if the program was not developed to completion, but everything remains somewhere in between. All in all, it looks like Microsoft program code that they are constantly correcting and hiding bugs because they never really start

from scratch. We do the same thing when renovating educational programs, we never do a reset and would rebuild everything from scratch with new learnings.

That's one problem and the other is the university professors themselves. A university professor should be a perfect role model for students in every way, from lifestyle, knowledge transfer... he should be a kind of superhero. And this is by a very simple example, because we learn by example. It's like a child, when it's born, it comes into the world with no guidance for life, but it learns by reputation. It imitates its parents and thus forms its personality. Students do the same thing, they imitate their professors.

Library of Milan Krajnc

Academician prof. dr. MILAN KRAJNC, psychotherapist

And now the question arises, who teaches the professors at the universities to teach in the first place?

No one!

It's true that the process of becoming a university professor is time-consuming, but it's all about professionalism and scholarship. But you don't hear much about pedagogy, public speaking, rhetoric, leadership psychology ... you don't hear much.

Thus, each lecturer imparts knowledge according to his feelings, and if we work somewhere according to our feelings and have no structure, human weaknesses come out and so many university professors treat their complexes to students, because they approach them from a point of view, which means that they are blinded by their positions and do not take them right away.

So, a program should be created in which the university professor as the highest authority is also educated as a "human being".

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