

Name: Ron Berger

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CURRICULUM VITAE

1. Personal Details

Permanent Home Address: 21 Hanurit St., Zoran

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2. Higher Education

A. Undergraduate and Graduate Studies

Period of Study	Name of Institution and Department	Degree	Year of Approval of Degree
1990 - 1993	The College of Management, Tel-Aviv, Israel	BA	1995
1993 - 1994	Huron University USA	MBA	1994
1994 - 1998	City University Business School, Cass Business School	Ph.D	1999

3. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Name of Institution and Department	Rank/Position
29/05/2012	Lander Institute – Jerusalem Academic Center	Senior Lecturer

4. Offices in Academic Administration

- 2018 – 2020 Head of Marketing in the economic school, The Max Stern, Emek Yezreel Valley College.
- 2014– 2018 Member, Academic Teaching Faculty Committee, College of Business and Law.
- 2014 - 2016 Heading the China – Israel Entrepreneurship Centre – The College of Law and Business.
- 2010 - 2013 Head of Marketing, Jerusalem Academic Centre - Lander Institute.
- 2011 - 2013 Member, Academic Teaching Faculty Committee, Jerusalem Academic Centre - Lander Institute.
- 2011 - 2013 Member, Student Admission Committee, Jerusalem Academic Centre - Lander Institute.
- 2000 - 2002 Module Leader, University of Derby in Israel.

Scholarly Positions and Activities outside the Institution

Academic

- 2019 - Adjunct Senior Lecturer, **Bar Ilan University**, Israel
- 2019 - 2020 Senior Associate Professor, **Xi'an Jiaotong – Liverpool University**, Suzhou, China.
- 2018 - 2020 Head of Marketing in the economic school, **The Max Stern, Emek Yezreel Valley College**.
(https://yedion.yvc.ac.il/yedion/fireflyweb.aspx?prgname=Show_Teacher_Card&arguments=-N2954,-A,-N9997)
- 2018 - 2019 Adjunct Senior Lecturer, **College of Business and Law**, Ramat – Gan, Israel (http://www.clb.ac.il/Ron_Berger).
- 2017 - Adjunct Professor in Innovation, **South Western University of Finance and Economics**, Chengdu, China.
- 2016 - 2020 Professor of International Business (0.2 contract), **Sheffield Hallam University Business School**, UK
(<https://www.shu.ac.uk/about-us/our-people/staff-profiles/ron-berger>).
- 2013 - 2018 Senior Lecturer, **College of Business and Law**, Ramat – Gan, Israel (http://www.clb.ac.il/Ron_Berger).
- 2013 - 2018 Adjunct 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	Adjunct Lecturer, Natanya Academic College , Israel.
2009 - 2015	Adjunct Lecturer, College of Tel Aviv Jaffo (MTA) , Israel.
2008 - 2015	Adjunct Lecturer, Ruppin Academic Centre , Israel.
2006 -	Adjunct Senior Lecturer, Interdisciplinary Center Herzliya , Israel (http://portal.idc.ac.il/faculty/en/pages/profile.aspx?username=berger.ron).
2001 - 2002	Adjunct Lecturer, University of Manchester in Israel.
1999 - 2006	Adjunct Lecturer, The College of Business Administration , Israel
1999 - 2002	Adjunct Lecturer, University of Derby in Israel.
1998 - 1999	Adjunct 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	Adjunct Lecturer, University of Westminster , London, UK.
1995 - 1996	Adjunct Lecturer, University of North London , London, UK.

Membership in professional/scientific societies

2015 - 2020	Cost Action (15130) - Study Abroad Research in European Perspective (SAREP)
2019 -	Cost Action (18215) - China In Europe Research Network
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 - 2020	Member of the Chartered Institute of Marketing, UK (MCIM) and Chartered Marketeer.

Academic Reviewer Activities

- 2017 - Editor in Chief, Journal of Business & IT, Czech Technical University in Prague.
- 2015 - Member of the reviewer board of the Journal of Industrial Marketing Management. (*I.F* 3.678, 2017).
- 2018 - Member of the reviewer board of the International Journal of Emerging Markets. (*I.F* 0.82, 2016).

1. Participation in Scholarly Conferences (Published papers in proceedings)

a. Active Participation

Date	Name of Conference	Place of Conference	Subject of Lecture/Discussion	Role
3-5/12/2020	AIBSEAR 2020 conference	Hong Kong	Is guanxi Universal in China	Presenter
24-28/06/2018	AIB 2018 Annual Meeting	Minneapolis, Minnesota, USA	Internet-Based Business Operations a Driver for Internationalization - <i>Nominated for best paper award.</i>	Co-writer
28-29/01/2018	International Conference on Economics and Business Management (ICEBM), IASTEM	Cape Town, South Africa	Doing Business in India	Presenter
02-05/07/2017	AIB 2017 Annual Meeting	Dubai, UAE	Doing Business in the Arab World: The Role of Wasta and Networking in Relationship Satisfaction and Performance	Co-writer
17-18/02/2017	IAMDC, WAICO	Mauritius	Marketing to the Arab World	Presenter
12-14/01/2017	21th EBES Conference	Budapest, Hungary	'Improving Expatriation Success: The Roles	Co-writer

			of Regulatory Focus and Burnout	
02-04/12/2016	Academy of International Business Southeast Asia Regional Conference	Guangzhou, China	'Connectivity and Prosperity: ASEAN Economic Community and China's Belt and Road Initiative'	Co-writer
07-09/8/2016	Annual Academic Research Conference on Global Business, Economics, Finance & Social Sciences,	Hanoi, Vietnam	'The Most Common Positioning Mistakes of Tourist Cities	Co-writer
21-24/07/2016	Global Marketing Conference	Hong Kong	Ethics and diamonds: Paradoxical issues surrounding Guanxi relations in China	Presenter
19-21/01/2016	Asia-Pacific Conference on Social Sciences and Management	Cebu, Philippines.	How to Succeed in Doing Business in Russia	Presenter
03-05/12/2015	Academy of International Business (AIB) Southeast Asia Regional Conference	Penang, Malaysia	Ethics and Diamonds: Paradoxical Issues Surrounding Guanxi Relations in China, <i>Won the best paper award</i>	Co-writer
01-06/08/2015	The Clute Institute	New York City, USA	Cities' Image Analysis: The Gaps between Tourist Cities Over the Globe", International Business Conference	Co-writer

03-06/02/2014	International Institute of Social and Economic Sciences Conference	Buenos Aires, Argentina	Cities for Sale: How Cities Can Attract Tourists by Creating Events	Co-writer
16-18/12/2012	4th World Business Ethics Forum	Hong Kong	CSR and Sustainability In Knowledge Based Society: The Reversal Of Institutional Order	Co-writer
24-27/06/2012	International Institute of Social and Economic Sciences Conference	Dubrovnik, Croatia	Can Companies From Emerging Countries Leverage their Brand by Place Branding	Co-writer
17-18/02/2012	3rd National Conference on Innovation and Challenges in Management Practices	New Delhi, India	Expected Changes in Far-Eastern Management Philosophy - The case of the Future of Chinese Guanxi Based on the Israeli Diamond Industry	Co-writer
13-15/12/1998	EIBA conference	Jerusalem, Israel	A Gem in a Hostile World: An Evolutionary Analysis of the Israeli Diamond Industry	Presenter
03-04/04/1998	Academy of International Business Conference	London, UK	Trust, Exchange and Social Embeddedness - The Case of the Israeli Diamond Industry	Co-writer

b. Organization of Conferences or Sessions

Date	Name of Conference	Place of Conference	Subject of Conference/ Role at Conference/ Comments	Role
8-9/3/2017	7th Economics & Finance Conference*	Ramat Gan, Israel	Economics & Finance	Co-organizer
08/05/2017	Marketing in Emerging Markets: New Frontiers**	Ramat Gan, Israel	Marketing	Co-organizer

- <http://www.iises.net/past-conferences/economic/7th-economics-finance-conference-tel-aviv-israel>
- [http://www.clb.ac.il/uploads/Emerging%20Economies PROGRAM.pdf](http://www.clb.ac.il/uploads/Emerging%20Economies_PROGRAM.pdf)

2. Invited Lectures\ Colloquium Talks

Date	Place of Lecture	Name of Forum	Presentation/Comments
07/12/2017	Sheffield, UK	British Academy of Management	Key Note Speaker – How to publish in academic journals

8. Research Grants

a. Grants Awarded

Role in Research	Co-Researchers	Topic	Funded by / Amount	Year
Researcher	National Natural Science Foundation of China (No.71874068)	Entrepreneurial Network; Network Evolution; Startups; Innovation Ability	480,000 RMB	2018 - 2021

9. Teaching

Courses Taught in Recent Years

Year	Name of Course	Type of Course	Degree	Number of Students
	Principles of Marketing	Course	BA	
	Marketing to China	Course	BA	
	Marketing to Developing Countries	Course	BA	
	Entrepreneurship	Course	BA	
	Marketing Seminar	Seminar	BA	
	Distribution Policy	Course	BA	
	Business Policy	Course	MBA	
	Business Game - Entopia	Course	BA	
	Financial Marketing	Course	MBA	
	New Product Development	Course	MBA	
	Consumer Behaviour	Course	MBA	
	Strategic Management	Course	MBA	
	International Marketing	Course	MBA	
	Marketing of Services	Course	BA	
	Qualitative Research Methods	Course	BA	

10. Professional Experience

Business

2010 - 2020 **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).

PUBLICATIONS

Ph.D. Dissertation

- 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: *Prof. Chong Ju Choi*

Authored Books – Published

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

Articles or Chapters in Scientific Books (which are not Conference Proceedings)

Chapters

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.

Articles in refereed journals

Published

1. Silbiger, A., Berger, R., Barnes, B.R., Renwick, W.S.D. (2020). "The role of regulatory focus and its influence on the cultural distance – Adjustment relationship for expatriate managers", *Journal of Business Research*, 122:398-410 (IF 4.874)
2. Berger, R., Bulmash, B., Drori., N., and Ben-Assuli, O. (2020). "The patient–physician relationship: An account of the physician’s perspective", *Israel Journal of Health Policy Research*, 9(32):2-16 (IF. 1.662)
3. Berger, R., Konwar, Z., Ramendra, A., and Barnes, B.R. (2020). "Doing business in Indian: the role of jaan-pehchaan", *Industrial Marketing Management*, 89:326-339 (IF 4.779)

4. Song, Y., Zhang, Z., and Berger, R. (2020). "Collaborative Innovation and Policy Support: The Emergence of Trilateral Networks", *Applied Economics*, 52(34):3651-3668 (I.F 0.75)
5. Berger, R., Herstein, R., McCarthy, D., and Puffer, S. (2019). "Doing Favours in the Arab World", *International Journal of Emerging Markets*, 14(5):916-943 (IF 2.067).
6. Song, Y., Berger, R., Yosipof, A. (2019). "Mining and Investigating the Factors Influencing Crowdfunding Game Campaigns Success", *Technological Forecasting and Social Change*, 148:1-10 (IF 3.129; Q1)
7. Song, Y., Ziko, K., and Berger, R. (2019). "Institutional Differences, Foreign Ownership Modes, Marketing Capabilities and Domestic Technological Catch-up: Evidence from India", *Science Technology and Society*, 24(2):338-364. (IF 0.78; Q2)
8. Albayrak, T., Herstein, R., Caber, M., Drori, N., and Berger, R. (2018). "Exploring religious tourist experiences in Jerusalem: The intersection of Abrahamic Religions", *Tourism Management*, 69:285-296. (IF 4.707; Q1)
9. Berger, R., Silbiger, A., Herstein, R., and Barnes, B.R. (2018). "Is Guanxi Universal in China? Some Evidence of a Paradoxical Shift", *Journal of Business Research*, 86:344-355. (IF 3.354; Q1)
10. Herstein, R., Gilboa, S., Gamliel, E., Berger, R. and Ali. A. (2018). "The Role of Private Label Brands in Enhancing Service Satisfaction in the Hotel Industry: Comparing Luxury and Boutique Hotels", *Service Marketing Quarterly*, 39(2):140-155. (IF 0.74; Q2)
11. 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 1.516; Q1)
12. 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. (IF 0.54; Q3)
13. 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*, 28(2):231-247. (IF 2.982; Q1)
14. 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 2.00 ; Q1)
15. Herstein, R., Drori, N., Berger, R., Barnes, B.R. (2015). "Exploring The Gap Between Policy and Practice in Private Branding Strategy Management In An Emerging Market", *International Marketing Review*, 34(4):559-578. (IF 1.672; Q1)

16. 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. (IF.3.166; Q1)
17. 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. (IF.3.758; Q1)
18. Berger, R. and Herstein, R. (2014). "The Evolution of Business Ethics in India", *International Journal of Social Economics*, 41(12):1073-1086. (IF.0.58; Q3)
19. Berger, R. (2014). "The Enigma of the Chinese Diamond Industry", *Chinese Management Studies*, 8(4):665-682. (IF 0.394; Q2)
20. Herstein, R. and Berger, R. (2013). "A Country as a Brand: Israel's Evolving Branding Strategy", *Journal of Brand Strategy*, 2(2):179-190. (IF.0.62; Q2)
21. Berger, R. and Herstein, R. (2013). "The Evolution of Chinese Business Ethics", *Management Research Review*, 37(9):778-790. (IF.1.35; Q2)
22. 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. (IF.0.77; Q2)
23. 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. (IF.0.62; Q2)
24. Herstein, R. and Berger, R. (2013). "Hosting the Olympics: A City's Make or Break Impression", *Journal of Business Strategy*, 34(2):38-44. (IF.0.77; Q2)
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- Promoted to Senior Lecturer 2012**
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25. 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. (IF 2.354; Q1)
26. 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. (IF.0.867; Q2)
27. 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. (IF.0.715; Q2)
28. 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. (IF 2.354; Q1)
29. Choi, C.J. and Berger, R. (2009). "Ethics of Global Internet, Community and Fame Addiction", *Journal of Business Ethics*, 85:193-200. (IF 2.354; Q1)

30. 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. (IF.1.371; Q1)

Papers – peer reviewed but not ranked

1. Chan, D. and Berger, R. (2020). "The Evolution of Managerial Strategy in Family Owned Firms in light of Environmental Changes – The Case of the Diamond Industry", *Journal of Small Business & Entrepreneurship*, 32(2):123-148.
2. Song, Y. and Berger, R. (2019). "How Gender Affects Collaborative Innovation Networks Performance: The Case of the Dutch Fashion Industry", *International Journal of Entrepreneurship and Small Business*, 36(4):392-404 (IF 0.38; Q2).
3. Berger, R. (2018). "Entrepreneurial Learning about the Venture Capitalist Community", *Business and IT*, 1:2-12.
4. 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.
5. Berger, R. and Herstein R. (2017). "Marketing to the Arab World", *International Journal of Conceptions on Management and Social Sciences*, 5(1):7-10.
6. 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*, 22(3):341-262.
7. 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.
8. 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.
9. 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.
10. 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.
11. Herstein, R. and Berger, R. (2014). "Cities For Sale: How Cities Can Attract Tourists by Creating Events", *The Marketing Review*, 14(2):131-144.

12. Berger, R. and Zwillling, M. (2014). "Ethics Of The Global Financial Crisis: Beyond The Washington Consensus", *International Journal of Accounting Practice and Research*, 1(1):64-82.
13. 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.
14. 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.
15. Berger, R. and Zwillling, M. (2013). "Stake – Holder Marketing and Reciprocity in Eastern Europe: A Conceptual Analysis", *International Journal of Knowledge, Management and Learning*, 2(2):175-190.
16. Berger, R. and Zwillling, M. (2013). "Innovation, Learning, and Synergy Between Entrepreneurs and Venture Capitalists", *International Journal of Synergy and Research*, 2(2):91-106.
17. Herstein, R. and Berger, R. (2013). "A Country as a Brand: Israel's Evolving Branding Strategy", *Journal of Brand Strategy*, 2(2):179-190.
18. 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.
19. Berger, R. and Herstein, R. (2013). "Guanxi: The Evolutionary process of Management in China", *International Journal of Strategic Change Management*, 5(1):30-40.
20. 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.
21. 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.
22. 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.
23. 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.

Accepted for publication

1. Song, Y., and Berger, R. (2020). "The Entrepreneurial Process and Online Social Networks: Forecasting Entrepreneurial Survival Rate", *Small Business and Economics*. (I.F 3.555)
2. Berger, R., Silbiger, A., and Barnes, B.R. (2020). "Scale development and validation for measuring business-to-business Wasta relationships", *Journal of Business and Industrial Marketing*. (I.F. 2.42)