

# Curriculum Vitae

Peng Yuanjun

Ph.D. in Cultural Content · Independent Researcher

Research: Cultural Content Studies · Cultural Hybridity

Japanese Subculture · ACG Cultural Contents

Updated: 2025.12 · Seoul, South Korea

## Peng Yuanjun

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Affiliation: Ph.D. in Cultural Content / Independent Researcher

Location: Seoul, South Korea

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## Research Interests

- Cultural Content Studies
- Cultural Hybridity
- Japanese Subculture
- Two-Dimensional · ACG (Animation / Comics / Games) Culture

## Education

- **Ph.D. in Cultural Content Studies** (Mar 2022 – Feb 2026)  
Graduate School (Humanities and Social Sciences), Sangmyung University, Seoul, South Korea  
Program affiliation: Global Cultural Contents
  - Primary academic training and specialization in **Culture Content Studies**.
  - Originally enrolled in the M.A. program; formally transferred to the integrated M.A. – Ph.D. track.
- **M.A. in Cultural Content Studies (coursework completed)** (Sep 2020 – Feb 2022)  
Graduate School (Humanities and Social Sciences), Sangmyung University, Seoul, South Korea  
Program affiliation: Global Culture Contents
- **B.A. in Korea – Japan Cultural Content** (Sep 2016 – Aug 2020)  
College of Humanities and Social Sciences, Sangmyung University, Seoul, South Korea

# Publications

## Journal Articles

- Peng, Yuanjun, & Cho, Kyuheon. (2024). *A Study of the Chinese Video Platform Bilibili from the Perspective of Cultural Hybridity: Focusing on “Pay New Year’s call period” (Lunar New Year Gala)*. The Journal of Foreign Studies, Foreign Studies Institute. DOI: [10.15755/jfs.2024..70.613](https://doi.org/10.15755/jfs.2024..70.613)

## Conference Proceedings

- Peng, Yuanjun. (2024). *A Study of the Chinese Video Platform Bilibili from the Perspective of Cultural Hybridity: Focusing on “Pay New Year’s call period” (Lunar New Year Gala)*. *Proceedings of the Global Cultural Contents Conference*, Global Cultural Contents Society, Vol. 2024, No. 8. RISS record
- Peng, Yuanjun. (2022). *Examining the Relationship between the Chinese Video Platform Bilibili and ACG / Two-Dimensional Culture*. *Proceedings of the Korean Cultural Contents Joint Academic Conference*.

## Academic Activities & Service

- Teaching Assistant, Office of External Affairs – International Student Services Team, Sangmyung University (Sep 2020 – Feb 2021)
- Teaching Assistant, Graduate School Academic Affairs Division, Sangmyung University (Mar 2021 – Feb 2023)
- International Student Representative, Department of Korean – Japanese Cultural Contents, Sangmyung University (Mar 2018 – Feb 2019)
- Chinese International Student Representative, Department of Korean – Japanese Cultural Contents, Sangmyung University (Mar 2019 – Aug 2020)
- Team Leader & Chief Coordinator, International Student Representative Group, Creative Convergence Success Conference, Sangmyung University (Mar 2019 – Jun 2019)
- Director, Sangmyung University Chinese Students and Scholars Association (SMUCSSA), affiliated with the Education Section of the Embassy of the People’s Republic of China in the Republic of Korea (Mar 2021 – Jun 2021)
- President (6th Term), Sangmyung University Chinese Students and Scholars Association (SMUCSSA), affiliated with the Education Section of the Embassy of the People’s Republic of China in the Republic of Korea (Jul 2021 – May 2022)

Official certificate issued by CHINESE STUDENTS AND SCHOLARS ASSOCIATION IN KOREA (CSSAK): [PDF](#)

The presidential election was conducted under the supervision of the Secretariat of the **Chinese Students and Scholars Association in Korea (CSSAK)**, which formally appointed election officers to participate in and oversee the electoral meeting. [Official election announcement \(6th Term\)](#)

Following the transition into doctoral studies in March 2022 and increasing academic commitments, voluntarily stepped down from the presidential role. Subsequently facilitated a structured leadership transition by formally endorsing the Secretary-General—previously mentored during my term—as the succeeding President. Continued to support the association in a Vice-Presidential and advisory capacity until mid-2025. Involvement was fully concluded upon the graduation of the 7th-term President. [Official election announcement \(7th Term\)](#)

## Awards & Honors

- Conference Presentation Award, Academic Festival, Department of Korean – Japanese Cultural Contents, Sangmyung University (Dec 2019)
- Conference Presentation Award, Korean Cultural Contents Joint Academic Conference (Jun 2022)
- Conference Presentation Award, Summer Conference of the Global Cultural Contents Society (Aug 2024)

## Projects & Research Activities

- Book Chapter Contributor. Corona Change. Lettre Publishing, Jan 15, 2021. ISBN: 9791197230219 [YES24](#)
- Book Chapter Contributor. Immersed in Culture and Contents. Lettre Publishing, Dec 30, 2021. ISBN: 9791197230233 [YES24](#)
- Book Chapter Contributor. Hallyu and Cultural Contents: Diverse Perspectives on Hallyu. Lettre Publishing, Feb 6, 2023. ISBN: 9791197230264 [YES24](#)
- Practice-based Research in Japanese Subculture and ACG Media. Conducted sustained digital cultural practice on Bilibili as a virtual streamer (V-Tuber), focusing on Japanese ACG culture, virtual performance, audience participation, and platform-mediated cultural interaction.

## Language Skills

- Chinese (Mandarin): Native
- Korean: Near-native proficiency (TOPIK Level 6)
- Japanese: Intermediate (JLPT N5; continued study)

## Public Engagement & Media

- Operated a China-oriented overseas cultural communication account on Sina Weibo with official Orange V verification, reaching approximately 128,000 followers (2014 – 2022). Weibo: <https://weibo.com/u/1202236810>
- Editorial contributor for a WeChat public account specializing in Korean food culture (Aug 2017 – Dec 2017).

## Personal Values & Academic Disposition

The origin of my academic interest lies in a long-standing engagement with Japanese animation culture. In 1999, I first encountered the animated series Detective Conan through television, an experience that sparked a sustained fascination with Japanese anime and two-dimensional culture. My current research on Japanese subculture and ACG media may thus be understood as a return to this original intellectual motivation, now approached through systematic academic training and methodological rigor.

While my initial academic orientation was shaped by Japanese popular culture, my decision to study and live in Korea was motivated by a strong interest in K-pop and contemporary Korean popular culture. This led to my successful participation in auditions organized by Korean entertainment companies in China and, subsequently, to more than two years of professional training as a trainee in the Korean entertainment industry. First-hand exposure to embodied training regimes, evaluation systems, aesthetic standards, and production workflows enabled me to understand popular culture not merely as a site of consumption, but as a structured system of cultural production.

I majored in Korea – Japan Cultural Content at the undergraduate level and have since accumulated over twelve years of academic and everyday life experience in Korea. Rather than examining Korean or Japanese culture in isolation, my research strength lies in analyzing cultural phenomena emerging at the intersection of the two—including processes of exchange, adaptation, mediation, and reinterpretation across media platforms. I am particularly equipped to articulate these dynamics by drawing upon deep familiarity with both cultural contexts and expressing them in academically grounded analytical terms.

My academic disposition is grounded in perseverance, ethical self-discipline, and a strong sense of responsibility. From early education through doctoral training, I have consistently maintained rigorous personal standards in time management and task execution, regarding punctuality and reliability not as exceptional qualities, but as fundamental conditions for sustaining trust in academic and organizational environments.

A formative experience at the age of seventeen, during which I reduced my body weight from approximately 100 kilograms to 70 kilograms and subsequently maintained disciplined physical training and daily routines, reinforced my understanding of long-term commitment, self-regulation, and consistency. These principles continue to inform my approach to long-term research planning and sustained scholarly inquiry.

Extended periods of independent living abroad have further strengthened my ability to respond autonomously and calmly to uncertainty. Combined with a reflective, meaning-oriented personal disposition—often associated with the INFJ profile—I tend to approach research problems by examining their underlying structures rather than surface-level phenomena. I consider academic work to be grounded not only in intellectual ability, but also in character, consistency, and responsibility, values that guide my engagement in research, collaboration, and cross-cultural inquiry.

