

Kadir Jun Ayhan

PH.D.

52 Ewhayeodae-gil, Daehyeon-dong, Seodaemun-gu, Seoul, Republic of Korea

☎ +82-2-3277-4628 | ✉ ayhan@ewha.ac.kr | 🏠 kjayhan.github.io | 📷 kjayhan | 📺 kadirjunayhan | 🐦 kadirayhan

Assistant Professor of International Relations at Ewha Womans University Graduate School of International Studies.
November 20, 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

Ewha Womans University

March 2021 - Present

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

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., Park, S., Bier, L. M., & Park, H. (Forthcoming). What are the consequences of the social and cultural exchanges between the two Koreas? Insights from an experimental study on the effect of superordinate Korean identity. *Journal of Asian and African Studies*.

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., & Jang, S. (2022). Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel. *The Hague Journal of Diplomacy*, 1–38. <https://doi.org/10.1163/1871191x-bja10139>

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., Miezan, 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. (Forthcoming). 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.

UNDER REVIEW

Ayhan, K. J. *Rethinking Soft Power: Appealing to Fear, Appetite or Spirit* [Under Review].

Ayhan, K. J., Park, S., Bier, L. M., & Park, H. W. *The Ripple Effects of Inter-Korean Social and Cultural Exchanges? An Experimental Study on Superordinate Korean Identity* [Under Review].

Grants

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” EWHA WOMANS UNIVERSITY • 20 million KRW (roughly \$18,000)	Individual 2021
“Korea’s Public Diplomacy Article Contest” and book on the same topic KOREAN MINISTRY OF FOREIGN AFFAIRS • 18.7 million KRW (roughly \$15,000)	Global Public Diplomacy Center 2020
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” KOREA FOUNDATION • \$50,000	with Lindsey Bier, Park Han-Woo and Park Sejung 2020
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 NSF-FUNDED (SSEER) NETWORK, CONVERGE FACILITY, NATURAL HAZARDS CENTER AT UNIVERSITY OF COLORADO BOULDER • \$1000	with Weiai Xu, Rui Wang, Celine Song and Miao Feng 2020
Policy-oriented Research Support Program: “Empowerment of Public Diplomacy Curriculum at Universities” KOREA FOUNDATION, () (30 MILLION KRW, ROUGHLY \$27,000) • 30 million KRW (roughly \$27,000)	Hankuk University of Foreign Studies (with Lee Sang-Hwan et al.) 2019
Korean Studies Grant: “Capturing the Imagined Reality: A Study of South Korean Country Image” ACADEMY OF KOREAN STUDIES • \$40,000	with Efe Sevin and Diana Ingenhoff 2019
Policy-oriented Research Support Program: “Rethinking Inter-Korean Social Exchanges in Turbulent Times” KOREA FOUNDATION • \$50,000	with Rafal Smoczynski and Park Han-Woo 2019
Policy-oriented Research Support Program: Realizing the Public Diplomacy Potential of Korean Government Scholarship- A Mixed Study of Alumni and Current Students” KOREA FOUNDATION • \$40,000	with Nancy Snow and Moamen Gouda 2019
Policy-oriented Research Support Program: “People-to-People Diplomacy in Inter-Korean Relations” KOREA FOUNDATION • \$50,000	with Rafal Smoczynski 2018
Policy-oriented Research Support Program: “Korean Government Scholarship Program (KGSP) as a Public Diplomacy Tool” KOREA FOUNDATION • \$40,000	with Nancy Snow 2018

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

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

Hangang Network

2017

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

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

Hangang Network

2016

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

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

Hangang Network

2016

Invited Talks (Selected)

Global Citizenship Education, Intercultural Communication and Foreign Aid

GLOBAL HR FORUM

- English

Seoul

2022, November 2

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

Coexisting in Korea with Diverse Members of the Society

LOCAL GOVERNMENT OFFICIALS DEVELOPMENT INSTITUTE (TRAINING FOR HIGH-LEVEL LOCAL GOVERNMENT OFFICIALS)

- Korean

Wanju

2022, August 19

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

Public Diplomacy 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 THE KAPD 2020 INTERNATIONAL CONFERENCE & ANNUAL CONFERENCE: PUBLIC DIPLOMACY IN THE AGE OF GREAT TRANSFORMATION • English	Seoul 2020 November 27
Public Diplomacy Cases from around the World KEIMYUNG UNIVERSITY • Korean	Zoom 2020, November 17
G20 and Korea's Public Diplomacy C20 KOREA FORUM • English	KOICA 2020, November 12
Active Learning in Digitalized Education: Challenges and Opportunities THE 6TH INTERNATIONAL SYMPOSIUM OF ASIAN DEVELOPMENT STUDIES • English	Zoom 2020, October 23
Host for 3rd Public Diplomacy Week of Korea Foundation Keynote Session with Joseph Nye KOREA FOUNDATION • English	Live Studio Recording 2020, October 14
Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel KOREA GLOBAL FORUM FOR PEACE 2020 • English	Zoom 2020, September 8
Relational People-to-People Diplomacy KOREA FOUNDATION (ORIENTATION FOR PEOPLE-TO-PEOPLE DIPLOMACY PROJECT PARTICIPANTS) • Korean	Zoom 2020, June 27
Public Diplomacy Cases from around the World KOREA FOUNDATION • Korean	Youtube recording in studio 2020, June 15
Korean Public Diplomacy in the 2020s KOREA FOUNDATION (PUBLIC DIPLOMACY PRACTITIONER TRAINING) • Korean	Zoom 2020, June 11
Turkish Public Diplomacy amid COVID-19: Status-Seeking in a Multiplex World Order JEJU UNIVERSITY-KOREA FOUNDATION CONFERENCE ON COVID-19 AND PUBLIC DIPLOMACY • English	Zoom 2020, June 3

People-to-People Diplomacy

CHUNGNAM UNIVERSITY

- Korean

Recorded Lecture

2020, June 1

Social Identity and Intergroup Communication

SOOKMYUNG WOMEN'S UNIVERSITY

- English

Zoom

2020, April 7

Understanding Power in World Politics

AJOU UNIVERSITY

- English

Suwon

2019, December 9

History and Future of Public Diplomacy

JEJU NATIONAL UNIVERSITY

- Korean

Jeju

2019, November 28

Climate Action Simulation

AJOU UNIVERSITY

- English

Suwon

2019, November 25

Foreign Policy Objectives and Public Diplomacy in 2010s

KEIMYUNG UNIVERSITY

- Korean

Daegu

2019, November 11

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

Seoul

MINISTRY OF FOREIGN AFFAIRS ROUNDTABLE PANEL DISCUSSION: CULTURAL DIPLOMACY WITH NEW MEDIA AT THE ERA OF THE 4TH INDUSTRIAL REVOLUTION

2017, November 21

- English

Cultural Diversity and Dialogue

Suwon

AJOU UNIVERSITY CEO EDUCATION PROGRAM

2017, October 24

- Korean

Sustainable Cultural Tourism for Economic Development

Jeju

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

2017, October 10

- English

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

Ministry of Education & National
Institute for Lifelong Education

MULTICULTURAL EDUCATION ACADEMIC FORUM

2016, November 10

- Korean

Cultural Diversity and Global Citizen" Global Citizenship Education

Seoul

UNESCO KOREA COMMISSION

2016, October 25

- Korean

Alumni as a Tool of Public Diplomacy

Ministry of Foreign Affairs & ISF

PUBLIC DIPLOMACY AND RETURNEES FORUM

2015, November 17

- English

Relational Public Diplomacy through Sports

Incheon

ISR ACADEMY - INTERNATIONAL SPORTS RELATIONS FOUNDATION

2015, November 4

- English

The Consequences of Turkish Election Campaigns in Europe

Korean National Assembly, Seoul

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

2015, April 27

- Korean

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

Korea Foundation, Seoul

WORKING GROUP DEVELOPING PUBLIC DIPLOMACY POLICY FOR KOREA AS MIDDLE POWER

2013, November 21

- English

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

Yonsei University, Seoul

INTERNATIONAL SYMPOSIUM FOR THE GLOCALIZATION OF HALLYU AND RELIGION

2013, November 14

- English

Conference Presentations (Selected)

What Drives South Korea's Covid-19 Humanitarian Aid?

Seoul

KOREAN ASSOCIATION FOR PUBLIC DIPLOMACY

2022 November

Public Diplomacy in Other Words

Seoul

KOREAN ASSOCIATION FOR PUBLIC DIPLOMACY

2022 November

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

Seoul

THE KOREAN ASSOCIATION OF INTERNATIONAL STUDIES ANNUAL CONFERENCE

2022 June

The Determinants of United States' Public Diplomacy Spending Abroad

Zoom

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

2022 March

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

Zoom

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

2022 March

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

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
Development Dynamics of Korean Government Scholarship Program KAIDEC CONFERENCE: IN SEARCH FOR A SUSTAINABLE ECOSYSTEM FOR INTERNATIONAL DEVELOPMENT: CHALLENGES FOR THE FUTURE	Seoul 2019 June
Let the Sun Shine? Inter-Korean People-to-People Diplomacy in the Absence of State-based Public Diplomacy INTERNATIONAL COMMUNICATION ASSOCIATION PRE-CONFERENCE: NORTH KOREA AND COMMUNICATION • Ayhan, K. J., Jang, S.	Washington D.C. 2019 May
Can the Country Image Predict Relationship Management Behavior WATEF CONFERENCE: SOCIAL EXCHANGES AND PUBLIC DIPLOMACY ON THE KOREAN PENINSULA • Varpahovskis, E., Ayhan, K. J.	Seoul 2019 April
Nurturing Friends of Korea: Korean Government Scholarship Program as a Public Diplomacy Tool INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION • Ayhan, K. J., Gouda, M.	Toronto 2019 March
Roundtable: International Politics and Innovative Learning: (IPIL) - From Process to Progress INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	Toronto 2019 March
Roundtable: New Perspectives on Non-State Diplomacy: Situating Empirical Framework in the Context of Non-Western Countries INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	Toronto 2019 March
The Use of Science Fiction Films to Facilitate Active Cognitive Processing: The Power Workshop INTERNATIONAL STUDIES ASSOCIATION MIDWEST	St. Louis 2018 November
How Do Korean Government Scholarship Recipients Think About Korea? INTERNATIONAL STUDIES ASSOCIATION MIDWEST • Ayhan, K. J., Gouda, M., Lee, H.	St. Louis 2018 November

Ideas Matter in Inter-Korean Relations: Analyzing People-to-People Exchanges INTERNATIONAL POLITICAL SCIENCE ASSOCIATION 25TH WORLD CONGRESS	Brisbane 2018 July
Consolidating Global Korea Scholarship as a Public Diplomacy Tool INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION • Ayhan, K. J., Gouda, M.	San Francisco 2018 April
Korea's Middle Power Diplomacy as a Nation Branding Project INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	San Francisco 2018 April
Active Learning through Critical Thinking: Identifying Power in Fictional Films CHANGE IN THE HIGHER EDUCATION LANDSCAPE: THE POWER OF INTERCULTURAL NETWORKS IN INNOVATIVE LEARNING (ISA WORKING GROUP)	San Francisco 2018 April
Are We All Public Diplomats? A Classification of Korean 'Diplomatic NGOs KOREA INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONFERENCE	Seoul 2017 November
The Boundaries of Public Diplomacy Actorness: A Classification of Korean Diplomatic NGOs INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE	San Diego 2017 May
A Network of Young Korean Public Diplomacy Activists: VANK 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
Utilizing Non-State Actors for South Korea's Public Diplomacy KOREA IN THE WORLD	Ewha Womans University, Seoul 2014 May
Asking Social Connections and Volunteerism in Standardized Questions: The Case of Turkish Civil Society CHANGE OF KOREAN SOCIETY AND SOCIAL SCIENCE'S RESPONSE	Seoul National University, Seoul 2013 December
Popular Culture and East Asian Regionalization ICAPA ANNUAL CONFERENCE	Ulaan Baatar 2012 August

Awards and Honors

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

Graduate School of International Studies, Ewha Womans University INSTRUCTOR • Writing and Publishing a Journal Article • Soft Power in World Politics • International Security • International Relations of East Asia	2021 - Present
Ewha Womans University INSTRUCTOR • Introduction to International Politics (Division of International Studies) • Public Diplomacy (International Summer College)	2021 - Present
Center for Teaching and Learning, Hankuk University of Foreign Studies INSTRUCTOR • Digital Active Learning Pedagogy	2020

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

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

The Hague Journal of Diplomacy

ADVISORY BOARD MEMBER

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

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)

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

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:

2021-2022

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

HarvardX on Edx Data Science Professional Certificate

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

2021

REGRESSION, MACHINE LEARNING

Other Publications

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

Turkish - Native

English - Fluent

Korean – Fluent

References

Available upon request.