

Kadir Jun Ayhan

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Assistant Professor of International Relations at Ewha Womans University Graduate School of International Studies.
January 12, 2023

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. (2018a), "Branding Korea as 'My Friend's Country': The Case of VANK's Cyber Public Diplomats," *Korea Observer*, 49, 51–81. <https://doi.org/10.29152/KOIKS.2018.49.1.51>.

Ayhan, K. J. (2018b), "Special Issue on Soft Power and Public Diplomacy in East Asia," *Journal of Contemporary Eastern Asia*, 17, 1–4. <https://doi.org/10.17477/jcea.2018.17.1.001>.

Ayhan, K. J. (2019a), "The Boundaries of Public Diplomacy and Non-State Actors: A Taxonomy of Perspectives," *International Studies Perspectives*, 20, 63–83. <https://doi.org/10.1093/isp/eky010>.

Ayhan, K. J. (2019b), "Rethinking Korea's Middle Power Diplomacy as a Nation Branding Project," *Korea Observer*, 50, 1–24. <https://doi.org/10.29152/KOIKS.2019.50.1.1>.

Ayhan, K. J. (2020a), "An Exploration of Korean Discourses on Public Diplomacy," *Journal of Contemporary Eastern Asia*, 19, 31–42. <https://doi.org/10.17477/jcea.2020.19.1.031>.

- Ayhan, K. J.** (2020b), "Transferring Knowledge to Narrative Worlds: Applying Power Taxonomy to Science Fiction Films," *International Studies Perspectives*, 21, 258–274. <https://doi.org/10.1093/isp/ekz024>.
- Ayhan, K. J.** (2021), "Journal of Public Diplomacy: Sunrise of a New Interdisciplinary Journal for an Emerging Academic Field," *Journal of Public Diplomacy*, 1, 1–4. <https://doi.org/10.23045/jpd.2021.1.1.001>.
- Ayhan, K. J.** (2022b), "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.** (2022a), "An English School of International Relations Approach to Public Diplomacy: A Public Diplomacy Framework for Global Governance Issues," *Journal of Public Diplomacy*, 2, 1–4. <https://doi.org/10.23045/jpd.2022.2.1.7>.
- Ayhan, K. J.**, and Gouda, M. (2021), "Determinants of Global Korea Scholarship students' word-of-mouth about Korea," *Asia Pacific Education Review*, 22, 15–29. <https://doi.org/10.1007/s12564-020-09648-8>.
- Ayhan, K. J.**, Gouda, M., and Lee, H. (2022a), "Exploring Global Korea Scholarship as a Public Diplomacy Tool," *Journal of Asian and African Studies*, 57, 872–893. <https://doi.org/10.1177/0021909621103580>.
- Ayhan, K. J.**, and Jang, S. (2023), "Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel," *The Hague Journal of Diplomacy*, 18, 95–132. <https://doi.org/10.1163/1871191x-bja10139>.
- Ayhan, K. J.**, Park, S., Bier, L. M., and Park, H. (2022b), "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*. <https://doi.org/10.1177/002190962211446>.
- Ayhan, K. J.**, and Sevin, E. (2022), "Moving public diplomacy research forward: Methodological approaches," *Place Branding and Public Diplomacy*, 18, 201–203. <https://doi.org/10.1057/s41254-022-00263-5>.
- Ayhan, K. J.**, and 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, 1282–1291. <https://doi.org/10.1111/polp.12440>.
- Choi, S., Tam, L., **Ayhan, K. J.**, and Lee, D. (2019), "Why and How Do Sojourners Talk about Macao? Effects of Perceived Risk and Expected Benefit," *Asian International Studies Review*, 20, 29–51. <https://doi.org/10.1163/2667078X-02002002>.
- Hong, M. S., Jeong, M., and **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. <https://doi.org/10.1111/polp.12435>.
- Istad, F., Varpahovskis, E., Miezian, E., and **Ayhan, K. J.** (2021), "Global Korea Scholarship students: Intention to stay in the host country to work or study after graduation," *Politics & Policy*, 49, 1323–1342. <https://doi.org/10.1111/polp.12436>.
- Jon, J.-E., and **Ayhan, K. J.** (2021), "Satisfied or dissatisfied: The determinants of Global Korea Scholarship recipients' satisfaction with life in Korea," *Politics & Policy*, 49, 1391–1414. <https://doi.org/10.1111/polp.12437>.
- Lee, G., and **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, 57–77. <https://doi.org/10.23071/jias.2015.22.1.57>.
- Sevin, E., **Ayhan, K. J.**, and Ingenhoff, D. (2020), "Analyzing Country Images through Networks: Case of South Korea," *Asian International Studies Review*, 21, 95–119. <https://doi.org/10.16934/isr.21.2.202012.95>.
- Sevin, E., **Ayhan, K. J.**, and Ingenhoff, D. (2021), "Capturing country images: A methodological approach," *The Journal of International Communication*, 27, 237–257. <https://doi.org/10.1080/13216597.2021.1903965>.
- Tam, L., and **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, 1292–1307. <https://doi.org/10.1111/polp.12438>.
- Varpahovskis, E., and **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, 52–64. <https://doi.org/10.1057/s41254-020-00177-0>.

BOOK CHAPTERS

Ayhan, K. (2016), "Introduction," in *Korea's Public Diplomacy*, ed. K. Ayhan, Seoul: Hangang Network.

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

Ayhan, K. J. (2020), "Mingan Bunyaeui Gonggong Waegyo [People-to-People Diplomacy]," in *Cheoeum Mannaneun Gonggong Waegyo [Introduction to Public Diplomacy]*, ed. K. Foundation, Seoul: Korea Foundation.

Ayhan, K. J. (2023), "South Korean Public Diplomacy vis-à-vis the United States: Finding Support for Policies in Washington DC," in *Divided America, Divided Korea: U.S.-Korean Relations During and After the Trump Years*, ed. M. Lerner, Cambridge University Press, pp. 203–235.

Ayhan, K. J., and Howe, B. M. (2023), "Comprehensive Peacebuilding on the Korean Peninsula: An Introduction," in *Comprehensive Peacebuilding on the Korean Peninsula: Internal Dynamics in North Korea and South Korean Approaches*, eds. K. J. Ayhan and B. M. Howe, Palgrave Macmillan.

Ayhan, K. J., and Jang, S. (2023), "Let the Sun Shine? Inter-Korean People-to-People Diplomacy in the Absence of State-based Public Diplomacy," in *Comprehensive Peacebuilding on the Korean Peninsula: Internal Dynamics in North Korea and South Korean Approaches*, eds. K. J. Ayhan and B. M. Howe, Palgrave Macmillan.

Ayhan, K. J., and 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 *The Future of the Korean Peninsula Korea 2032 and Beyond*, eds. M. Richey, J. P. Panda, and D. A. Tizzard, Singapore: Routledge, pp. 32–58.

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

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

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

Sevin, E., **Ayhan, K. J.**, Jang, W. Y., and Lee, H. (2019), "Assessing Propaganda Effectiveness in North Korea: A Limited Access Case Study," in *The SAGE Handbook of Propaganda*, eds. P. Baines, N. J. O'Shaughnessy, and N. Snow, Thousand Oaks, CA: Sage, pp. 205–222.

BOOKS

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

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

Ayhan, K. J., and Howe, B. M. (eds.) (2023), *Comprehensive Peacebuilding on the Korean Peninsula: Internal Dynamics in North Korea and South Korean Approaches*, Palgrave Macmillan.

BOOK REVIEWS

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

Ayhan, K. J. (2018a), "[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, 146–149.

Ayhan, K. J. (2019a), "[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. (2019b), "[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, 961–962.

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

UNDER REVIEW

Ayhan, K. J. “Rethinking Soft Power: Appealing to Fear, Appetite or Spirit,” Under Review,.

Grants

Graduate Program for Area Studies (European Studies)

*Ewha Womans University Graduate
School of International Studies*

KOREA INTERNATIONAL ECONOMIC POLICY

2022-23

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

Korean-German Junior Forum

*Ewha Public Diplomacy Center (with
Kisuk Cho)*

KOREA FOUNDATION

2022

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

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

Individual

EWHA WOMANS UNIVERSITY

2022

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

Korean-German Junior Forum

*Ewha Public Diplomacy Center (with
Kisuk Cho)*

KOREA FOUNDATION

2021

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

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)

Global Citizenship Education, Intercultural Communication and Foreign Aid

Seoul

GLOBAL HR FORUM

2022, November 2

- English

Universal Values-based Public Diplomacy: Towards Peaceful Coexistence

Jeju

JEJU FORUM - KOREA FOUNDATION SESSION

2022, September 14

- English

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

Global Strategic Cooperation

Research Center, Seoul

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

2022, August 23

- Korean

Coexisting in Korea with Diverse Members of the Society

Wanju

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

2022, August 19

- Korean

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

Daegu

2022 DAEGU-GYEONGBUK PUBLIC DIPLOMACY SYMPOSIUM

2022, June 3

- Korean

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

Zoom

72ND INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

2022, May 27

- English

Public Diplomacy Cases from Across the World

Studio recording

2022 OVERSEAS KOREANS FRIENDS HOMECOMING/ CYBER YOUTH CAMP

2022, May 18

- Korean

Public Diplomacy Evaluation

Zoom

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

2022, April 13

- English

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

Washington D.C.

KOREA ECONOMIC INSTITUTE

2022, January 27

- English

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

HUFS Media Diplomacy Center,

Seoul

KOREA-US PUBLIC DIPLOMACY FORUM

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

Public Diplomacy: Yesterday, Today and Tomorrow

PUBLIC DIPLOMACY CAMP

- English

*The University of Philippines Korea
Research Center (Zoom)*

2021, August 4

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

Democracy and Korea's Public Diplomacy: Beyond Rhetoric

GWANGJU DEMOCRACY FORUM

- Korean

The Institute for Far Eastern Studies

2021, June 6

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

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 GLOBALIZATION OF HALLYU AND RELIGION

- English

Yonsei University, Seoul

2013, November 14

Conference Presentations (Selected)

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

KOREAN ASSOCIATION FOR PUBLIC DIPLOMACY

Seoul

2022 November

Public Diplomacy in Other Words

KOREAN ASSOCIATION FOR PUBLIC DIPLOMACY

Seoul

2022 November

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., Miezian, 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

San Francisco

2018 April

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

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

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

Journal of Public Diplomacy

EDITOR-IN-CHIEF (INAUGURAL)

2020 - Present

The Korean 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

Journal of Contemporary Eastern Asia

ASSOCIATE EDITOR

2017 - 2022

Quality & Quantity

ASSOCIATE EDITOR

2019-2021

Korea Public Diplomacy Colloquium (which later became the foundation of the Korean 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.