

CURRICULUM VITAE AND LIST OF PUBLICATIONS

Personal Details

Name: Ron Berger

Date and place of birth: 1968, USA

Nationality: Israel/USA/Germany

Regular Military Service: 1988 - 1991

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Wikipedia: [https://en.wikipedia.org/wiki/Ron_Berger_\(professor\)](https://en.wikipedia.org/wiki/Ron_Berger_(professor))

EDUCATION

(a) Academic

B.B.	1990 – 1993	The College of Management, Tel-Aviv, Israel, Majored in Marketing and Minored in Finance. Thesis Title: “The UK Kosher Wine Market and its Strategies”
MBA.	1993 – 1994	Huron University USA, Majored in International Business and Marketing. Thesis Title: “International Collaborations in the Israeli Wine Industry”
Ph.D.	1994 – 1998	City University Business School, Frobisher Crescent, Barbican Centre, London EC2Y 8HB. Thesis Title: “Trust, Exchange, and Social Embeddedness: The Case of the Israeli Diamond Industry”; Supervisor: <i>Prof. Chong Ju Choi</i>

(b) Diplomas

2013	Certified Financial Planner , Financial Standard Planning Board, Israel
2006	Portfolio Manager Certificate , Israeli Finance Ministry
2004	Real Estate Broker Certificate , Israeli Ministry of Law
2003	Investment Advisor Certificate , Israeli Finance Ministry
1987 - 1988	Technical Engineer (B.Tech), the School of Certified Technicians, Tel - Aviv, Israel, Majored in Electronics and Computers.

EMPLOYMENT DETAILS

(a) Academic

2017 -	Visiting Professor in Innovation, South Western University of Finance and Economics , Chengdu, China.
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- 2016 - Professor of International Business, **Sheffield Hallam University Business School**, UK (<https://www.shu.ac.uk/about-us/our-people/staff-profiles/ron-berger>).
- 2013 - Senior Lecturer, **College of Business and Law**, Ramat – Gan, Israel (http://www.clb.ac.il/Ron_Berger).
- 2013 - Senior Lecturer, **Ono Academic College**, Ono, Israel
- 2012 – 2013 Senior Lecturer, **Lander Academic Institute**, Jerusalem, Israel
- 2010 - 2012 Lecturer, **Lander Academic Institute**, Jerusalem, Israel.
- 2010 – 2011 Lecturer, **Natanya Academic College**, Israel.
- 2009 - 2015 Lecturer, **College of Tel Aviv Jaffo (MTA)**, Israel.
- 2008 - 2015 Lecturer, **Ruppin Academic Centre**, Israel.
- 2006 - Senior Lecturer, **Interdisciplinary Center Herzliya**, Israel (<http://portal.idc.ac.il/faculty/en/pages/profile.aspx?username=berger.ron>).
- 2001 - 2002 Lecturer, **University of Manchester** in Israel.
- 1999 - 2006 Lecturer, **The College of Business Administration**, Israel
- 1999 - 2002 Lecturer, **University of Derby** in Israel.
- 1998 - 1999 Lecturer, **City University Business School**, London, UK.
- 1995 - 1998 Research Associate in projects to do with Multimedia Marketing, **City University Business School**, London, UK.
- 1997 – 1999 Lecturer, **University of Westminster**, London, UK.
- 1995 -1996 Lecturer, **University of North London**, London, UK.

(b) Business

- 2010 - **Manager** - Sigma - PCM Portfolio Management Company; and Sigma - PCM Mutual Fund Company. The company manages around 2.5 billion NIS.
- 2005 - 2010 **Joint Managing Director (owner)**, Sphere Portfolio Management (1995) Ltd., the company manages around 800m NIS, 2 Mutual Funds, Markets Provident Funds and manages the financial club of “HOT” which represents all the Technicians and Engineers in Israel (Histadrut). I am in charge of all managerial, Marketing, and strategic aspects of the company.
- 2002 - 2005 **Senior Relations Manager**, Bank Leumi, Israel’s second largest bank, managing over US\$650M in investments for foreign residents. Heading a

team of 5 investment advisors as a Single business unit. In charge of investments of clients, management of the team and marketing of various financial products in parallel to being in charge of the unit's profit and loss balance.

- 2001 – 2002 **Marketing Manager**, G.P.I – The representative office of Volksbank in Israel. Focusing on Real-Estate finance and marketing of pre-financed projects. In charge of marketing of International Real-Estate Projects.
- 1999 - 2001 **Representative of CA~IB in Israel** – The Investment Bank of Bank Austria, at B. Gaon Holdings, Israel. In charge of the single business unit, marketing of the banks products and promoting its interests in Israel.
- 1993 - 1999 **Marketing Director**, Carmel Foods Ltd., London, UK. In charge of marketing its products though out the UK.
- 1988 - 1991 **Head of an electronic laboratory**, rank of Staff Sergeant, Ordinance Corps, The Israeli Defence Force (IDF)

Professional Activities

- 2015 – Member, Academic Teaching Faculty Committee, College of Business and Law.
- 2014 - 2016 Heading the China – Israel Entrepreneurship Centre – The College of Law and Business.
- 2012 Promoted to Senior Lecturer, Jerusalem Academic Centre - Lander Institute.
- 2010 - 2013 Head of Marketing, Jerusalem Academic Centre - Lander Institute.
- 2011 - 2014 Member, Academic Teaching Faculty Committee, Jerusalem Academic Centre - Lander Institute.
- 2011- 2014 Member, Student Admission Committee, Jerusalem Academic Centre - Lander Institute.
- 2000 - 2002 Module Leader, University of Derby in Israel.

Positions in academic administration

- 2014 - 2015 An external director in the Israeli State Owned Enterprise Team (SOET).
- 2010 - Marketing advisor for small companies, MAOF (Ministry of Industry and Trade).
- 2011 - 2015 Marketing advisor to Transtek, Medium to large companies (Ministry of Industry and Trade).
- 2012 - 2014 Entrepreneurship mentor - The Interdisciplinary Centre Herzliya

Significant professional consulting

(c) Membership in professional/scientific societies

- 2013-2015 Member of the Body of Knowledge Working Group, Financial Planning

Standards Board, USA.

2013-2015 Chairman of the Ethics Committee – Chartered Financial Planning in Israel.

2000-2015 Member of the Leadership committee of the Israeli Wind, Israel.

1998 - Member of the Chartered Institute of Marketing, UK (MCIM) and Chartered Marketeer.

(d) Academic Reviewer Activities

2015 - Member of the reviewer board of the Journal of Industrial Marketing Management. (*I.F 1.82, 2016*).

Educational Activities

(a) Courses taught

Principles of Marketing (BA), Marketing to China (BA), Marketing to Developing Countries (BA), Entrepreneurship (BA), *College of Law and Business*.

Marketing Management, Entrepreneurship, Marketing in China, Distribution Policy, Final Business Project, Business Seminar (BA), Business Project (BA), Business Policy (MBA), Financial Marketing, *Jerusalem Academic Centre - Lander Institute*.

New Product Development (MBA), Consumer Behaviour (MBA), Strategic Management (MBA), Marketing to China (MBA), Final Project and Seminar Supervision (MBA), Financial Marketing (BA), Entrepreneurship (BA), *Ono Academic College*.

Marketing Management (BA), *Natanya Academic College*.

Marketing Management, Marketing in China (BA&MBA), *MTA*.

Marketing Management (BA), International Marketing (MBA), Distribution Policy (MBA), *Ruppin Academic Centre*.

Marketing Management, Consumer Behaviour, International Marketing, Marketing in the Far East (BA), *The Interdisciplinary Centre Herzliya*.

Marketing Management, International Marketing (BA), *University of Manchester in Israel*.

Marketing Management, Planning for the SBU (BA) Business Planning (MBA), *The College of Business Administration*.

Marketing Management, International Marketing, Global Marketing, Strategic Management, Project Supervisor (BA), *University of Derby in Israel*.

Marketing Management, Principles of Economics (BA), *City University Business School*.

Marketing Management, International Marketing, Distribution Policy (BA), *University of Westminster, UK*.

Scientific Publications

(a) Refereed articles and refereed letters in scientific journals

1. Berger, R., Silbiger, A., Herstein, R., and Barnes, B.R. (2017). "Is Guanxi Universal in China? Some Evidence of a Paradoxical Shift", *Journal of Business Research*, forthcoming. (IF 3.354)
2. Berger, R., Silbiger, A., Herstein, R., and Barnes, B.R. (2017). "Developing International Business Relationships in a Russian Context", *Management International Review*, 57(3):441-472 (IF 1.076)
3. Song, Y. and Berger, R. (2017). "Relation between start-ups' online social media presence and their fundraising", *Journal of Science and Technology Policy Management*, 8(2):161-180.
4. Herstein, R., Gilboa, S., Gamliel, E., Berger, R. and Ali. A. (2017). "The Role of Private Label Brands in Enhancing Service Satisfaction in the Hotel Industry: Comparing Luxury and Boutique Hotels", *Service Marketing Quarterly*, forthcoming. (IF 0.74)
5. Song, Y. and Berger, R. (2017). "Online Social Network Diversity and the Performance of Dutch Fashion Start-Ups", *International Journal of Entrepreneurship and Small Business*, forthcoming.
6. Berger, R. and Herstein R. (2017). "Marketing to the Arab World", *International Journal of Conceptions on Management and Social Sciences*, 5(1):7-10.
7. Silbiger, A., Berger, R. Barnes, B., and Douglas, R.W.S. (2016). "Improving Expatriation Success: The Roles of Regulatory Focus and Burnout", *British Journal of Management*, forthcoming. (IF 2.188)
8. Berger, R., Gavish, Y., and Herstein, R. (2016). "The Evolution of Management from a Trust to Arm's Length Model in Family Run Businesses: The Case of the Diamond Industry", *Journal of Management History*, forthcoming. (IF.0.26)
9. Berger, R. and Gavish, Y. (2015). "A Gem in a Hostile World: An Evolutionary Analysis of the Diamonds Industry - The Case of the Israeli Diamond Industry", *Journal of Strategic Change Management*, 6(3/4):268-291.
10. Berger, R. (2015). "The Transformation of Chinese Business Ethics In Line With Its Emergence as a Global Economic Leader", *Journal of Chinese Economic and Foreign Trade Studies*, 8(2):106-122.
11. Herstein, R., Drori, N., Berger, R., Barnes, B.R. (2015). "Anti-counterfeiting Strategies and Their Influence on Attitudes of Different Counterfeit Consumer Types", *Journal of Psychology and Marketing*, 32(8):842-859. . (IF.1.28)
12. Herstein, R., Drori, N., Berger, R., Barnes, B.R. (2015). "The Gap Between Theory and Practice in Private Branding Strategy Management: A Case of an Emerging Retail Chain", *International Marketing Review*, forthcoming. (IF.2.12)

13. Berger, R; Silbiger, A., Herstein, R., and Barnes, B.R. (2015). "Can Guanxi be Created Between Western and Chinese Firms: Assessing Western Importers and Exporters to China on the GRX Scale", *Industrial Marketing Management*, 47:166-174. (Citations – 2. IF.2.63)
14. Berger, R. (2015). "Mastering the Art of Jugaad A Western Guide to Business Practices in India and China", *International Journal of Asian Business and Information Management*, 5(4):14-20. (Citations – 1)
15. Berger, R; Silbiger. A., Herstein. R., and Barnes, B.R. (2015). "Analyzing Business-to-Business Relationships in an Arab Context", *Journal of World Business*, 50(3):454-464. (Citations – 4. IF.2.68)
16. Berger, R. and Herstein, R. (2015). "Marketing Diamonds in China from the Perspective of International Diamond SMEs", *Journal of Small Business and Enterprise Development*, 22(3):549-562. (Citations – 1. IF.0.72)
17. Berger, R. (2014). "The Enigma of the Chinese Diamond Industry", *Chinese Management Studies*, 8(4):665-682. (Citations – 1. IF.0.48)
18. Herstein, R. and Berger, R. (2014). "How Companies from Developing and Emerging Countries Can Leverage their Brand Equity in Terms of Place Branding", *Competitiveness Review: An International Business Journal*, 24(4):293-305. (Citations – 2)
19. Herstein, R. and Berger, R. (2014). "Cities For Sale: How Cities Can Attract Tourists by Creating Events", *The Marketing Review*, 14(2):131-144. (Citations – 5)
20. Berger, R. and Herstein, R. (2014). "The Evolution of Business Ethics in India", *International Journal of Social Economics*, 41(12):1073-1086. (Citations – 2. IF.0.36)
21. Berger, R. and Zwilling, M. (2014). "Ethics Of The Global Financial Crisis: Beyond The Washington Consensus", *International Journal of Accounting Practice and Research*, 1(1):64-82.
22. Berger, R. and Choi, J.C. (2014). "Network Interactions and Gift Giving: A Dual Sphere Model of Exchange", *Journal of Strategic change management*, 5(3):219-229.
23. Berger, R. and Herstein, R. (2013). "The Evolution of Chinese Business Ethics", *Management Research Review*, 37(9):778-790. (Citations – 1. IF.0.72)
24. Herstein, R. and Berger, R. (2013). "Hosting the Olympics: A City's Make or Break Impression", *Journal of Business Strategy*, 34(5):54-59. (Citations – 3. IF.0.69)
25. Berger, R. and Zwilling, M. (2013). "Stake – Holder Marketing and Reciprocity in Eastern Europe: A Conceptual Analysis", *International Journal of Knowledge, Management and Learning*, 2(2):175-190. (Citations – 1)
26. Berger, R. and Zwilling, M. (2013). "Innovation, Learning, and Synergy Between Entrepreneurs and Venture Capitalists", *International Journal of Synergy and Research*, 2(2):91-106.
27. Herstein, R. and Berger, R. (2013). "Five Typical City Branding Mistakes: Why Cities Tend to Fail in Implementation of Rebranding Strategies", *Journal of Brand Strategy*, 2(4):392-402. (Citations – 2)

28. Herstein, R. and Berger, R. (2013). "A Country as a Brand: Israel's Evolving Branding Strategy", *Journal of Brand Strategy*, 2(2):179-190.
 29. Berger, R. and Herstein, R. (2013). "Marketing and Non-Market Based Value Creation: Gifts and Guanxi", *Journal of Business Theory and Practice*, 1(1):166-185. (Citations – 5)
 30. Berger, R. and Herstein, R. (2013). "Guanxi: The Evolutionary process of Management in China", *International Journal of Strategic Change Management*, 5(1):30-40. (Citations – 8)
 31. Berger, R. and Herstein, R. (2013). "China's Social Market Economy: The Leverage of Economic Growth", *International Journal of Asian Business and Information Management*, 4(1):21-31. (Citations – 7)
 32. Herstein, R. and Berger, R. (2013). "Much More than Sport: Sport Events as a Business leverage for Re-branding Cities", *Journal of Business Strategy*, 34(2):38-44. (Citations – 14. IF.0.69)
 33. Herstein, R, Jaffe, E.D., and Berger, R. (2013). "Forever Young – How Can a Branding Destination Strategy Rejuvenate a city Image? The Case of Tel-Aviv", *Journal of Urban Regeneration and Renewal*, 7(3):211-233. (Citations – 1. IF.0.81)
 34. Berger, R. and Herstein, R. (2012). "The Limits of Guanxi from the Perspective of the Israeli Diamond Industry", *Journal of Chinese, Economic, and Foreign Trade Studies*, 5(1):29-41. (Citations – 20)
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- Promoted to Senior Lecturer 2012**
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35. Berger, R., Choi, J.C., and Kim, J.B. (2011). "Responsible Leadership for Multinational Enterprises in Bottom of Pyramid Countries: The Knowledge of Local Managers", *Journal of Business Ethics*, 101:553-561. (Citations – 27. IF.1.95)
 36. Choi, C. J. and Berger, R. (2011). "Capitalism's Global Financial Crisis: Re-Visiting The State and Industrial Policy", *Journal of International Business Ethics*, 4(1):60-71. (Citations – 1)
 37. Choi, J.C., Berger, R., and Kim, J.B. (2011). "Globalization, Property Rights and Knowledge Networks", *International Journal of Technology Management*, 56(1):53-72. (Citations – 5. IF.0.69)
 38. Choi, J.C., Berger, R., and Kim, J.B. (2010). "Capitalism's Global Financial Crisis: The Role of The State", *Social Science Journal*, 47(4):829-835. (Citations – 4. IF.0.57)
 39. Choi, C.J. and Berger, R. (2010). "Ethics of Celebrities and Their Increasing Influence in 21st Century Society", *Journal of Business Ethics*, 91:313-318. (Citations – 28. IF.1.95)
 40. Choi, C.J. and Berger, R. (2009). "Ethics of Global Internet, Community and Fame Addiction", *Journal of Business Ethics*, 85:193-200. (Citations – 11. IF.1.95)
 41. Choi, C.J., Millar, C., Ting-Jieh Chu, R., and Berger, R. (2007). "Increasing Returns and Marketing Strategy in the Twenty-First Century: Nokia Versus Microsoft Versus Linux", *Journal of Business and Industrial Marketing*, 22(5):295-301. (Citations – 3. IF.1.33)

(b) Refereed articles and refereed letters in scientific journals – under consideration

1. Berger, R., Herstein, R., McCarthy, D., and Puffer, S. (2017). "Doing Business in the Arab World: The Role of Wasta and Networking in Relationship Satisfaction and Performance", *Management Organizational Review*.
2. Berger, R., Konwar, Z., Ramendra, A., and Barnes, B.R. (2017). "Doing Business in India", *Journal of World Business*.

(a) Book- accepted and published

1. Herstein, R. and Berger, R. (2015). "Creating and Managing Brand Image", Lap-Publishing, Germany

(d) Chapter in book- accepted and published

1. "MNCs, Global Financial Crises, and Human Rights: Beyond the 'Washington Consensus'" (with Choi. C. J.), in *Financial Crises: Causes, Management, and Economic Impacts* in Nova Publishing, 2012.
2. "The Global Financial Crisis: Re-Visiting Industrial Policy and Institutional Infrastructure", in *Financial Crises: Identification, Forecasting and Effects on Transition Economies*", in Nova Publishing, 2013.
3. "Technology and Innovation: The Connection of Social and Technological Networks in China", *Technological Solutions for Sustainable Business Practice in Asia*, IGI Publishing, 2015.
4. "Responsible Leadership After The Global Financial Crisis: The Morality of Control and Self - Management", in *Global Financial Crisis: Causes, Consequences and Impact on Economic Growth*, Nova Publishing, 2015.
5. "Ethics Of Stigma And Discrimination: Membership And Fixed Identity", in *Advances in Psychology Research*, Nova Publishing, 2015
6. "Indigenous Management and Bottom of Pyramid Countries - The Role of National Institutions", in *Managerial Strategies and Practice in the Asian Business Sector*, IGI. 2015
7. "The Bottom of the Pyramid Countries, MNCs and Human Rights: What Lies Beyond the Washington Consensus", in *International Human Rights and Justice*, Nova Publishing, 2015.

Lectures and Presentations at Meetings and Invited Seminars not Followed by Published Proceedings

(a) Presentations of papers at conferences/meetings

1. Puffer, M, S., Berger, R., Herstein, R., McCarthy, J. D., and Silbiger, A. (2017). "Doing Business in the Arab World: The Role of Wasta and Networking in Relationship Satisfaction and Performance", AIB 2017 Annual Meeting, Dubai, UAE, July 2-5, 2017
2. Berger, R., and Herstein, R. (2017). "Marketing to the Arab World", IAMDC, WAICO, Mauritius, February 17 – 18. *Won the best paper award.*
3. Silbiger, A., Berger, R., Barnes, B., and Renwick, D. (2017). "Improving Expatriation Success: The Roles of Regulatory Focus and Burnout", 21th EBES Conference – Budapest, January 12th-14th

4. Barnes, B., Silbiger, A., Berger, R., and Renwick, D. (2016). 'Connectivity and Prosperity: ASEAN Economic Community and China's Belt and Road Initiative', 2016 Academy of International Business Southeast Asia Regional Conference, 2-4 December, Guangzhou, China.
5. Herstein, R. and Berger, R. (2016) 'The Most Common Positioning Mistakes of Tourist Cities', Annual Academic Research Conference on Global Business, Economics, Finance & Social Sciences, Hanoi, Vietnam, August 7-9.
6. Berger, R., Barnes, B., Herstein, R., and Whitla, P. (2016). "Ethics and diamonds: Paradoxical issues surrounding Guanxi relations in China", 2016 Global Marketing Conference at Hong Kong, 21-24 July
7. Berger, R. and Herstein, R. (2016). "How to Succeed in Doing Business in Russia?", Asia-Pacific Conference on Social Sciences and Management, January 19-21, Cebu, Philippines.
8. Berger, R. and Barnes, B.R. (2015). "Ethics and Diamonds: Paradoxical Issues Surrounding Guanxi Relations in China", The 2015 Academy of International Business (AIB) Southeast Asia Regional Conference is organized by the Hong Kong Institute of Business Studies (HKIBS), Lingnan University during 3-5 December 2015, in Penang, Malaysia. ***Won the best paper award.***
9. Herstein, R., Berger, R. and Mitki, Y. (2015) "Cities' Image Analysis: The Gaps between Tourist Cities Over the Globe", International Business Conference, The Clute Institute, New York City, USA, August 1-6.
10. Herstein, R., Mitki, Y., and Berger, R. (2014). "Cities for Sale: How Cities Can Attract Tourists by Creating Events", International Institute of Social and Economic Sciences Conference, Buenos Aires, Argentina, February 3-6.
11. Berger, R., Kim J. B., and Chong C (2012). "CSR and Sustainability In Knowledge Based Society: The Reversal Of Institutional Order", 4th World Business Ethics Forum, 16-18 December, Hong Kong.
12. Herstein, R., Mitki, Y. and Berger, R., (2012). "Can Companies From Emerging Countries Leverage their Brand by Place Branding?", International Institute of Social and Economic Sciences Conference, Dubrovnik, Croatia, June 24-27.
13. Berger, R., Herstein, R. and Mitki, Y. (2012). "Expected Changes in Far-Eastern Management Philosophy - The case of the Future of Chinese Guanxi Based on the Israeli Diamond Industry", 3rd National Conference on "Innovation and Challenges in Management Practices, New Delhi, India, February 17-18.
14. Berger, R. and Millar, C. (1998). "A Gem in a Hostile World: An Evolutionary Analysis of the Israeli Diamond Industry", EIBA conference, Jerusalem, Israel, 13-15 December, refereed paper in proceedings.
15. Berger, R. (1998). "Performance and Limits to Trust: The Case of the Israeli Diamond Industry", City University Working Paper.
16. Berger, R. and Choi, J. C. (1998). "Trust, Exchange and Social Embeddedness - The Case of the Israeli Diamond Industry", Academy of International Business Conference, 3 - 4 April

17. Choi, J.C., Berger, R., Millar, C. (1997), "Marketing Without Customers", Ulster University, Belfast, In the conference Marketing Illuminations Spectacular, 5 - 7 September, refereed paper in proceedings.
18. Choi, J.C., Berger, R., Millar, C. (1997). "Reputation and Intellectual Property in Multimedia Industries", New York University, Conference about Corporate Reputation, Image and Competitiveness.
19. Choi, J.C., Millar, C., and Berger, R. (1997). "The Risk/Trust Relationship in Product Tampering", New York University, Conference about Corporate Reputation, Image and Competitiveness.
20. Choi, J.C., Berger, R. (1997). "Entertainment Industry, Popular Culture and Management Research", 38th Annual Western Academy of Management Conference
21. Choi, J.C., Berger, R. (1997). "Groupings, organisations and contract uncertainty", Budapest University of Economics Sciences, 13th EGOS Colloquium: Organisational Responses to Radical Environmental Changes", in "Changing Environments and Existing Organisational Paradigms", July 3 – 5

Grants:

1. 2016 – 2020 "Study Abroad Research in European Perspective (SAREP)", Cost Action CA15130, COST – European Co-operation in Science and Technology, 24 Million Euro Grant.

Present Academic Activities

Research in progress:

1. Berger, R. Whitla, P., and Barnes, B.R. "The Evolution of Managerial Strategy in B2B family Owned Firms in light of Environmental Changes – The Case of the Diamond Industry".
2. Berger, R., Herstein, R., McCarthy, D., Puffer, S., and Silbiger, A. "The Effects of Wasta on Young Arab Professionals".
3. Berger, R. (2016). "How to build e-Guanxi through MIS systems".
4. Berger, R. (2016). "Arab Business Philosophies".