

## **Empowering Excellence Using Brain-Stimulating Articles and Interactive Sessions in a Coffee Knowledge WhatsApp Group**

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### **Abstract**

This study delves into the efficacy of combining brain-stimulating articles with interactive sessions in a WhatsApp group to improve coffee knowledge and practice. The study, which draws on cognitive learning theory and practice-based learning theory, investigates how this strategy fosters a culture of continuous learning, collaboration, and mastery among baristas at Bash Coffee Company. Baristas actively develop knowledge and increase their understanding of coffee theory by offering properly picked articles. The articles include industry news, developing trends, and advanced methodologies, allowing baristas to properly encode, store, and retrieve coffee-related knowledge. The interactive sessions supplement article-based learning by promoting information exchange, concept clarification, and practical application. Baristas participate in real-world discussions, seek advice from expert facilitators, and share their experiences with others. This collaborative setting promotes development, innovation, and skill refining. The inclusion of brain-stimulating content and interactive sessions in the WhatsApp group enables baristas to excel in their coffee practice. This strategy not only improves knowledge, but also provides clients with unique coffee experiences. The study's findings provide useful insights for coffee firms looking to foster continuous learning and excellence in their baristas.

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### **Kata Kunci:**

Coffee Mastery,  
Continuous Learning,  
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Interactive Sessions,  
Collaborative Environment,  
Excellence in Practice,  
Exceptional Customer  
Experiences

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### **1. INTRODUCTION**

Coffee expertise and practical application are critical in the quest of excellence in bar practice at Bash Coffee Company. The purpose of this study is to investigate the significance of coffee knowledge in the bar setting and to investigate the advantages of combining brain-stimulating articles and interactive question-and-answer sessions (Eyal, 2014; Lucas, 2010). The study tries to provide a comprehensive understanding of how this combination strategy develops a culture of continuous learning and expertise among baristas at Bash Coffee Company by drawing on cognitive learning theory and practice-based learning theory (Kokkonen & Alin, 2015; Marshall, 2008).

Specialty coffee knowledge serves as the foundation for baristas' grasp of the complexity involved in making the perfect cup of coffee (Parrish, 2020). It covers a wide range of topics, including bean origins, roasting procedures, extraction methods, and the science behind flavor profiles (Roland *et al.*, 2017, Tuccillo *et al.*, 2022). Baristas get a greater respect for their art by digging into coffee knowledge, allowing them to produce exceptional coffee experiences for customers. Understanding the "why" underlying the brewing process enables baristas to make informed decisions, adjust to changes, and serve consistently high-quality coffee (Halevy, 2011).

According to cognitive learning theory, individuals actively generate knowledge through mental processes (Bada & Olusegun, 2015; Illeris, 2003). Brain-stimulating articles function as accelerators for this process in the context of coffee training. Bash Coffee Company offers baristas carefully curated articles on a variety of topics, like as industry news, rising trends, and advanced techniques. The discussion will not only broaden the theoretical knowledge of baristas, but also promote critical thinking, information processing, and memory consolidation. Baristas interact with the material, encode it, store it in long-term memory, and retrieve it during practical applications (Irfan *et al.*, 2021; Lu *et al.*, 2022).

In addition to the article-based approach, interactive question-and-answer sessions allow baristas to exchange information, seek clarification, and receive help from experienced facilitators (Foss & Foss, 2019). The discussions will bridge the theoretical and practical gaps, allowing baristas to use their newly gained knowledge in real-world circumstances. Baristas obtain a greater understanding of coffee theory and refine their abilities via hands-on experience by actively engaging in these courses (Mootee, 2013). The interactive aspect of these workshops stimulates participation, active learning, and the transfer of information from theory to application.

The combination of thought-provoking content and engaging question-and-answer sessions promotes a well-rounded learning experience (Bryant *et al.*, 2019; Roffey-Barentsen & Gould, 2018). Baristas are constantly exposed to new concepts, techniques, and industry updates thanks to a consistent stream of pertinent materials. This constant flow of knowledge piques their interest, supports self-directed learning, and fosters a growth mentality (Cranton, 2016; Golightly *et al.*, 2023). The question-and-answer sessions that follow serve as forums for reflection, discussion, and knowledge consolidation. Baristas can clear their doubts, exchange insights, and learn from both facilitators and their peers, fostering a collaborative learning atmosphere that fosters continual progress.

Bash Coffee Company aspires to promote a culture of competence and continual development among its baristas by valuing coffee knowledge and executing a combined strategy. This culture incorporates a mindset that prioritizes growth, creativity, and refinement, in addition to the acquisition of knowledge and skills. Baristas are encouraged to reflect on their practices, seek possibilities for innovation, and stay current on coffee industry trends (Pinto *et al.*, 2017). Bash Coffee Company baristas consistently elevate their competence through this ongoing dedication to learning, assuring the delivery of great coffee experiences to customers.

At Bash Coffee Company, the inclusion of coffee knowledge, brain-stimulating articles, and interactive question-and-answer sessions establishes a solid framework for continual learning and expertise development. Baristas obtain a complete understanding of their craft and enhance their skills to consistently serve great specialty coffee by learning the relevance of coffee theory, engaging with fascinating articles, and participating in interactive sessions. This strategy not only helps baristas grow as individuals, but it also fosters a culture of continual improvement inside the firm.

## 2. METHOD

This qualitative research, authored by an Authorized SCA Trainer (AST) for the Specialty Coffee Association's Coffee Skills and Sustainability Program, examines the impact of practice-based training on Bash Coffee employees in Buraydah, Saudi Arabia. To collect thorough data from employees who participated in the training program, the research methodology comprises semi-structured interviews, observation, and focus group discussions. The Bash Coffee Company employs a total of 20 baristas, coffee roasters, and coffee enthusiasts, each with a unique level of experience, but the material supplied is appropriate for all age groups and maintains continuity with coffee knowledge. To discover reoccurring patterns, themes, and insights drawn from the collected data, thematic analysis will be used. The report will provide useful insights into the effectiveness of practice-based training by investigating its advantages for employees as well as its contribution to improving coffee preparation and service quality at Bash Coffee in Buraydah.

### 3. RESULT AND DISCUSSION

Coffee knowledge and its application in bar practice are critical to Bash Coffee Buraydah's pursuit of excellence. The following discussions investigate the significance of coffee theory in the bar setting and emphasize the advantages of combining brain-stimulating articles and interactive question-and-answer sessions. The article analyzes how a combined strategy develops a culture of continuous learning and expertise among baristas at Bash Coffee Company; it draws on cognitive learning theory and practice-based learning theory (Maspul, 2022).

#### 3.1 Cognitive Learning Theory: Constructing Knowledge through Brain-Stimulating Articles

Individuals actively construct knowledge by engaging in mental processes, according to cognitive learning theory. In this process, self-directed learning is critical (Jonassen & Land, 2012). Baristas at Bash Coffee Company are given brain-stimulating material that have been carefully chosen to stimulate their interest and expand their comprehension of coffee theory. These articles cover a wide range of topics, including as industry news, developing trends, and advanced techniques, allowing baristas to encode, store, and retrieve coffee theory knowledge (Atkinson & Shiffrin, 1968). Whereas a barista and coffee roaster must have experience in abilities and development in mastering coffee, this comes not only from the knowledge of coffee itself but also from a deeper understanding of the market and consumer behaviour, which has been typical in hospitality. It is critical to investigate everything that is connected and intersects in the coffee value chain, beginning with each position and understanding its role.

As instance, a barista at Bash Coffee Company wants to learn more about latte art. Instead of depending entirely on traditional training methods, they adopt a self-directed learning strategy. They actively search out thought-provoking publications about latte art techniques, milk steaming procedures, and espresso extraction principles. These articles have been carefully handpicked to provide them with in-depth knowledge and useful advice. For example, they could read an article about the science of milk steaming and how varying temperatures and textures affect the taste and appearance of the finished latte. Another article may look at the history of latte art and showcase unique techniques employed by prominent baristas around the world.

By reading the assignment papers, the barista not only broadens their comprehension of coffee theory, but also encodes and stores this knowledge for later use. When they're behind the bar, they may take this knowledge and apply it to their latte art practice, experimenting with various pouring techniques and honing their craft over time. This method of learning is consistent with cognitive learning theory, which emphasizes the active production of knowledge via mental processes. By taking charge of their learning and immersing themselves in brain-stimulating material, they may improve their barista skills and contribute to Bash Coffee Company's overall excellence.

#### 3.2 Leveraging Cognitive Theory for Professional Growth in the Coffee Industry

Sustaining excellence throughout the coffee value chain and encouraging professional growth among coffee professionals necessitates a comprehensive approach that combines theoretical theories and practical techniques. This part investigates the use of brain-stimulating materials and interactive sessions in a dedicated WhatsApp group to promote excellence in the coffee business. The Theory of Adult Learning states that adults are self-directed learners who choose learning that is relevant to their lives and experiences (Knowles *et al.*, 2014). Coffee professionals can engage in self-directed learning that is directly pertinent to their employment by reading engaging articles about coffee farming, processing processes, and industry developments. These articles promote critical thinking and information acquisition, reflecting adult learners' preferences for practical and relevant learning materials.

Meanwhile, Social Learning Theory holds that people learn through observation, imitation, and social interaction (Bandura, 1977). The interactive sessions held within the WhatsApp group promote social learning by allowing coffee experts to share their experiences, seek advice, and cooperate with others. Professionals can have a better understanding of coffee theory and practice by actively participating in debates and exchanging knowledge. According to Cognitive Load Theory, people have limited cognitive resources for processing information, and learning is best effective when cognitive load is optimized (Sweller *et al.*, 2011). By curating brain-stimulating items that are brief, relevant, and entertaining, the WhatsApp group reduces extraneous cognitive burden while increasing intrinsic cognitive load associated with learning new concepts. Furthermore, interactive sessions are structured to allow for spaced retrieval and elaborative inquiry, which optimizes cognitive load for successful learning and retention.

The inclusion of thought-provoking articles and interactive sessions in a coffee knowledge WhatsApp group has various ramifications for coffee industry practice. For starters, it offers a flexible and accessible platform for ongoing learning and professional growth, catering to coffee workers' different

schedules and interests. Second, it promotes a culture of collaboration, knowledge sharing, and innovation, which improves overall performance and productivity within coffee firms. Finally, it encourages self-directed learning and critical thinking, allowing coffee workers to adapt to shifting industry dynamics and effect constructive change. Finally, the usage of brain-stimulating materials and interactive sessions in a dedicated WhatsApp group provides a great way to promote excellence in the coffee sector. Coffee companies can establish dynamic learning environments that promote continual progress and creativity among coffee workers by using those theoretical frameworks.

#### Procedures

1. **Article Curation:** Gather high-quality articles on coffee theory and practice. Topics such as roasting procedures, extraction methods, industry updates, and upcoming trends should be covered.
2. **Distribution:** Every three days, share the selected articles with baristas via the preferred communication channel, such as a dedicated WhatsApp group. Provide text-based content as well as links to external sources.
3. **Reading and Processing:** Allow enough time for baristas to read and process the articles before distributing the following batch. Encourage baristas to take notes and think about the material.
4. **Application:** Encourage baristas to apply what they've learned in the articles to their everyday bar practice. Provide opportunities for them to experiment with new techniques and approaches.

### 3.3 Practice-Based Learning Theory: Enhancing Skills through Interactive Question-and-Answer Sessions

The importance of real-world situations and active engagement in the learning process is emphasized in practice-based learning theory. Interactive question-and-answer sessions supplement the article-based learning approach at Bash Coffee Company. These sessions enable baristas to apply their theoretical knowledge in practical circumstances by facilitating information sharing, idea clarification, and coaching from experienced facilitators (Savery & Duffy, 1995).

#### Procedures

1. **Session Scheduling:** Every month after the article distribution period, organize two-day question-and-answer sessions. Set aside one hour for each session.
2. **Virtual Interaction:** Use video conferencing platforms within the WhatsApp group or other online collaboration tools to allow baristas and facilitators to connect in real time.
3. **Preparatory Phase:** Encourage baristas to evaluate previously read articles and prepare relevant questions or conversation topics.
4. **Facilitated Discussion:** Assign the sessions to a professional facilitator who is well-versed in coffee theory and bar practice. Ensure fair participation and adequate responses to all inquiries.
5. **Knowledge Application:** Encourage baristas to discuss their bar practice experiences and issues, seeking guidance and insights from both facilitators and fellow baristas.

### 3.4 Collaborative Learning: Nurturing a Culture of Knowledge Sharing

Vygotsky (1978) advocated collaborative learning, which emphasizes the relevance of social interaction in the learning process. Bash Coffee Company's question-and-answer sessions encourage barista collaboration by allowing them to share perspectives, learn from one another, and collectively raise their understanding of coffee theory and practice. Baristas learn varied views, explore novel techniques, and refine their abilities through collaborative activities, leading to a culture of continuous improvement.

### 3.5 Reflective Learning: Empowering Growth and Mastery

Schön (1983) introduced reflective learning, which emphasizes the need of self-reflection in consolidating and deepening understanding. Baristas at Bash Coffee Company are encouraged to reflect on what they've learned from articles and question-and-answer sessions. This introspective approach enables people to find areas for development, challenge preconceptions, and fine-tune their abilities. Baristas start on a journey of personal and professional growth by fostering the habit of reflection, striving for excellence in the art of coffee-making.

The convergence of Vygotsky's collaborative learning theory and Schön's reflective learning theory, as applied to Bash Coffee Company's training program, offers a dynamic learning environment for baristas. As Vygotsky recommended, baristas engage in social contact by sharing perspectives and learning from one another through collaborative question-and-answer sessions. This contact helps people to explore different points of view, learn new approaches, and improve their talents together. Furthermore, Schön's reflective learning theory enables baristas to reflect on their learning experiences, identifying areas for growth and challenging their preconceived notions. By incorporating these theories, Bash Coffee Company encourages a

culture of continual improvement and personal growth among its baristas, resulting in improved coffee-making skills.

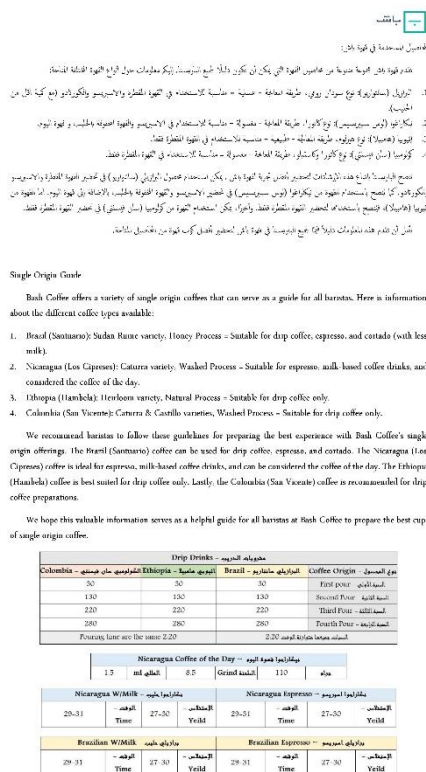


Fig. 1, shows an example of the first article distributed in a WhatsApp group.

The introduction of the coffee concept into bar practice at Bash Coffee Company has shown to be beneficial in providing outstanding customer experiences. The company has created a learning environment that incorporates brain-stimulating content and interactive question-and-answer sessions by merging cognitive learning theory and practice-based learning theory. This method fosters knowledge construction, improves practical skills, promotes collaboration, and empowers reflective practices. As a result, Bash Coffee Company has created a culture of constant learning and mastery, providing high-quality coffee and an exceptional coffeehouse experience.

### 3.6 Brain-Stimulating Articles and Interactive Q&A Sessions

The strategy outlined in your request looks to be a combination of giving thought-provoking articles and doing question-and-answer sessions in a WhatsApp group. This strategy tries to improve participants' comprehension and involvement in coffee training. This strategy is explained in greater detail below:

1. **Providing Brain-Stimulating Articles:** The fundamental goal of this strategy is to supply participants with positive brain stimulation through high-quality articles about coffee training. These articles should be related to the training topic, provide useful information, and prompt participants to think deeply.
  - **Format:** The articles might be in the form of text or short articles presenting fresh knowledge, industry news, the newest developments in the coffee industry, roasting techniques, extraction methods, or other related issues.
  - **Frequency:** In this scenario, the articles are delivered every three days. This gives people time to read and analyze the material before the next piece is given.
  - **Delivery:** The articles can be shared via WhatsApp group by sharing links to relevant articles or by delivering the text of the articles.
2. **Question-and-Answer Sessions:** After a one-month period of giving articles, two two-day meetings are held, each lasting one hour, to allow participants to ask questions and debate the themes addressed in prior articles.
  - **Format:** The question-and-answer sessions can be held remotely via video calls within the WhatsApp group or using web conferencing systems that enable direct participation.

- Preparation: Participants are encouraged to read prior articles and prepare questions or topics for discussion during the question-and-answer sessions.
- Facilitator: A skilled facilitator in the field of coffee training oversees the question-and-answer sessions, ensuring that each participant has an opportunity to participate and obtain suitable answers to their queries.

This strategy combines information delivery via high-quality articles with direct contact via question-and-answer sessions. It allows participants to engage in self-directed learning through the articles while also allowing them to share their ideas, clarify topics, and get more insights through the question-and-answer sessions. This strategy can offer a better knowledge of coffee training subjects by providing a continual learning experience.

### 3.7 Assessments

The efficacy of practice-based training on Bash Coffee employees in Buraydah, Saudi Arabia, was assessed using open interviews conducted over two days, with each interview session lasting one hour. This method allowed for in-depth discussions and extensive data collecting from participants. The open interviews were intended to provide a forum for employees to contribute their training-related experiences, viewpoints, and insights. Participants had enough time to discuss various elements of the course and their particular experiences with each portion lasting one hour. The open nature of the interviews encouraged participants to express themselves freely and in detail, allowing for a more in-depth investigation of their opinions and feedback.

Several themes were discussed during the interviews, including the information and abilities gained during the training, the application of these skills in their everyday work, and the overall influence of the training on their job performance and confidence levels. Participants were also given the opportunity to discuss any issues that arose during the training process and make suggestions for improvement. The two-day interview period allowed for a varied spectrum of participants to be included, guaranteeing a full representation of personnel who had received practice-based training. It also allowed for scheduling flexibility and in-depth interactions with each participant without rushing the topic.

Following the interviews, the information gathered was meticulously transcribed and examined in order to find reoccurring themes, patterns, and insights. These data formed the basis for evaluating the effect of practice-based training on employees' knowledge, abilities, and overall performance. Over the course of two days, open interview portions spanning one hour each provided a targeted and comprehensive method to gathering employee feedback. This methodology allowed for a complete understanding of the training program's impact from the employees' perspective, ensuring their voices were heard and their experiences were considered in the assessment process.

Meanwhile, the evaluation undertaken at Bash Coffee Company assessed the efficiency of applying brain-stimulating articles and interactive question-and-answer sessions to improve the skills and knowledge of 20 barista coffee roasters and lovers. Participants have the opportunity to enhance their understanding of coffee theory, refine their practical abilities, and engage in collaborative learning through carefully curated articles covering a variety of coffee-related topics and monthly interactive sessions. The convergence of cognitive learning theory with practice-based learning approaches facilitated participants' ongoing progress and mastery, resulting in a culture of lifelong learning inside the firm.

The assessment results demonstrated considerable increases in practical skills, information retention, and collaborative dynamics among participants. It was advised that Bash Coffee Company continue to employ brain-stimulating materials, interactive sessions, and reflective practices to ensure the continued improvement of barista skills and coffee expertise. Moving forward, the business may use these results to improve their training programs, promote a culture of excellence, and remain at the forefront of the coffee industry.

### 3.8 Recommendations for Improved Barista Training

Based on the comprehensive assessments conducted at Bash Coffee Company, it is strongly recommended that the company not only continue but also improve its use of brain-stimulating articles and interactive question-and-answer sessions to strengthen the skills and knowledge of its barista coffee roasters and enthusiasts. These assessment results highlight the significant improvements observed in participants' grasp of coffee theory, practical competency, and collaborative learning experiences following the deployment of these strategies (Maspul, 2022; Wijaya *et al.*, 2021). Maintaining and improving this strategy is critical for cultivating an ongoing culture of continuous learning and mastery within the organization.

Furthermore, the assessment results demonstrate the significant efficiency of combining cognitive learning theory with practice-based learning techniques in promoting participants' ongoing progression and skill enhancement. To build on its success, Bash Coffee Company should look for ways to incorporate more

reflective techniques into its training programs. Encouraging baristas to practice regular self-reflection not only improves their understanding, but also develops a culture of critical thinking, innovation, and continual improvement (Schön, 1983). By combining reflective practices with brain-stimulating materials and interactive workshops, the organization can create a comprehensive learning experience that allows baristas to hone their skill, experiment with new techniques, and excel at providing great customer service.

In addition, Bash Coffee Company could consider expanding its training offerings to include experiential learning opportunities such as hands-on seminars, sensory evaluations, and field trips to coffee farms or roasting facilities. These immersive experiences not only broaden participants' knowledge of coffee production and processing but also inculcate a deep appreciation for the complexities of the coffee value chain (Kolb, 1984). Furthermore, the organization should aggressively promote a culture of knowledge sharing and mentoring among its employees by developing peer learning groups, mentorship programs, and cross-functional training efforts (Vygotsky, 1978). By leveraging its employees' aggregate skills and ideas, Bash Coffee Company can create a dynamic learning ecosystem in which baristas continuously inspire, challenge, and support one another in their pursuit of perfection.

Moreover, the future success of Bash Coffee Company is dependent on its steadfast commitment to innovation, collaboration, and lifelong learning. By establishing a multifaceted approach that includes brain-stimulating articles, interactive sessions, reflective practices, experiential learning, and knowledge sharing initiatives, the company can cultivate a cadre of highly skilled and knowledgeable baristas capable of meeting the changing demands of the coffee industry. As the organization moves forward, it must stay agile, adaptable, and sensitive to evolving trends, technology, and consumer preferences. By prioritizing continual improvement and investing in its employees' professional development, Bash Coffee Company may position itself as a pathfinder in the ever-changing specialty coffee landscape.

#### 4. CONCLUSION

Bash Coffee Company's use of brain-stimulating materials and interactive question-and-answer sessions in a WhatsApp group has proven to be an effective technique for encouraging baristas' constant learning and excellence. This methodology, which combines cognitive learning theory and practice-based learning approaches, not only improves baristas' understanding of coffee theory but also makes it easier to apply information in real-world circumstances. The collaborative nature of the workshops encouraged knowledge sharing and cooperative learning, resulting in an organizational culture of continuous development.

Future research could dive into the long-term impact of this training method on barista performance and customer satisfaction. Furthermore, finding new means of providing training content and broadening the variety of topics covered could improve baristas' learning experiences. Ultimately, Bash Coffee Company's commitment to using technology and educational approaches to empower its employees demonstrates its drive to excellence and continual progress in the ever-changing coffee market scene.

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