

# Ariella Berger- Select Writing

## Innovation, Strategy, Futurism

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- BOOK CHAPTER, What uniquely explains Israel’s technology innovation success?, SIGNAL’s “Blue Book” (中以学术交流促进协会) audience Chinese leadership) (2020).
- WHITE PAPER Towards a Positive Psychology of Buildings & Workplace Community: Delineating the Benefits of the Positive Built Workplace Environment, s.l.: University of Sydney, International Towers with Grant, A. M, O’Conner, S, Studholme, (2018).
- BOOK CHAPTER The Rising Strategic Value Of Global Technology Assets, Perspectives, SIGNAL (2017)
- CHAPTER, IEEE AI Ethics in Israel, IEEE Global Initiative on Ethics of AI/AS Systems, Regional Reports on A/IS Ethics (2017).
- RESPONSA to “Ethically Aligned Design”, IEEE Global Initiative for Ethical Considerations in AI /AS, pp.213-218 (2017).
- OPED Advice for Techies: Know Thy Market!. The Jerusalem Post, (2000).

## Mobility

- CONSULTATIVE REPORT Israel’s Fuel Choice Policy: Keys to Success. IEP, (2014).
- CONFERENCE REPORT Global Challenge, Local Opportunities. Eilat, The Eilat Eilat Roundtable, (2012). *Using SIT Innovation Methodology.*
- FULL-LENGTH CONSULTATIVE REPORT The Oil Alternatives Industry Start-Ups, (2011).
- EXTENSIVE SURVEY, The IEP Database of Oil Alternative Companies: IEP, (2012).
- CONDENSED POLICY REPORT Encouraging the Development of Oil Alternative Technologies (English & Hebrew). IEP, (2011).
- FULL-LENGTH POLICY RECOMMENDATION REPORT Israel’s Oil Alternatives Industry: Full Report, IEP, (2011).

## Energy

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- REPORT Response to Tzemach Committee Findings. IEP, with Dror Strum and Y.Hollander, (2012).
- OPED Natural Gas at the Supreme Court- Far-Reaching Consequences, The Jerusalem Post, (2015) .
- CONSULTATIVE REPORT Natural Gas in the Israeli Economy, IEP. (2013).
- CONFERENCE REPORT How would natural gas prices affect Israel. Herzliya Conference, w/Dr Gilead Fortuna, (2013).
- OPED Exporting Israel's Gas (Hebrew. Yediot Ahranot, (2013).
- REPORT גז טבעי במשק הישראלי תקציר מנהלים IEP ed by Dror Strum, (2013).