

# Kadir Jun Ayhan

PH.D.

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Assistant Professor of International Relations at Ewha Womans University Graduate School of International Studies.  
'October 15, 2022'

## Education

### Seoul National University Graduate School of International Studies

PH.D. IN INTERNATIONAL STUDIES

Seoul, South Korea

2016

### Seoul National University Graduate School of International Studies

MASTER IN INTERNATIONAL STUDIES

Seoul, South Korea

2010

### The University of Auckland

BACHELOR OF COMMERCE IN ECONOMICS, INTERNATIONAL TRADE (DOUBLE MAJORS)

Auckland, New Zealand

2008

## Professional Experience (Selected)

### Graduate School of International Studies

ASSISTANT PROFESSOR

- Ph.D. Director
- Public Diplomacy Center Vice Director

Ewha Womans University

March 2021 - Present

### Steering Advisory Committee for Empowerment of Cultural Exchanges and Cooperation

MEMBER

Korea Foundation

October 2021 - Present

### National Unity Committee

MEMBER

Republic of Korea Presidential

Transition Committee

April 2022 - June 2022

### Division of International Studies

VISITING PROFESSOR

Hankuk University of Foreign Studies

March 2020 - February 2021

### Graduate School of International and Area Studies

ASSISTANT PROFESSOR

Hankuk University of Foreign Studies

March 2017 - February 2020

### Institute for Public Diplomacy and Global Communication

VISITING FELLOW

George Washington University

June 2018 - August 2018

### Graduate School of International Studies

LECTURER

Seoul National University

September 2015 - February 2017

## Publications

### JOURNAL ARTICLES

**Ayhan, K. J., & Jang, S. (n.d.).** Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel. *The Hague Journal of Diplomacy*.

**Ayhan, K. J. (2022).** An English School of International Relations Approach to Public Diplomacy: A Public Diplomacy Framework for Global Governance Issues. *Journal of Public Diplomacy*, 2(1), 1–4.

**Ayhan, K. J. (2022).** South Korea's Public Diplomacy during the COVID-19 Pandemic: Seeking Status as an Authority in Global Governance. *KEI Academic Paper Series*.

**Ayhan, K. J., Gouda, M., & Lee, H. (2022).** Exploring Global Korea Scholarship as a Public Diplomacy Tool. *Journal of Asian and African Studies*, 57(4), 872–893.

**Ayhan, K. J., & Sevin, E. (2022).** Moving public diplomacy research forward: Methodological approaches. *Place Branding and Public Diplomacy*, 18(3), 201–203.

Varpahovskis, E., & **Ayhan, K. J.** (2022). Impact of country image on relationship maintenance: A case study of Korean Government Scholarship Program alumni. *Place Branding and Public Diplomacy*, 18(2), 52–64.

**Ayhan, K. J.** (2021). Journal of Public Diplomacy: Sunrise of a New Interdisciplinary Journal for an Emerging Academic Field. *Journal of Public Diplomacy*, 1(1), 1–4.

**Ayhan, K. J.**, & Gouda, M. (2021). Determinants of Global Korea Scholarship students' word-of-mouth about Korea. *Asia Pacific Education Review*, 22(1), 15–29.

**Ayhan, K. J.**, & Snow, N. (2021). Introduction to the special issue—Global Korea Scholarship: Empirical evaluation of a non-Western scholarship program from a public diplomacy perspective. *Politics & Policy*, 49(6), 1282–1291.

Hong, M. S., Jeong, M., & **Ayhan, K. J.** (2021). International Scholarship for Social Change? Re-contextualizing Global Scholarship Alumni's Perceptions of Diversity and Justice in South Korea. *Politics & Policy*, 49(6).

Istad, F., Varpahovskis, E., Miezian, E., & **Ayhan, K. J.** (2021). Global Korea Scholarship students: Intention to stay in the host country to work or study after graduation. *Politics & Policy*, 49(6), 1323–1342.

Jon, J.-E., & **Ayhan, K. J.** (2021). Satisfied or dissatisfied: The determinants of Global Korea Scholarship recipients' satisfaction with life in Korea. *Politics & Policy*, 49(6), 1391–1414.

Sevin, E., **Ayhan, K. J.**, & Ingenhoff, D. (2021). Capturing country images: A methodological approach. *The Journal of International Communication*, 27(2), 237–257.

Tam, L., & **Ayhan, K. J.** (2021). Evaluations of people, affection, and recommendation for a host country: A study of Global Korea Scholarship (GKS) recipients. *Politics & Policy*, 49(6), 1292–1307.

**Ayhan, K. J.** (2020). An Exploration of Korean Discourses on Public Diplomacy. *Journal of Contemporary Eastern Asia*, 19(1), 31–42.

**Ayhan, K. J.** (2020). Transferring Knowledge to Narrative Worlds: Applying Power Taxonomy to Science Fiction Films. *International Studies Perspectives*, 21(3), 258–274.

Sevin, E., **Ayhan, K. J.**, & Ingenhoff, D. (2020). Analyzing Country Images through Networks: Case of South Korea. *Asian International Studies Review*, 21(2), 95–119.

**Ayhan, K. J.** (2019). Rethinking Korea's Middle Power Diplomacy as a Nation Branding Project. *Korea Observer*, 50(1), 1–24.

**Ayhan, K. J.** (2019). The Boundaries of Public Diplomacy and Non-State Actors: A Taxonomy of Perspectives. *International Studies Perspectives*, 20(1), 63–83.

Choi, S., Tam, L., **Ayhan, K. J.**, & Lee, D. (2019). Why and How Do Sojourners Talk about Macao? Effects of Perceived Risk and Expected Benefit. *Asian International Studies Review*, 20(2), 29–51.

**Ayhan, K. J.** (2018). Branding Korea as “My Friend's Country”: The Case of VANK's Cyber Public Diplomats. *Korea Observer*, 49(1), 51–81.

**Ayhan, K. J.** (2018). Special Issue on Soft Power and Public Diplomacy in East Asia. *Journal of Contemporary Eastern Asia*, 17(1), 1–4.

Lee, G., & **Ayhan, K. J.** (2015). Why Do We Need Non-state Actors in Public Diplomacy?: Theoretical Discussion of Relational, Networked and Collaborative Public Diplomacy. *Journal of International and Area Studies*, 23(1), 57–77.

## BOOK CHAPTERS

**Ayhan, K. J.** (n.d.). South Korean Public Diplomacy vis-à-vis the United States: Finding Support for Policies in Washington DC. In M. Lerner (Ed.), *Divided America, Divided Korea: U.S.-Korean Relations During and After the Trump Years*. Cambridge University Press.

**Ayhan, K. J.**, & Kim, Y. (2021). Ideas Matter in Inter-Korean Relations: Shifts in South Korea's Foreign Policy Interests and Behavior Vis-à-Vis North Korea. In M. Richey, J. P. Panda, & D. A. Tizzard (Eds.), *The Future of the Korean Peninsula Korea 2032 and Beyond* (pp. 32–58). Routledge.

**Ayhan, K. J.**, & Sevin, E. (2021). Non-Coercive Influence in World Politics: Intersection with State Inclusive Index. In J. Park & H.-S. Lyu (Eds.), *Developing State Inclusiveness Index: Conceptualization and Measurement* (pp. 419–435). National Research Council for Economics, Humanities; Social Sciences.

Lee, H., Jang, S., & **Ayhan, K. J.** (2021). News Coverage about the U.S. In Korea during Bush, Obama and Trump Administration: Trump as an Outlier. In Y. R. Kamalipour (Ed.), *Global Media Perceptions of the United States: The Trump Effect* (pp. 175–188). Rowman & Littlefield Publishing.

Sevin, E., & **Ayhan, K. J.** (2021). Evaluation in Public Diplomacy. In D. Spry (Ed.), *Communicating with Purpose and Value: ASEF Public Diplomacy Handbook* (pp. 61–68). Asia-Europe Foundation (ASEF).

**Ayhan, K. J.** (2020). Mingan Bunyaeui Gonggong Waegyo [People-to-People Diplomacy]. In K. Foundation (Ed.), *Cheoeum Mannaneun Gonggong Waegyo*. Korea Foundation.

Sevin, E., **Ayhan, K. J.**, Jang, W. Y., & Lee, H. (2019). Assessing Propaganda Effectiveness in North Korea: A Limited Access Case Study. In P. Baines, N. J. O'Shaughnessy, & N. Snow (Eds.), *Handbook of Propaganda* (pp. 205–222). Sage.

**Ayhan, K. J.** (2017). Korea's Soft Power and Public Diplomacy Under Moon Jae-In Administration: A Window Of Opportunity. In K. J. Ayhan (Ed.), *Korea's Soft Power and Public Diplomacy* (pp. 13–32). Hangang Network.

**Ayhan, K. J.** (2016). Introduction. In K. J. Ayhan (Ed.), *Korea's Public Diplomacy*. Hangang Network.

## BOOKS

**Ayhan, K. J.** (2017). *Korea's Soft Power and Public Diplomacy*. Hangang Network.

**Ayhan, K. J.** (2016). *Korea's Public Diplomacy*. Hangang Network.

## BOOK REVIEWS

**Ayhan, K. J.** (2020). Competition for Hearts and Minds: Cold War Public Diplomacy. *International Studies Review*, 22(4), 988–989. <https://doi.org/10.1093/isr/viaa038>

**Ayhan, K. J.** (2019). [Book Review for James Pamment and Karin Gwinn Wilkins (Eds.) (2018). *Communicating National Image through Development and Diplomacy: The Politics of Foreign Aid*. Palgrave Macmillan]. *International Journal of Communication*, 13, 1–4.

**Ayhan, K. J.** (2019). [Book Review for Scott A. Snyder (2018). *South Korea at the Crossroads: Autonomy and Alliance in an Era of Rival Powers*. Columbia University Press]. *International Affairs*, 95(4), 961–962.

**Ayhan, K. J.** (2018). [Book Review for Review of the book [Wiseman, G. (2015). *Isolate or Engage: Adversarial States, U.S. Foreign Policy, and Public Diplomacy*. Stanford University Press]. *Croatian International Relations Review*, 24(81), 146–149.

**Ayhan, K. J.** (2018). Connecting Public Diplomacy and Foreign Policy. *International Studies Review*, 20(3), 539–540.

## Grants

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### Graduate Program for Area Studies (European Studies)

KOREA INTERNATIONAL ECONOMIC POLICY

- 100 million KRW (roughly \$75,000)

Ewha Womans University Graduate  
School of International Studies

2022-23

### Korean-German Junior Forum

KOREA FOUNDATION

- 61.72 million KRW (roughly \$47,000)

Ewha Public Diplomacy Center (with  
Kisuk Cho)

2022

### Incentive Award Research Project: “Rethinking Soft Power from Power-recipient’s Perspective”

EWHA WOMANS UNIVERSITY

- 3.6 million KRW (roughly \$3,000)

Individual

2022

### Korean-German Junior Forum

KOREA FOUNDATION

- 34 million KRW (roughly \$30,000)

Ewha Public Diplomacy Center (with  
Kisuk Cho)

2021

## **New Faculty Research Project: “International Student Mobility Programs in International Relations Theory”**

*Individual*

EWHA WOMANS UNIVERSITY

2021

- 20 million KRW (roughly \$18,000)

## **“Korea’s Public Diplomacy Article Contest” and book on the same topic**

*Global Public Diplomacy Center*

KOREAN MINISTRY OF FOREIGN AFFAIRS

2020

- 18.7 million KRW (roughly \$15,000)

## **Policy-oriented Research Support Program: “An Experiment on the Effects of Social Identification on Support for Inter-Korean Public Diplomacy Policies Using Mediated and Interpersonal Communication”**

*with Lindsey Bier, Park Han-Woo  
and Park Sejung*

KOREA FOUNDATION

2020

- \$50,000

## **CONVERGE facility, Natural Hazards Center at University of Colorado Boulder: “Mapping China’s Public Diplomacy Operations on Twitter, during the COVID-19 Crisis,” COVID-19 Working Group for Public Health and Social Sciences Research**

*with Weiai Xu, Rui Wang, Celine  
Song and Miao Feng*

NSF-FUNDED (SSEER) NETWORK, CONVERGE FACILITY, NATURAL HAZARDS CENTER AT UNIVERSITY OF COLORADO BOULDER

2020

- \$1000

## **Policy-oriented Research Support Program: “Empowerment of Public Diplomacy Curriculum at Universities”**

*Hankuk University of Foreign  
Studies (with Lee Sang-Hwan et al.)*

KOREA FOUNDATION, () (30 MILLION KRW, ROUGHLY \$27,000)

2019

- 30 million KRW (roughly \$27,000)

## **Korean Studies Grant: “Capturing the Imagined Reality: A Study of South Korean Country Image”**

*with Efe Sevin and Diana Ingenhoff*

ACADEMY OF KOREAN STUDIES

2019

- \$40,000

## **Policy-oriented Research Support Program: “Rethinking Inter-Korean Social Exchanges in Turbulent Times”**

*with Rafal Smoczynski and Park  
Han-Woo*

KOREA FOUNDATION

2019

- \$50,000

## **Policy-oriented Research Support Program: Realizing the Public Diplomacy Potential of Korean Government Scholarship- A Mixed Study of Alumni and Current Students”**

*with Nancy Snow and Moamen  
Gouda*

KOREA FOUNDATION

2019

- \$40,000

## **Policy-oriented Research Support Program: “People-to-People Diplomacy in Inter-Korean Relations”**

*with Rafal Smoczynski*

KOREA FOUNDATION

2018

- \$50,000

## **Policy-oriented Research Support Program: “Korean Government Scholarship Program (KGSP) as a Public Diplomacy Tool”**

*with Nancy Snow*

KOREA FOUNDATION

2018

- \$40,000

## **“Korea’s Diplomacy and Soft Power Conference”, article contest, and book on same topic**

*Hangang Network*

KOREAN MINISTRY OF FOREIGN AFFAIRS

2017

- 19.8 million KRW (roughly \$18,000)

## **“Seoul Youth Forum” (16 events) on Korea’s Nation-Branding Strategy**

*Hangang Network*

KOREAN MINISTRY OF FOREIGN AFFAIRS

2016

- 20 million KRW (roughly \$18,000)

## **“Korea’s Public Diplomacy Conference”, article contest, and book on same topic**

*Hangang Network*

KOREAN MINISTRY OF FOREIGN AFFAIRS

2016

- 20 million KRW (roughly \$18,000)

## **Invited Talks (Selected)** \_\_\_\_\_

## Universal Values-based Public Diplomacy: Towards Peaceful Coexistence

JEJU FORUM - KOREA FOUNDATION SESSION

- English

Jeju

2022, September 14

## 30 Years of Korea-China Diplomatic Relations: Omnidirectional Diplomacy and Public Diplomacy

KOREA-CHINA 30TH ANNIVERSARY OF DIPLOMATIC RELATIONS EXPERT AND YOUTH FORUM

- Korean

Global Strategic Cooperation

Research Center, Seoul

2022, August 23

## The Development Process of Public Diplomacy and Various Cases across the World

2022 DAEGU-GYEONGBUK PUBLIC DIPLOMACY SYMPOSIUM

- Korean

Daegu

2022, June 3

## BLUE SKY WORKSHOP: Connecting Global South and Global North: Toward Decolonization of Public Diplomacy Scholarship and Methodology

72ND INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

- English

Zoom

2022, May 27

## Public Diplomacy Cases from Across the World

2022 OVERSEAS KOREANS FRIENDS HOMECOMING/ CYBER YOUTH CAMP

- Korean

Studio recording

2022, May 18

## Evaluation

ASIA EUROPE FOUNDATION'S 9TH PUBLIC DIPLOMACY TRAINING: COMMUNICATING WITH PURPOSE AND VALUE

- English

Zoom

2022, April 13

## South Korea's Public Diplomacy during the COVID-19 Pandemic and Beyond

KOREA ECONOMIC INSTITUTE

- English

Washington D.C.

2022, January 27

## Panel: The Role of Korea-U.S. Public Diplomacy to Strengthen Alliance

KOREA-US PUBLIC DIPLOMACY FORUM

HUFS Media Diplomacy Center,

Seoul

2021, October 5

## Korea's Public Diplomacy: Objectives, Actors, and Activities

PANEL: FROM KOREA WITH LUV: SOUTH KOREAN PUBLIC DIPLOMACY IN THE THIRD KOREAN WAVE

- English

The University of Philippines Korea

Research Center (Zoom)

2021, August 6

## People-to-people Diplomacy: Empowerment of Citizens by Korea Foundation

CITIZEN DIPLOMACY RESEARCH GROUP

The University of Philippines Korea

Research Center (Zoom)

2021, August 4

## Public Diplomacy: Yesterday, Today and Tomorrow

PUBLIC DIPLOMACY CAMP

- English

Korea Foundation

2021, July 31

## Panel: Different Approaches in Measuring and Evaluating the Effectiveness of Public Diplomacy

PUBLIC DIPLOMACY IN ASIA 2021

- English

Korea Foundation

2021, July 27

## Public Diplomacy Complemented and Supplemented by Civil Society: The Case of Korea

TRAINING FOR KOREA FOUNDATION STAFF

- English

Korea Foundation

2021, July 22

## South Korea's Global Status-Seeking in a Multiplex World Order

INASIA FORUM

The Institute for Far Eastern Studies

2021, June 6

## Democracy and Korea's Public Diplomacy: Beyond Rhetoric

GWANGJU DEMOCRACY FORUM

- Korean

Zoom

2021, May 20

## Korea's Public Diplomacy: Objectives, Actors and Activities

UNIVERSITY OF SOUTHERN CALIFORNIA

- English

Zoom

2021, April 21

## Status-Seeking in a Multiplex World Order: Korea's Public Diplomacy in the Age of COVID-19

Seoul

THE KAPD 2020 INTERNATIONAL CONFERENCE & ANNUAL CONFERENCE: PUBLIC DIPLOMACY IN THE AGE OF GREAT TRANSFORMATION

2020 November 27

- English

## Public Diplomacy Cases from around the World

Zoom

KEIMYUNG UNIVERSITY

2020, November 17

- Korean

## G20 and Korea's Public Diplomacy

KOICA

C20 KOREA FORUM

2020, November 12

- English

## Active Learning in Digitalized Education: Challenges and Opportunities

Zoom

THE 6TH INTERNATIONAL SYMPOSIUM OF ASIAN DEVELOPMENT STUDIES

2020, October 23

- English

## Host for 3rd Public Diplomacy Week of Korea Foundation Keynote Session with Joseph Nye

Live Studio Recording

KOREA FOUNDATION

2020, October 14

- English

## Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel

Zoom

KOREA GLOBAL FORUM FOR PEACE 2020

2020, September 8

- English

## Relational People-to-People Diplomacy

Zoom

KOREA FOUNDATION (ORIENTATION FOR PEOPLE-TO-PEOPLE DIPLOMACY PROJECT PARTICIPANTS)

2020, June 27

- Korean

## Public Diplomacy Cases from around the World

Youtube recording in studio

KOREA FOUNDATION

2020, June 15

- Korean

## Korean Public Diplomacy in the 2020s

Zoom

KOREA FOUNDATION (PUBLIC DIPLOMACY PRACTITIONER TRAINING)

2020, June 11

- Korean

## Turkish Public Diplomacy amid COVID-19: Status-Seeking in a Multiplex World Order

Zoom

JEJU UNIVERSITY-KOREA FOUNDATION CONFERENCE ON COVID-19 AND PUBLIC DIPLOMACY

2020, June 3

- English

## People-to-People Diplomacy

Recorded Lecture

CHUNGNAM UNIVERSITY

2020, June 1

- Korean

## Social Identity and Intergroup Communication

Zoom

SOOKMYUNG WOMEN'S UNIVERSITY

2020, April 7

- English

## Understanding Power in World Politics

Suwon

AJOU UNIVERSITY

2019, December 9

- English

## History and Future of Public Diplomacy

Jeju

JEJU NATIONAL UNIVERSITY

2019, November 28

- Korean

## Climate Action Simulation

Suwon

AJOU UNIVERSITY

2019, November 25

- English

## Foreign Policy Objectives and Public Diplomacy in 2010s

Daegu

KEIMYUNG UNIVERSITY

2019, November 11

- Korean

## Assessment and Evaluation in Korean Public Diplomacy

MINISTRY OF FOREIGN AFFAIRS POLICY-ORIENTED PUBLIC DIPLOMACY ADVISORY MEETING

- English

Incheon

2019, November 9

## History and Present of Public Diplomacy

CHUNGNAM UNIVERSITY

- Korean

Daejeon

2019, November 4

## Understanding People-to-People Diplomacy

KOREA FOUNDATION

- English

Seoul

2019, August 19

## Let the Sun Shine? Inter-Korean People-to-People Diplomacy in the Absence of State-based Public Diplomacy

MINISTRY OF FOREIGN AFFAIRS (CLOSED ROUNDTABLE)

- English

Seoul

2019, August 12

## Recent Trends in Public Diplomacy Literature

KOREA FOUNDATION PUBLIC DIPLOMACY ACADEMY

- Korean

Seoul

2019, July 30

## Korean Public Diplomacy: Objectives, Actors, and Activities

YONSEI UNIVERSITY

- English

Incheon

2019, May 9

## Relational Public Diplomacy at Grassroots

KOREA PUBLIC DIPLOMACY ASSOCIATION

- English

Seoul

2019, April 6

## People-to-People Diplomacy in Korea

1ST PUBLIC DIPLOMACY WEEK

- Korean

Seoul

2018, November 3

## How Do European Recipients of Korean Government Scholarship View Korea?

UNIVERSITY OF WARSAW

- English

Warsaw

2018, October 5

## Vision and Strategy of Public Diplomacy for Peace and Prosperity in the Korean Peninsula and in Northeast Asia

JEJU FORUM - MINISTRY OF FOREIGN AFFAIRS SESSION

- English

Jeju

2018, June 26

## Understanding Public Diplomacy

UNITAR CIFAL JEJU/ JITC PARTNERSHIP PROGRAM FOR DIPLOMATS

- English

Jeju

2017, November 23

## Relational and Collaborative Dynamics of Cultural Diplomacy

MINISTRY OF FOREIGN AFFAIRS ROUNDTABLE PANEL DISCUSSION: CULTURAL DIPLOMACY WITH NEW MEDIA AT THE ERA OF THE

4TH INDUSTRIAL REVOLUTION

- English

Seoul

2017, November 21

## Cultural Diversity and Dialogue

AJOU UNIVERSITY CEO EDUCATION PROGRAM

- Korean

Suwon

2017, October 24

## Sustainable Cultural Tourism for Economic Development

UNITAR CIFAL JEJU/ JITC POLICY WORKSHOP: CULTURAL TOURISM FOR SUSTAINABLE DEVELOPMENT IN THE ASIA-PACIFIC

REGION

- English

Jeju

2017, October 10

## If We Guarantee Cultural Diversity, We Guarantee Korean Society's Future

MULTICULTURAL EDUCATION ACADEMIC FORUM

- Korean

Ministry of Education & National  
Institute for Lifelong Education

2016, November 10

## Cultural Diversity and Global Citizen" Global Citizenship Education

UNESCO KOREA COMMISSION

- Korean

Seoul

2016, October 25

## Alumni as a Tool of Public Diplomacy

PUBLIC DIPLOMACY AND RETURNEES FORUM

- English

Ministry of Foreign Affairs & ISF

2015, November 17

## Relational Public Diplomacy through Sports

ISR ACADEMY - INTERNATIONAL SPORTS RELATIONS FOUNDATION

- English

Incheon

2015, November 4

## The Consequences of Turkish Election Campaigns in Europe

POLICY PANEL FORUM: INTRODUCTION OF OVERSEAS KOREANS' PROPORTIONAL REPRESENTATION IN THE PARLIAMENT

- Korean

Korean National Assembly, Seoul

2015, April 27

## Sixth KF Global Seminar Middle Powers and Public Diplomacy Building a Network for the Global Public Good

WORKING GROUP DEVELOPING PUBLIC DIPLOMACY POLICY FOR KOREA AS MIDDLE POWER

- English

Korea Foundation, Seoul

2013, November 21

## Hallyu in the Middle-East: Does Cultural Proximity or a Sense of Coevalness Exist?

INTERNATIONAL SYMPOSIUM FOR THE GLOCALIZATION OF HALLYU AND RELIGION

- English

Yonsei University, Seoul

2013, November 14

## Conference Presentations (Selected) \_\_\_\_\_

### The Determinants of US Public Diplomacy: Countering Adversary Influence All the Way

THE KOREAN ASSOCIATION OF INTERNATIONAL STUDIES ANNUAL CONFERENCE

Seoul

2022 June

### The Determinants of United States' Public Diplomacy Spending Abroad

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

Zoom

2022 March

### An experiment on the multiplier effect: A study on inter-Korean people-to-people exchanges

KOREA-CHINA 30TH ANNIVERSARY OF DIPLOMATIC RELATIONS EXPERT AND YOUTH FORUM

- Ayhan, K. J., Park, S., Bier, L., Park, H.

Zoom

2022 March

### Does Democratization Work? United States' Civil-society Aid and Democracy in the Recipient Countries

KOREAN INTERNATIONAL STUDIES ASSOCIATION 13TH ANNUAL CONVENTION & ASIA PACIFIC INTERNATIONAL STUDIES ASSOCIATION 15TH CONGRESS

- Higgins, P., Ayhan, K. J.

Zoom

2021 November

### Rethinking Soft Power with Alternative Explanations: Appealing to Fear, Appetite or Spirit

INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

Zoom

2021 May

### Evaluations of People, Affective Connection and Recommendation toward a Host Country: Case Study of Global Korea Scholarship (GKS) Recipients

INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

- Tam, L., Ayhan, K. J.

Zoom

2021 May

### South Korea's Global Status-Seeking in a Multiplex World Order

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

Zoom

2021 April

### The Process Evaluation of Korean Public Diplomacy: A Logic of Practice Approach

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

- Kim, Y., Ayhan, K. J.

Zoom

2021 April

### International Scholarship Students in South Korea: Determinants of Intention to Work in the Host Country After Graduation

THE KAPD 2020 INTERNATIONAL CONFERENCE & ANNUAL CONFERENCE: PUBLIC DIPLOMACY IN THE AGE OF GREAT TRANSFORMATION

- Istad, F., Varpahovskis, E., Miezan, E., Ayhan, K. J.

Zoom

2020 November

### Learning International Relations Theories in the Marvel Universe: The Black Panther of Wakanda

INTERNATIONAL STUDIES ASSOCIATION ASIA-PACIFIC CONFERENCE

- Ayhan, K. J., Gouda, M.

Singapore

2019 July



<b>Development Dynamics of Korean Government Scholarship Program</b> KAIDEC CONFERENCE: IN SEARCH FOR A SUSTAINABLE ECOSYSTEM FOR INTERNATIONAL DEVELOPMENT: CHALLENGES FOR THE FUTURE	Seoul 2019 June
<b>Let the Sun Shine? Inter-Korean People-to-People Diplomacy in the Absence of State-based Public Diplomacy</b> INTERNATIONAL COMMUNICATION ASSOCIATION PRE-CONFERENCE: NORTH KOREA AND COMMUNICATION • Ayhan, K. J., Jang, S.	Washington D.C. 2019 May
<b>Can the Country Image Predict Relationship Management Behavior</b> WATEF CONFERENCE: SOCIAL EXCHANGES AND PUBLIC DIPLOMACY ON THE KOREAN PENINSULA • Varpahovskis, E., Ayhan, K. J.	Seoul 2019 April
<b>Nurturing Friends of Korea: Korean Government Scholarship Program as a Public Diplomacy Tool</b> INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION • Ayhan, K. J., Gouda, M.	Toronto 2019 March
<b>Roundtable: International Politics and Innovative Learning: (IPIL) - From Process to Progress</b> INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	Toronto 2019 March
<b>Roundtable: New Perspectives on Non-State Diplomacy: Situating Empirical Framework in the Context of Non-Western Countries</b> INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	Toronto 2019 March
<b>The Use of Science Fiction Films to Facilitate Active Cognitive Processing: The Power Workshop</b> INTERNATIONAL STUDIES ASSOCIATION MIDWEST	St. Louis 2018 November
<b>How Do Korean Government Scholarship Recipients Think About Korea?</b> INTERNATIONAL STUDIES ASSOCIATION MIDWEST • Ayhan, K. J., Gouda, M., Lee, H.	St. Louis 2018 November
<b>Ideas Matter in Inter-Korean Relations: Analyzing People-to-People Exchanges</b> INTERNATIONAL POLITICAL SCIENCE ASSOCIATION 25TH WORLD CONGRESS	Brisbane 2018 July
<b>Consolidating Global Korea Scholarship as a Public Diplomacy Tool</b> INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION • Ayhan, K. J., Gouda, M.	San Francisco 2018 April
<b>Korea's Middle Power Diplomacy as a Nation Branding Project</b> INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	San Francisco 2018 April
<b>Active Learning through Critical Thinking: Identifying Power in Fictional Films</b> CHANGE IN THE HIGHER EDUCATION LANDSCAPE: THE POWER OF INTERCULTURAL NETWORKS IN INNOVATIVE LEARNING (ISA WORKING GROUP)	San Francisco 2018 April
<b>Are We All Public Diplomats? A Classification of Korean 'Diplomatic NGOs</b> KOREA INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONFERENCE	Seoul 2017 November
<b>The Boundaries of Public Diplomacy Actorness: A Classification of Korean Diplomatic NGOs</b> INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE	San Diego 2017 May
<b>A Network of Young Korean Public Diplomacy Activists: VANK</b> INTERNATIONAL COMMUNICATION ASSOCIATION POST-CONFERENCE: BRIDGING PRACTICE AND DISCIPLINARY PERSPECTIVES ON THE FORMATION AND EFFECTS OF COUNTRY IMAGE, REPUTATION, BRAND, AND IDENTITY	San Diego 2017 May
<b>Utilizing Non-State Actors for South Korea's Public Diplomacy</b> KOREA IN THE WORLD	Ewha Womans University, Seoul 2014 May
<b>Asking Social Connections and Volunteerism in Standardized Questions: The Case of Turkish Civil Society</b> CHANGE OF KOREAN SOCIETY AND SOCIAL SCIENCE'S RESPONSE	Seoul National University, Seoul 2013 December
<b>Popular Culture and East Asian Regionalization</b> ICAPA ANNUAL CONFERENCE	Ulaan Baatar 2012 August

## Awards and Honors

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### Korean Language Education and Ph.D. Program

KOREAN GOVERNMENT SCHOLARSHIP

2010 - 2015

### Seoul National University Graduate School of International Studies

DISTINGUISHED THESIS AWARD

2010

### Seoul National University Graduate School of International Studies

HIGH HONOR AWARD

2010

### Global Sharing Foundation

SCHOLARSHIP

2009

## Teaching Experience

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### Graduate School of International Studies, Ewha Womans University

INSTRUCTOR

2021 - Present

- Writing and Publishing a Journal Article
- Soft Power in World Politics
- International Security
- International Relations of East Asia

### Ewha Womans University

INSTRUCTOR

2021 - Present

- Introduction to International Politics (Division of International Studies)
- Public Diplomacy (International Summer College)

### Center for Teaching and Learning, Hankuk University of Foreign Studies

INSTRUCTOR

2020

- Digital Active Learning Pedagogy

### Division of International Studies, Hankuk University of Foreign Studies

INSTRUCTOR

2017 - 2021

- International Relations Theory
- Public Diplomacy
- Power in World Politics
- International Relations of Asia
- Transnational Actors in World Politics
- Global Governance and NGOs

### Graduate School of International and Area Studies, Hankuk University of Foreign Studies

INSTRUCTOR

2017-2020

- Theory and Practice of Public Diplomacy
- Soft Power and International Development Cooperation
- Global Governance and NGOs
- Transnational Issues and Actors in World Politics
- Policy Analysis Workshop
- Professional Development Seminar

### Graduate School of International Studies, Seoul National University

INSTRUCTOR

2015-2017

- Theory and Practice of Public Diplomacy
- Global Governance and NGOs

### Graduate School of International Studies, Ajou University

INSTRUCTOR

2016-2017

- Global Governance and NGOs

## Service to Profession

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### Journal of Public Diplomacy

EDITOR-IN-CHIEF (INAUGURAL)

2020 - Present

### Journal of Contemporary Eastern Asia

ASSOCIATE EDITOR

2017 - Present

## Korea Association for Public Diplomacy

BOARD MEMBER (INAUGURAL)

2020 - Present

## International Studies Association International Communication Section (ISA ICOMM)

EXECUTIVE COMMITTEE MEMBER

2020 - Present

## International Studies Association International Communication Section (ISA ICOMM)

SECTION CHAIR

2022 - Present

## Korean Journal of International Studies

EDITOR

2022 - Present

## Quality & Quantity

ASSOCIATE EDITOR

2019-2021

## Korea Public Diplomacy Colloquium (which later became the foundation of Korea Association for Public Diplomacy)

FOUNDER AND ORGANIZER

2019 - 2020

## Korea Association of International Development and Cooperation

OUTREACH COMMITTEE MEMBER

2018-2020

## International Studies Association International Politics and Innovative Learning (IPIL) Network

FOUNDING MEMBER AND OUTREACH COMMITTEE MEMBER

2018-2020

## Service to Community

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### Hangang Network for Academic and Cultural Exchanges

PRESIDENT

2020 - Present

- 2016-2020, Executive Director

### New Silk Road Institute

VICE DIRECTOR

2018 - Present

### Global Public Diplomacy Center

CO-FOUNDER AND BOARD MEMBER

2019 - 2021

### Dol Dahm Club, Korea Ministry of Foreign Affairs

MEMBER

2017 - 2019

### Korea's Public Diplomacy Scholars Group, Korea Ministry of Foreign Affairs

HONORARY ENVOY

2013 - 2017

## Advisor/ Reviewer/ Referee/ Jury (Selected)

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Korea Foundation, Korean Ministry of Foreign Affairs, International Communication Association Public Diplomacy Interest Group, *International Studies Quarterly*, *International Studies Review*, *International Studies Perspectives*, *Politics*, *Pacific Focus*, *Korea Observer*, *International Journal of Communication*, *International Journal of Cultural Policy*, *International Journal of Communication*, *Information Processing and Management*, *Globalizations*, *Quality & Quantity*, *Global Media and Communication*, *The Hague Journal of Diplomacy*, *Place Branding and Public Diplomacy*, *Journal of Marketing Communications*, *Journal of Contemporary Eastern Asia*, *Insight Turkey*, *Korean Journal of International Studies*, *Journal of International and Area Studies*, *Asian International Studies Review*, *Pakistan Journal of Social Sciences*

## Certificates

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### Summer Institute for Computational Social Science – Korea (KAIST)

PARTICIPATION

2022

### Datacamp

BAYESIAN MODELING WITH RJAGS, BAYESIAN REGRESSION MODELING WITH RSTANARM, FUNDAMENTALS OF BAYESIAN DATA

ANALYSIS IN R, TEXT MINING WITH BAG-OF-WORDS IN R, INTRODUCTION TO TEXT ANALYSIS IN R, DATACAMP TOPIC MODELING

2022

IN R, INTRODUCTION TO PYTHON

## Datacamp Data Scientist with R Track

INTRODUCTION TO R, INTERMEDIATE R, INTRODUCTION TO TIDYVERSE, DATA MANIPULATION WITH DPLYR, JOINING DATA WITH DPLYR, INTRODUCTION TO DATA VISUALIZATION WITH GGLOT2, EXPLORATORY DATA ANALYSIS IN R, CASE STUDY: EXPLORATORY DATA ANALYSIS IN R, INTRODUCTION TO STATISTICS IN R, INTERMEDIATE DATA VISUALIZATION, REPORTING WITH RMARKDOWN, INTRODUCTION TO REGRESSION IN R, INTERMEDIATE REGRESSION IN R

2021-2022

## HarvardX on Edx Data Science Professional Certificate

R BASICS, R VISUALIZATION, PROBABILITY, INFERENCE AND MODELING, PRODUCTIVITY TOOLS, WRANGLING, LINEAR REGRESSION, MACHINE LEARNING

2021

## Other Publications

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### Academic Blog Posts

2020, A Typology of People-to-People Diplomacy, USC Center on Public Diplomacy

2020, Measuring Country Images: Four Lessons from South Korea, USC Center on Public Diplomacy (Sevin, E., **Ayhan, K. J.**, Ingenhoff, D.,)

2019, Let's Delineate the Boundaries of Public Diplomacy, USC Center on Public Diplomacy

2018, Inter-Korean People-to-People Diplomacy, USC Center on Public Diplomacy

### Columns in English (selected)

2019.08.15, S. Korea, Japan should not let politics override personal ties, **Ayhan, K. J.**, Snow, N.

2018.11.03, Thinking out loud about public diplomacy in Korea and beyond, Snow N., **Ayhan, K. J.**

### Columns in Korean (selected)

2020.02.07, Korea as Reflected on Twitter

2019.09.20, 21st Century Diplomat should be on the Streets

2019.07.12, The Importance of Inter-Korean Relations amid Talks of Co-hosting the World Cup

2019.06.07, South and North Korea as Seen from Washington

2019.05.03, 'We' are the Strength of Korea

2019.03.26, Why Does a "Multicultural" Kid Has to go Gyeongbok Palace So Many Times?

2018.12.04, For MIKTA to Succeed

2018.10.30, Before Burning all the Bridges in International Relations, **Ayhan, K. J.**, Snow, N.

2018.08.14, Just about to Get Respect as a Middle Power

2018.07.03, GKS Students' Views on Korea

2018.05.08, If the Research Centers Have Freedom of Expression, Public Diplomacy Blossoms

2018.04.03, What is There to Fear in in Inter-Korean Exchanges?

## Languages

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Turkish - Native

English - Fluent

Korean – Fluent

## References

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Available upon request.