



MANAGEMENT OUTLOOK



A MONTHLY PUBLICATION OF PAKISTAN INSTITUTE OF MANAGEMENT

Vol. XXVIII No. 06

June 2023

Google Bard vs ChatGPT: Which AI Chatbot is Better?

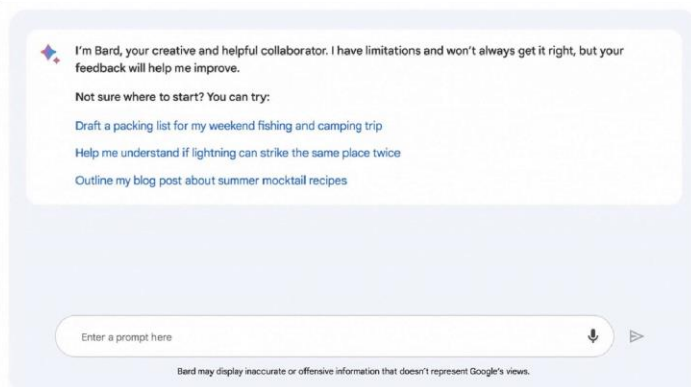
As artificial intelligence and machine learning continue to evolve at a rapid pace, we find ourselves in a world where chatbots are becoming increasingly commonplace. Google recently made headlines with the release of Bard, its language model for dialogue applications (LaMDA). It is said to be trained to have more natural and open-ended conversations with humans. Meanwhile, ChatGPT has been gaining popularity as a natural language processing tool that can perform a range of tasks.

Both platforms offer a variety of features, including the ability to generate text, translate languages, write different kinds of creative content, and answer your questions in an informative way. However, there are some key differences between the two platforms.



Google Bard

Google Bard is a large language model (LLM) chatbot developed by Google AI. Bard is trained on a massive dataset of text and code, which allows it to generate text that is both human-like and informative. Bard can also translate languages, write different kinds of creative content, and answer your questions in an informative way.

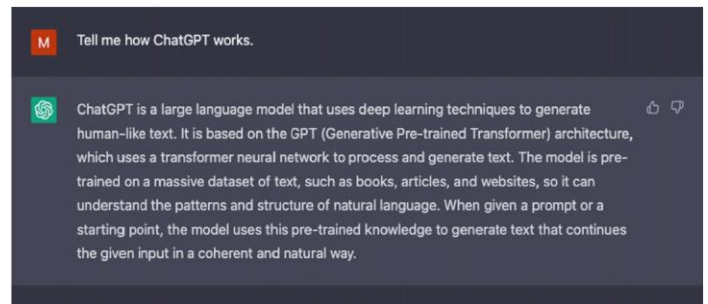


by **Muhammad Aleem Habib**
DGM, PIM



ChatGPT

Chat GPT is a LLM chatbot developed by OpenAI. ChatGPT is trained on a massive dataset of text, which allows it to generate text that is both human-like and informative. ChatGPT can also translate languages, write different kinds of creative content, and answer your questions in an informative way.



COMPARISON

Data

One of the key differences between Google Bard and ChatGPT is the data they are trained on. Google Bard is trained on a massive dataset of text and code, while ChatGPT is trained on a massive dataset of text. This means that Google Bard has access to a wider range of information, which can make its responses more informative.

User Friendliness and Interface

The user-friendliness of a chatbot is essential for making it accessible to a broad range of users. Bard has an advantage over ChatGPT when it comes to user-friendliness. It has a nicer-looking interface and formatted text that's much easier to scan. Moreover, Bard allows you to edit your questions after you ask them. Also, you can upvote and downvote the response, along with searching for it over the web. Overall, the interface of Bard

Space Available for Advertisement

Circulation: 1200 copies per month, all to Senior Executives and decision makers
Rate: Rs. 120,000 for 12 issues

looks cleaner and more organized.

Text Processing

Chatbots can perform a wide range of tasks, including summarization, paragraph writing, and translation. While Bard offers better conversational AI capabilities, ChatGPT excels in text processing, making it ideal for applications such as summarization, where accuracy and comprehensiveness are crucial. The ability to perform multiple roles on a more textual level makes ChatGPT a versatile and valuable tool for anyone working with NLP (natural language processing).

Features

Google Bard and ChatGPT offer a similar range of features. Both platforms can generate text, translate languages, write different kinds of creative content, and answer your questions in an informative way. However, there are some minor differences in the features offered by each platform. For example, Google Bard has a feature that allows you to ask it to explain its reasoning behind a particular response.

Feature	Chat GPT	Google
Up-to-date information	Limited to 2021	Up-to-date
Complete information	Can provide complete information, but may not always have the latest information	Comprehensive and up-to-date
Accuracy	High, but may not always have the most current information	High
Format of output	Text-based	Text, voice, and visual
Knowledge limitation	Limited to the information it was trained on	No limit
Personalised results	No	Yes
Language processing capabilities	Very advanced	Advanced

Pricing

Google Bard is currently in beta and is not yet available to the public. However, Google has said that it plans to make Bard available for free once it is fully released.



ChatGPT is currently available for a fee. The price of ChatGPT varies depending on the features you want to use.

Conclusion

In conclusion, both Google Bard and ChatGPT are powerful conversational AI tools that excel in different areas. Bard outperforms ChatGPT when it comes to human-like response, user-friendliness of the interface, and real-time access to the internet. However, ChatGPT has an advantage in text-processing tasks like summarization and paragraph writing. While Bard's responses aim for ultra-authenticity, it still falls short in terms of hallucination or generating fake news. Moreover, access to ChatGPT is limited and comes at a cost, whereas Bard is free for all. We must consider these factors when choosing between the two tools, depending on the specific use case and requirements.

Which AI chatbot is better?

The best AI chatbot for you will depend on your specific needs. If you are looking for a chatbot that is both human-like and informative, and that can access a wide range of information, then Google Bard is a good option. If you are looking for a chatbot that is available for a fee, and that offers a wider range of features, then ChatGPT is a good option.



Strategies for Running an Organization During Political Instability

by **Muhammad Syed-ul-Haq**
Executive Director

The current politically unstable situation in the country has given a unique challenge to the business organizations. All sort of organizations gets affected with political instability whether directly or indirectly. Political instability canaries from various factors such as social unrest, government instability, economic crises, government bankruptcy, high inflation rate, and geopolitical tensions. Such situations could have a material impact on business organizations and pose risks to its existence, operations, investments and overall growth. However, with careful planning, strategic management, and a positive mindset, businesses can overcome these challenges and be poised for success, even in times of political uncertainty. Following few suggestions can help: -

1. Remain Informed and Continuously Analyze the Situation:

Staying informed about the political situation is critical to operating effectively in times of political instability. Try to get information from every possible source. This includes news, political developments and local regulatory oversight. Analyze to exclude fake/wrong information. Develop trends based on information received from verified sources. Predict potential impact of political instability on business operations, supply chains and market trends. Understanding the root causes of instability and possible future scenarios can help develop contingency plans and make informed and rational decisions.

2. Diversification in Business and Market:

One of the key strategies for operating a business in a politically unstable environment is to reduce reliance on a single product/service, market or location, customer. Diversifying your business and expanding in to stable regions and countries can increase the resilience. Even in current economy, diversifying into new customer segment brings opportunities. This strategy spreads risk and minimizes the business impact of political instability. Exploring new markets, forming partnerships and joint ventures, and investing in economies with stable political environments provides helps in sailing through the tough times.

3. Building Relationships and Collaborating with Others:

When doing business in a politically unstable environment, building strong relationships with local stakeholders is critical. Try partnering with government officials, other business organizations and local community leaders. Such relationships provide access to valuable insights, resources and opportunities to navigate during uncertain times. Working with partners and peers is also beneficial. By sharing information, sharing resources, and tackling challenges together, managers can build resilience across their organization.

4. Develop and Manage Financial Resilience:

In times of political uncertainty, financial stability is paramount. Build cash reserves, manage debt effectively, and ensure liquidity in uncertain times. Develop financial projections regularly especially liquidity positions and adjust as circumstances change.

Effective diversification in funding sources reduces exposure to volatile markets. Look for Political risk insurance options, this will provide some protection against potential losses due to political instability such as business disruption and political violence/destruction.

5. Innovation and Adaptability:

Flexibility and adaptability are important characteristics for companies operating in a politically turbulent environment. Innovation in products, services, operations, customer services, management, and forecasting help in developing resilience against instable business environment. Continuously evaluate the business model and operations to identify areas for improvement and innovation. Leverage advances in technology and digitization to streamline processes and increase operational efficiency. Discover new markets, products and services that may create opportunities for both politically stable and unstable regions. The ability to adapt and innovate quickly helps organizations remain agile and competitive regardless of the political climate.

6. Contingency Planning for Managing in Crisis Situations:

A solid contingency plan and contingency strategy is essential for any business operating in a politically unstable environment. Identify potential risks and develop response plans to mitigate their impact. Setup clear communication channels so that stakeholders can be notified immediately of any disruptions or changes. Maintain regular communication with employees, suppliers and customers to resolve concerns, provide updates and ensure business continuity. Simulation and scenario planning exercises also help organizations prepare for potential crises.

7. Avoid Affiliation with Political Ideology:

It is very critical to develop and retain a position of non-political status of the organization. Instable political situation can turn to some surprised outcome where previous political affiliation can create problems for the organization and its employees. Therefore, it is important to remain neutral and non-aligned during the political instability. Managing an organization in a climate of political instability requires a proactive and adaptive approach. By remaining informed, diversifying operations, building strong relationships, maintaining financial resilience, embracing innovation, developing effective contingency plans, and staying politically non-aligned, organizations can reduce risk and capitalize on opportunities.

The political instability brings a tough time for the economy and poses a challenge for its resilience; however, it also brings opportunities. One need to have an eye to identify and grab them on time. By this, the organization can face the political storms and come out stronger in the long run. Ultimately, success lies in a combination of foresight, agility, and the ability to turn adversity in to opportunity.

INSPIRATIONAL QUOTES

I never dreamed about success. I worked for it.
– **Estée Lauder**

You learn more from failure than from success. Don't let it stop you. Failure builds character.
– **Unknown**

Don't let yesterday take up too much of today.
– **Will Rogers**

Karachi

July 17-19 SKILLS IN GOAL SETTING AND WORK PLANNING

July 17-18 ANALYZING AND VISUALIZING DATA WITH POWER BI TOOLS

July 24-25 EFFECTIVE PURCHASE MANAGEMENT

July 24-26 FINANCE AND ACCOUNTING FOR NON-FINANCIAL EXECUTIVES

July 31-Aug 1 ENTERPRISE RISK MANAGEMENT

Lahore

Jul 10-11 CREATING ORGANIZATIONAL EXCELLENCE

Jul 10-12 MANAGING THE LEARNING AND DEVELOPMENT FUNCTION:
FROM TNA TO ROTI (HALF DAY)

Jul 18-19 PROCEDURES OF CONDUCTING EMPLOYEE ENQUIRIES

Jul 24-25 HOW DO EFFECTIVE MANAGERS ORGANIZE THEMSELVES

Jul 24-25 HANDLING DIFFICULT PEOPLE

Jul 24-25 QUALITY ASSURANCE AND MANAGEMENT

Jul 31-Aug 1 CONTRACT MANAGEMENT

Islamabad

Jul 10-11 ENTERPRISE RISK MANAGEMENT

Jul 10-12 ADVANCED MS EXCEL

Jul 13-14 COST AND MANAGEMENT ACCOUNTING FOR NON-FINANCIAL
EXECUTIVES

Jul 13-14 INTERNAL AUDITING FOR INTEGRATED MANAGEMENT SYSTEMS

Jul 20-21 SKILLS IN SUPERVISION

Jul 24-25 AGILE PROJECT MANAGEMENT WITH SCRUM

Jul 31-Aug 1 STRATEGIC MANAGEMENT

Jul 31-Aug 1 DEVELOPING ORGANIZATIONAL POLICIES AND PROCEDURES

PAKISTAN INSTITUTE OF MANAGEMENT

SCHEDULE OF PROFESSIONAL DIPLOMA/CERTIFICATION
PROGRAMS – KARACHI

#	Title of the Program	Starting Date	Weekdays	Duration	Fee (Rs.)
1.	Diploma in Supply Chain and Logistics Management	14-06-2023	Wed & Fri 6pm to 9pm	4 Months	56,000
2.	Diploma in Administrative Skills	14-06-2023	Mon & Wed 6pm to 9pm	3 Months	41,000
3.	Diploma in HR Audit Readiness	14-07-2023	Wed & Fri 6pm to 9pm	3 Months	41,000
4.	Certified Supply Chain Professional (CSCP) Study Group	10-06-2023	Saturday 9am to 3pm	5 Months	79,000
5.	Diploma in Educational Leadership & Management	10-06-2023	Saturday 2am to 8pm	3 Months	41,000
6.	Diploma in Health, Safety, and Environment	11-06-2023	Sunday 9am to 3pm	4 Months	56,000
7.	Certificate Program in Amazon Virtual Assistant	11-06-2023	Sunday 3pm to 7pm	2 Months	30,000
8.	Diploma in Healthcare & Lean Hospital Management (Hybrid)	11-06-2023	Sunday 10am to 4pm	4 Months	56,000
9.	PMP® Exam Preparation	11-06-2023	Sunday 10am to 4pm	3 Months	45,000
10.	Primavera P6 & MS Project 2023	11-06-2023	Sunday 10am to 4pm	2.5 Months	36,000
11.	Diploma in Event Management and Interior Designing	18-06-2023	Sunday 10am to 4pm	3 Months	41,000

For Registration & Advertisement Placement: Please Contact The Program Office

Head Office: Management House, Shahrah Iran, Clifton, Karachi.
Tel: (021) 99251718 EPABX (021) 99251711-14 Fax: (021) 99251715-16
E-Mail: program@pim.com.pk, pimmarketing@pim.com.pk

Branch Office Lahore: 70-B/2, Gulberg-III, Lahore.
Tel: (042) 99263137 EPABX: (042) 99263133-35 Fax: (042) 99263138
E-Mail: pimlho@pim.com.pk

Branch Office Islamabad Temporary Address: Room # 123,
Star Hotel, Sitara Market G-7 Markaz, Islamabad.
Tel: (051) 926 0003 – 4 Fax: (051) 926 0005
Email: pimisb@pim.com.pk
Website: www.pim.com.pk

Space Available for Advertisement

Circulation: 1200 copies per month, all to Senior Executives and decision makers
Rate: Rs. 100,000 for 12 issues