

## Pressemitteilung

Berlin International University of Applied Sciences

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19.08.2024

<http://idw-online.de/de/news838343>

Wettbewerbe / Auszeichnungen, Wissenschaftliche Publikationen  
Pädagogik / Bildung, Wirtschaft  
überregional

### Award-Winning Berlin International Alumni at ICIEI 2024

We are thrilled to announce that Igor Sokol, Alumni of the BA Business Administration | International Management & Marketing, and Prof. Hasan Koc, Head of the BA in Data Science, have co-authored a groundbreaking paper titled "Exploring the Digital Landscape in Higher Education: Investigating the Role of Technology, Techno-invasion, Techno-overload, and Tools in Student Well-being". This paper was presented at the 9th International Conference on Information and Education Innovations (ICIEI 2024) in Verbania, Italy, where Igor Sokol was honored with the Best Oral Presentation Award!

Their quantitative study delves into how technostress affects student well-being in universities. Through surveys and statistical analyses, the research explores the complex relationships between technostress, techno-invasion, techno-overload, and the tools used, examining their impact on well-being and academic performance. The findings reveal a significant negative correlation between techno-invasion and well-being, particularly among business students. While technostress does not predict academic performance, varied perceptions underscore the nuanced dynamics. The study provides valuable insights into balancing the benefits and challenges of technology in higher education, fostering a supportive learning environment, and offering essential support to manage technology-related challenges.

This achievement highlights the outstanding research capabilities within our faculty and the opportunities available to our students at Berlin International University of Applied Sciences. We are dedicated to encouraging and supporting our students to engage in research and participate in international conferences. Such accomplishments reflect our commitment to fostering a dynamic and forward-thinking educational environment.

We are incredibly proud of Igor Sokol and Prof. Hasan Koc for their exceptional work and look forward to continuing to support remarkable research projects. Stay tuned for more updates and achievements from our faculty that showcase our institution's innovative spirit and academic excellence.

#### About Berlin International University of Applied Sciences

Berlin International University of Applied Sciences (BI) is a state-recognized private university in the heart of Berlin. BI stands for international and intercultural exchange and follows an interdisciplinary approach.

Berlin International offers Bachelor's and Master's degree programs in two departments: Architecture & Design and Business Administration. The degree programs are state-accredited and the language of instruction is English. The BI courses have a high practical relevance and are strongly oriented towards the respective industries and global job markets. The study programs are characterized by a clear structure, small learning groups per program and intensive contact with lecturers and professors.

All information on programs and the application process can be found here:  
<https://www.berlin-international.de/en/>

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## Originalpublikation:

ICIEI '24: Proceedings of the 2024 9th International Conference on Information and Education Innovations  
<https://doi.org/10.1145/3664934.366493>



Igor Sokol honored with the Best Oral Presentation Award