

## 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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Work Address: College of Law and Business, Ramat Gan, Israel

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

### EMPLOYMENT DETAILS

#### (a) Academic

- |             |                                                                                               |
|-------------|-----------------------------------------------------------------------------------------------|
| 2016 -      | Professor of International Business, <b>Sheffield Hallam University Business School</b> , UK. |
| 2013 -      | Senior Lecturer, <b>College of Business and Law</b> , Ramat – Gan, Israel                     |
| 2013 -      | Senior Lecturer, <b>Ono Academic College</b> , Ono, Israel                                    |
| 2012 – 2013 | Senior Lecturer, <b>Lander Academic Institute</b> , 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.
- 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. (*IF 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*.

Marketing Management, Marketing of Services, International Marketing (BA), *North London University, UK*.

#### **Scientific Publications**

##### **(a) Refereed articles and refereed letters in scientific journals**

1. 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*)
2. 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.

3. 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.
4. Herstein, R., Drori, N., Berger, R., Barnes, B.R. (2015). "Anticounterfeiting Strategies and Their Influence on Attitudes of Different Counterfeit Consumer Types", *Journal of Psychology and Marketing*, 32(8):842–859. (IF.1.28)
5. 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)
6. 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)
7. 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)
8. 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)
9. 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)
10. Berger, R. (2014). "The Enigma of the Chinese Diamond Industry", *Chinese Management Studies*, 8(4):665-682. (Citations – 1. IF.0.48)
11. 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)
12. 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)
13. 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)
14. Berger, R. and Zwillig, M. (2014). "Ethics Of The Global Financial Crisis: Beyond The Washington Consensus", *International Journal of Accounting Practice and Research*, 1(1):64-82.
15. 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.
16. Berger, R. and Herstein, R. (2013). "The Evolution of Chinese Business Ethics", *Management Research Review*, 37(9):778-790. (Citations – 1. IF.0.72)
17. 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)

18. Berger, R. and Zwillig, 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)
  19. Berger, R. and Zwillig, M. (2013). "Innovation, Learning, and Synergy Between Entrepreneurs and Venture Capitalists", *International Journal of Synergy and Research*, 2(2):91-106.
  20. 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)
  21. Herstein, R. and Berger, R. (2013). "A Country as a Brand: Israel's Evolving Branding Strategy", *Journal of Brand Strategy*, 2(2):179-190.
  22. 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)
  23. 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)
  24. 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)
  25. 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)
  26. 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)
  27. 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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28. 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)
  29. 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)
  30. 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)
  31. 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)

32. 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)
33. 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)
34. 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. Konwar, Z., Berger, R., McDonald, F., Wang, C., and Wei, Y. (2016). "Value Creation in International Knowledge Intensive Industries: The Case of India", *Journal of Public Affairs*.
2. Herstein, R., Gilboa, S., Gamliel, E., Berger, R. (2016). "The Role of Private Label Brands in Enhancing Service Satisfaction in the Hotel Industry: Comparing Luxury and Boutique Hotels", *Journal of Hospitality and Tourism Research*.
3. Berger, R., Silbiger, A., Herstein, R., and Barnes, B.R. (2015). "The Paradox in Chinese Business Ethics: The Case of the Chinese Diamond Industry", *Journal of Business Ethics*.
4. Berger, R., Silbiger, A., Herstein, R., and Barnes, B.R. (2015). "The Constructs of Social Networks in Russia: The Case of Blat", *Management International Review*.
5. Silbiger, A., Berger, R. Barnes, B., and Douglas, R.W.S. (2015). "Improving Expatriation Success: The Roles Of Regulatory Focus And Burnout", *British Journal of Management*.

**(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. 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.
2. 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.*
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. Berger, R. (1998). "Performance and Limits to Trust: The Case of the Israeli Diamond Industry", City University Working Paper.
10. 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



11. 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.
12. 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.
13. 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.
14. Choi, J.C., Berger, R. (1997). "Entertainment Industry, Popular Culture and Management Research", 38th Annual Western Academy of Management Conference
15. 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

### **Present Academic Activities**

#### **Research in progress:**

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