

Kadir Jun Ayhan

Curriculum Vitae

October 20, 2021

Assistant Professor
Graduate School of International Studies
Ewha Womans University

EDUCATION

- Ph.D. International Studies, Graduate School of International Studies, Seoul National University, 2016
- M.I.S. International Studies, Graduate School of International Studies, Seoul National University, 2010
- BCom Economics & International Trade, Business School, University of Auckland, 2008

PROFESSIONAL EXPERIENCE

- 2021- Assistant Professor, Department of International Studies, Graduate School of International Studies, Ewha Womans University
- Ph.D. Director, 2021- present
 - Vice Director, Public Diplomacy Center
- 2020-2021 Visiting Professor, Division of International Studies, Hankuk University of Foreign Studies
- 2017-2020 Assistant Professor, Department of International Development Studies, Graduate School of International and Area Studies, Hankuk University of Foreign Studies
- Department Chair, Department of International Development Studies, 2018-2019
- 2018-2018 Visiting Fellow, Institute for Public Diplomacy and Global Communication, George Washington University

HONORS AND AWARDS

- 2010-2015 Korean Government Scholarship for Korean Language Education and Ph.D. Program
- 2010 Distinguished Thesis Award, Seoul National University Graduate School of International Studies
- 2010 High Honor Award, Seoul National University Graduate School of International Studies
- 2009 Scholarship, Global Sharing Foundation, Seoul

PUBLICATIONS

Journal Articles

- Forthcoming **Ayhan, K. J.***, South Korea's Public Diplomacy during the COVID-19 Pandemic: Seeking Status as an Authority in Global Governance. *Korea Economic Institute of America Academic Paper Series*.
- 2021 **Ayhan, K.***, Journal of Public Diplomacy: Sunrise of a New Interdisciplinary

- Journal for the Emerging Academic Field. *Journal of Public Diplomacy*, 1(1): 1-4.
- 2021 **Ayhan, K. J.***, Gouda, M., [Determinants of Global Korea Scholarship: Students' word-of-mouth about Korea](#). *Asia Pacific Education Review*. 22: 15-29. (SSCI)
- Ayhan, K.J., Gouda, M. [Correction to: Determinants of Global Korea Scholarship students' word-of-mouth about Korea](#). *Asia Pacific Education Review*. 22, 579–582.
- 2021 **Ayhan, K. J.***, Gouda, M., Lee, H., [Exploring Global Korea Scholarship as a Public Diplomacy Tool](#). *Journal of Asian and African Studies* (SSCI)
- 2021 **Ayhan, K. J.***, Snow, N., [Introduction to the Special Issue: Global Korea Scholarship as Public Diplomacy](#), *Politics and Policy* (SCOPUS)
- 2021 Tam, L., **Ayhan, K. J.***, [Evaluations of People, Affection and Recommendation for a Host Country: A Study of Global Korea Scholarship \(GKS\) Recipients](#), *Politics and Policy* (SCOPUS)
- 2021 Jon, J., **Ayhan, K. J.***, [Satisfied or dissatisfied: Uncovering the determinants of GKS participant's satisfaction with life in Korea](#), *Politics and Policy* (SCOPUS)
- 2021 Istad, F., Varpahovskis, E.*, Miezian, E., **Ayhan, K. J.**, [Global Korea Scholarship Students: Intention to Stay in the Host Country After Graduation](#), *Politics and Policy* (SCOPUS)
- 2021 Hong, M. S., Jeon, M.*, **Ayhan, K. J.**, [International Scholarship for Social Change? Re-contextualizing Global Scholarship Alumni's Perceptions of Diversity and Justice in South Korea](#), *Politics and Policy* (SCOPUS)
- 2021 Sevin, E.*, **Ayhan, K. J.**, Ingenhoff, D., [Capturing Country Images: A Methodological Approach](#). *Journal of International Communication*, 27(2): 237-257 (SCOPUS)
- 2020 **Ayhan, K.***, [Transferring Knowledge to Narrative Worlds: Applying Power Taxonomy to Science Fiction Films](#). *International Studies Perspectives*, 21(3): 258-274. (SSCI)
- 2020 **Ayhan, K.***, [An Exploration of Korean Discourses on Public Diplomacy](#). *Journal of Contemporary Eastern Asia*, 19(1): 31-42. (SCOPUS)
- 2020 Varpahovskis, E. and **Ayhan, K. J.***, [Impact of Country Image on Relationship Maintenance: A Case Study of Korean Government Scholarship Program Alumni](#). *Place Branding and Public Diplomacy* (SCOPUS)
- 2020 Sevin, E.*, **Ayhan, K. J.**, Ingenhoff, D., [Analyzing Country Images through Networks: Case of South Korea](#). *Asian International Studies Review*, 21(2): 95-119 (SCOPUS)
- 2019 **Ayhan, K.***, [The Boundaries of Public Diplomacy and Non-State Actors: A Taxonomy of Perspectives](#). *International Studies Perspectives*, 20(1): 63-83. (SSCI)
- 2019 **Ayhan, K.***, [Rethinking Korean Middle Power Diplomacy as a Nation Branding Project](#). *Korea Observer*, 50(1): 1-24. (SSCI)
- 2019 Choi, S., Tam L., **Ayhan, K.*** and Lee, D., [Why and How Do Sojourners Talk about Macao? Effects of Perceived Risk and Expected Benefit](#). *Asian International Studies Review*, 20(1): 29-51. (SCOPUS)
- 2018 **Ayhan, K.***, [Branding Korea as "My Friend's Country": The Case of VANK](#). *Korea Observer*, 49(1): 51-81. (SSCI)

- 2018 **Ayhan, K.***, [Editorial for Special Issue: Soft Power and Public Diplomacy in East Asia](#). *Journal of Contemporary Eastern Asia*, 17(1): 1-4. (SCOPUS)
- 2015 Lee, G., **Ayhan, K.***, [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*, 22(1): 57-77. (KCI)

Book Chapters

- 2021 **Ayhan, K. J.***, Kim, Y., Ideas Matter in Inter-Korean Relations: Shifts in South Korea's Foreign Policy Interests and Behavior vis-à-vis North Korea. In Mason Richey, Jagannath P. Panda and David A. Tizzard (eds.). *The Future of the Korean Peninsula: Korea 2032 and Beyond*. Routledge.
- 2021 Lee, H., Jang, S., **Ayhan, K. J.*** News Coverage about the U.S. in Korea during Bush, Obama and Trump Administration: Trump as an Outlier?, In Yahya R. Kamalipour (Ed.), *Global Media Perceptions of the United States: The Trump Effect*. Rowman & Littlefield Publishing, pp. 175-188.
- 2021 **Ayhan, K. J.***, & Sevin, E., 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*. National Research Council for Economics, Humanities and Social Sciences (pp. 419-435).
- 2021 **Ayhan, K. J.***, Sevin, E., 세계정치에서의 비강압적 영향력: 국가포용성지수와 교차점. 박준 편. 국가포용성지수 개발 연구. 경제·인문사회연구회 (pp. 327-341)
- 2020 민간분야의 공공외교 [People-to-People Diplomacy] In Korea Foundation (ed.), *처음 만나는 공공외교 [Introduction to Public Diplomacy]*. Seoul: Korea Foundation, pp. 93-132.
- 2019 Sevin, E.* , **Ayhan, K. J.**, Jang, W., Lee, H., Assessing Propaganda Effectiveness in North Korea: A Limited Access Case Study, In Nicholas O'Shaughnessy, Paul Baines and Nancy Snow (Eds.), *SAGE Handbook of Propaganda*. SAGE. Korea, pp. 205-222.
- 2017 **Ayhan, K.***, Korea's Soft Power and Public Diplomacy Under Moon Jae-In Administration: A Window of Opportunity. In K. Ayhan (Ed.), *Korea's Soft Power and Public Diplomacy*. Ministry of Foreign Affairs & Hangang Network, pp. 13-32.
- 2016 **Ayhan, K.***, Introduction. In K. Ayhan (Ed.), *Korea's Public Diplomacy*. Ministry of Foreign Affairs & Hangang Network, pp. 13-22.
- 2014 **Ayhan, K.***, Utilizing Non-state Actors for Korean Public Diplomacy. In B. M. Howe (Ed.), *Korea in the World: Promoting Mutual Understanding and Global Partnerships*, Ministry of Foreign Affairs & Ewhan, pp. 127-170.
- 2013 **Ayhan, K.***, An Analysis of the Nexus between Popular Culture Consumption and East Asian Regionalisation Space and Place. In D. Kılıçkıran, C. Alegria, & C. Haddrell (Eds.), *Space and Place: Exploring Critical Issues*, Brill, pp. 165-174.

Books

- 2017 **Ayhan, K.*** (Ed.), *Korea's Soft Power and Public Diplomacy*, Ministry of Foreign Affairs & Hangang Network
- 2016 **Ayhan, K.*** (Ed.), *Korea's Public Diplomacy*, Ministry of Foreign Affairs & Hangang Network.
- 2012 Lee, H., Kang, S., Choi, S., **Ayhan, K.**, Park, H., *사회/정책과 사회/통합의 국가비교: 아시아 국가를 중심으로 1 (터키)* [*Country Comparisons of Social Policies and Social Integration: The Case of Asian Countries 1 (Turkey)*]. Korea Institute for Health and Social Affairs.

In Submission

Ayhan, K.*, Rethinking Soft Power: Appealing to Fear, Appetite or Spirit. *Millennium* (SSCI)

Book Reviews

- 2020 [Competition for Hearts and Minds: Cold War Public Diplomacy](#), *International Studies Review*, 22(4): 988-989. (SSCI)
- 2019 [Review of the book \[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. (SSCI)
- 2019 [Review of the book \[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: 2351-2354. (SSCI)
- 2018 [Connecting Public Diplomacy and Foreign Policy](#), *International Studies Review*, 20(3): 539-540. (SSCI)
- 2018 [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. (SCOPUS)

In Preparation

- Ayhan, K. J.***, Korea's Public Diplomacy in the United States since 2010
- Ayhan, K. J.***, Jang, S., Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel.
- Ayhan, K. J.**, Park, S., Bier, L., Park, H., The Ripple Effects of Inter-Korean Social and Cultural Exchanges? An Experimental Study
- Ayhan, K. J.***, Higgins, P., The Determinants of United States' Public Diplomacy Spending Abroad
- Ayhan, K. J.***, Sevin, E., Methodological Approaches in Public Diplomacy: An Introduction for Special Issue of Place Branding and Public Diplomacy
- Ayhan, K. J.***, Determinants of Korea's COVID-19 Aid
- Ayhan, K. J.***, From Korean Peninsula to Omnidirectional Diplomacy: An Analysis of Korea's High Level Visits
- Ayhan, K. J.***, South Korea in a Multiplex World Order: Seeking Status to Survive
- Ayhan, K. J.***, International Student Mobility Programs' Place in International Relations Theory: From Micro-politics to Macro-politics

EXTERNAL RESEARCH AND PROJECT GRANTS

- 2021 Korea Foundation, Korea-German Junior Forum (with Cho Kisuk) (34 million KRW, roughly \$30,000)
- 2020 Korean Ministry of Foreign Affairs, “Korea’s Public Diplomacy Article Contest” and book on the same topic (18.7 million KRW – roughly \$15,000)
- 2020 Korea Foundation, 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) (\$50,000)
- 2020 NSF-funded (SSEER) network, 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) (\$1,000)
- 2019 Korea Foundation, Policy-oriented Research Support Program: “Empowerment of Public Diplomacy Curriculum at Universities” (with Lee Sang-Hwan et al.) (30 million KRW – roughly \$27,000)
- 2019 Academy of Korean Studies, Korean Studies Grant: “Capturing the Imagined Reality: A Study of South Korean Country Image” (with Efe Sevin and Diana Ingenhoff) (\$40,000)
- 2019 Korea Foundation, Policy-oriented Research Support Program: “Rethinking Inter-Korean Social Exchanges in Turbulent Times” (with Rafal Smoczynski and Park Han-Woo) (\$50,000)
- 2019 Korea Foundation, 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) (\$40,000)
- 2018 Korea Foundation, Policy-oriented Research Support Program: “People-to-People Diplomacy in Inter-Korean Relations” (with Rafal Smoczynski) (\$50,000)
- 2018 Korea Foundation, Policy-oriented Research Support Program: “Korean Government Scholarship Program (KGSP) as a Public Diplomacy Tool” (with Nancy Snow) (\$40,000)
- 2017 Korean Ministry of Foreign Affairs: “Korea’s Diplomacy and Soft Power Conference” and book on same topic (19,8 million KRW – roughly \$18,000)
- 2016 Korean Ministry of Foreign Affairs: “Seoul Youth Forum” (16 events) on Korea’s Nation-Branding Strategy (20 million KRW – roughly \$18,000)
- 2016 Korean Ministry of Foreign Affairs: “Korea’s Public Diplomacy Conference” and book on same topic (20 million KRW – roughly \$18,000)

INTERNAL RESEARCH AND PROJECT GRANTS

- 2021 Ewha Womans University New Faculty Research Project: “International Student Mobility Programs in International Relations Theory” (20 million KRW – roughly \$18,000)

INVITED TALKS (SELECTED)

- 2021 “Panel: The Role of Korea-U.S. Public Diplomacy to Strengthen Alliance,” Korea-US Public Diplomacy Forum, Four Seasons Hotel (English), October 5
- 2021 “Korea’s Public Diplomacy: Objectives, Actors, and Activities, Panel: From Korea with Luv: South Korean Public Diplomacy in the Third Korean Wave, The University of Philippines Korea Research Center (English), August 6
- 2021 “People-to-people Diplomacy: Empowerment of Citizens by Korea Foundation,” Citizen Diplomacy Research Group, Public Diplomacy Council of the United States (English), August 4
- 2021 “Panel: Different Approaches in Measuring and Evaluating the Effectiveness of Public Diplomacy,” Public Diplomacy in Asia 2021, Singapore International Foundation and University of Southern California Center on Public Diplomacy (English), July 27
- 2021 “Public Diplomacy: Yesterday, Today and Tomorrow,” Public Diplomacy Camp, Korea Foundation (English), July 30
- 2021 “Public Diplomacy Complemented and Supplemented by Civil Society: The Case of Korea,” Training for Korea Foundation Staff, Zoom (English), July 22
- 2021 “South Korea’s Global Status-Seeking in a Multiplex World Order,” InAsia Forum, The Institute for Far Eastern Studies, (English/ Korean), June 6
- 2021 “Democracy and Korea’s Public Diplomacy: Beyond Rhetoric,” Gwangju Democracy Forum, Zoom (Korean), May 20
- 2021 “Korea’s Public Diplomacy: Objectives, Actors, and Activities,” University of Southern California, Zoom (English), April 21
- 2020 “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, Four Seasons Hotel Seoul (English), November 27
- 2020 “Public Diplomacy Cases from around the World,” Keimyung University (Korean), November 17
- 2020 “G20 and Korea’s Public Diplomacy,” C20 Korea Forum, KOICA, November 12
- 2020 “Active Learning in Digitalized Education: Challenges and Opportunities,” The 6th International Symposium of Asian Development Studies, Courtyard by Marriott Seoul Namdaemun, October 23
- 2020 Host for 3rd Public Diplomacy Week of Korea Foundation Keynote Session with Joseph Nye, (English), Studio recording, October 14
- 2020 “Inter-Korean People-to-People Diplomacy: Social and Cultural Exchanges across the 38th Parallel,” Korea Global Forum for Peace 2020, (English) (via Zoom), September 8
- 2020 “Relational People-to-People Diplomacy,” Korea Foundation (Orientation for People-to-People Diplomacy Project Participants) (Korean), June 27
- 2020 “Public Diplomacy Cases from around the World,” Korea Foundation (Korean) (online via Youtube – professional recording in studio), June 15
- 2020 “Korean Public Diplomacy in the 2020s,” Korea Foundation (Public Diplomacy Practitioner Training) (Korean), June 11
- 2020 “Turkish Public Diplomacy amid COVID-19: Status-Seeking in a Multiplex World Order,” Jeju University-Korea Foundation Conference on COVID-19 and Public Diplomacy, Jeju, June 3 (English) (online via Zoom)

- 2020 “People-to-People Diplomacy,” Chungnam University (Korean) (online via Youtube), June 1
- 2020 “Public Diplomacy and Global Citizenship,” Sookmyung Women’s University (English) (online via Zoom), April 28
- 2020 “Social Identity and Intergroup Communication,” Sookmyung Women’s University (English) (online via Zoom), April 7
- 2019 “Understanding Power in World Politics,” Ajou University (English), Dec 9
- 2019 “History and Future of Public Diplomacy,” Jeju National University (Korean), November 28
- 2019 “Climate Action Simulation,” Ajou University (English), November 25
- 2019 “Foreign Policy Objectives and Public Diplomacy in 2010s,” Keimyung University (Korean), November 11
- 2019 “Assessment and Evaluation in Korean Public Diplomacy,” Ministry of Foreign Affairs Policy-oriented Public Diplomacy Advisory Meeting (English), November 9
- 2019 “History and Present of Public Diplomacy,” Chungnam University (Korean), November 4
- 2019 “Understanding People-to-People Diplomacy,” Korea Foundation (English), August 19
- 2019 “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), August 12
- 2019 “Recent Trends in Public Diplomacy Literature,” Korea Foundation Public Diplomacy Academy, Korea Foundation Global Center, Seoul (Korean), July 30
- 2019 “Korean Public Diplomacy: Objectives, Actors, Programs,” Yonsei University (English), May 9
- 2019 “Relational Public Diplomacy at Grassroots,” Korea Public Diplomacy Association, Seoul City Hall, Seoul (English), April 6
- 2018 “People-to-People Diplomacy in Korea,” 1st Public Diplomacy Week, Korea Foundation and Ministry of Foreign Affairs, Dongdaemun Digital Plaza, Seoul (English), November 3
- 2018 “How Do European Recipients of Korean Government Scholarship View Korea?” University of Warsaw (English), October 5
- 2018 “Vision and Strategy of Public Diplomacy for Peace and Prosperity in the Korean Peninsula and in Northeast Asia,” Ministry of Foreign Affairs, 13th Jeju Forum for Peace and Prosperity (English), June 26
- 2017 “Understanding Public Diplomacy,” Partnership Program for Diplomats, UNITAR CIFAL Jeju/ JITC (English), November 23
- 2017 “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, Yonsei University (English), November 21
- 2017 “Cultural Diversity and Dialogue,” CEO Education Program, Ajou University (Korean), October 24

- 2017 “Sustainable Cultural Tourism for Economic Development,” Policy Workshop: Cultural Tourism for Sustainable Development in the Asia-Pacific Region, UNITAR CIFAL Jeju/ JITC (English), October 10
- 2016 “If We Guarantee Cultural Diversity, We Guarantee Korean Society’s Future,” Multicultural Education Academic Forum, Ministry of Education & National Institute for Lifelong Education (Korean), November 10
- 2016 “Cultural Diversity and Global Citizen” Global Citizenship Education, UNESCO Korea Commission (Korean), October 25
- 2015 “Alumni as a Tool of Public Diplomacy,” Public Diplomacy and Returnees Forum, Ministry of Foreign Affairs & ISF (English), November 17
- 2015 “Relational Public Diplomacy through Sports,” ISR Academy - International Sports Relations Foundation (English), November 4
- 2015 “The Consequences of Turkish Election Campaigns in Europe,” Policy Panel Forum: Introduction of Overseas Koreans’ Proportional Representation in the Parliament - Korean National Assembly (Korean), April 27
- 2013 Fellow at “Working Group Developing Public Diplomacy Policy for Korea as Middle Power,” Sixth KF Global Seminar Middle Powers and Public Diplomacy Building a Network for the Global Public Good, Seoul, November 21

CONFERENCE PRESENTATIONS (SELECTED)

- 2021 “Rethinking Soft Power with Alternative Explanations: Appealing to Fear, Appetite or Spirit,” 71st International Communication Association Annual Conference, May (via Zoom)
- 2021 Tam, L., **Ayhan, K. J.** “Evaluations of People, Affective Connection and Recommendation toward a Host Country: Case Study of Global Korea Scholarship (GKS) Recipients,” 71st International Communication Association Annual Conference, May (via Zoom)
- 2021 “South Korea’s Global Status-Seeking in a Multiplex World Order,” International Studies Association Annual Convention, April (via Zoom)
- 2021 Kim, Y., **Ayhan, K. J.**, “The Process Evaluation of Korean Public Diplomacy: A Logic of Practice Approach,” International Studies Association Annual Convention, April (via Zoom)
- 2021 **Ayhan, K. J.**, Park, S., Bier, L., Park, H., “A Superordinate Korean Identity? An Experimental Study on Inter-Korean Exchanges,” International Studies Association Annual Convention, April (via Zoom)
- 2020 Istad, F., Varpahovskis, E., Miezian, E., **Ayhan, K. J.** “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
- 2019 “Learning International Relations Theories in the Marvel Universe: The Black Panther of Wakanda,” ISA Asia-Pacific Conference, Singapore, July
- 2019 **Ayhan, K. J.**, Gouda, M., “Development Dynamics of Korean Government Scholarship Program,” KAIDEC Conference: In Search for a Sustainable Ecosystem for International Development: Challenges for the Future, Seoul, June
- 2019 **Ayhan, K. J.**, Jang, S., “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, Washington D.C., May
- 2019 **Ayhan, K. J.**, Varpahovskis, E., "Can the Country Image Predict Relationship Management Behavior," WATEF Conference: Social Exchanges and Public Diplomacy on the Korean Peninsula, Seoul, April
- 2019 **Ayhan, K. J.**, Gouda, M., "Nurturing Friends of Korea: Korean Government Scholarship Program as a Public Diplomacy Tool," International Studies Association Annual Convention, Toronto, March
- 2019 Roundtable, "International Politics and Innovative Learning: (IPIL) - From Process to Progress," International Studies Association Annual Convention, Toronto, March
- 2019 Roundtable, "New Perspectives on Non-State Diplomacy: Situating Empirical Framework in the Context of Non-Western Countries," International Studies Association Annual Convention, Toronto, March
- 2018 "The Use of Science Fiction Films to Facilitate Active Cognitive Processing: The Power Workshop," International Studies Association Midwest, St. Louis, November
- 2018 **Ayhan, K. J.**, Gouda, M., Lee, H., "How Do Korean Government Scholarship Recipients Think About Korea?" International Studies Association Midwest, St. Louis, November
- 2018 "Ideas Matter in Inter-Korean Relations: Analyzing People-to-People Exchanges," International Political Science Association 25th World Congress, Brisbane, July
- 2018 **Ayhan, K. J.**, Gouda, M., "Consolidating Global Korea Scholarship as a Public Diplomacy Tool," International Studies Association Annual Convention, San Francisco, April
- 2018 "Korea's Middle Power Diplomacy as a Nation Branding Project," International Studies Association Annual Convention, San Francisco, April
- 2018 "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, April
- 2017 "Are We All Public Diplomats? A Classification of Korean 'Diplomatic NGOs'," Global Leadership: Changing Dynamics, Future Prospects, Korea International Studies Association, Yonsei University, Seoul, November
- 2017 "The Boundaries of Public Diplomacy Actorness: A Classification of Korean Diplomatic NGOs," 67th International Communication Association Annual Conference, San Diego, May
- 2017 "A Network of Young Korean Public Diplomacy Activists: VANK," Bridging Practice and Disciplinary Perspectives on the Formation and Effects of Country Image, Reputation, Brand, and Identity (ICA post-conference), San Diego, May
- 2014 "Utilizing Non-State Actors for South Korea's Public Diplomacy," Korea in the World, Ewha Womans University, Seoul, May
- 2013 "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, December

- 2013 “Hallyu in the Middle-East: Does Cultural Proximity or a Sense of Coevalness Exist?,” International Symposium for the Globalization of Hallyu and Religion, Yonsei University, Seoul, November
- 2012 “Popular Culture and East Asian Regionalization,” New Paradigms of Social Development in Asia: Harmony of Tradition and Modernity ICAPA, National University of Mongolia, Ulaan Baatar, August

TEACHING EXPERIENCE

Graduate School of International Studies, Ewha Womans University

- Writing and Publishing a Journal Article (Fall 2021)
- Soft Power in World Politics (Fall 2021)
- International Security (Spring 2021)
- International Relations of East Asia (Spring 2021)

Center for Teaching and Learning, Hankuk University of Foreign Studies

- Digital Active Learning Pedagogy (Fall 2020)

Division of International Studies, Hankuk University of Foreign Studies

- International Relations Theory (Spring / Fall 2018, Spring 2020)
- Public Diplomacy (Spring 2017, Spring 2020)
- Power in World Politics (Fall 2020)
- International Relations of Asia (Fall 2020)
- Transnational Actors in World Politics (Fall 2017 / 2018)
- Global Governance and NGOs (Fall 2019, Fall 2020)

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

- Theory and Practice of Public Diplomacy (Fall 2017 /2018 / 2019)
- Soft Power and International Development Cooperation (Fall 2017, Spring 2019)
- Global Governance and NGOs (Spring 2017-2019)
- Transnational Issues and Actors in World Politics (Spring 2017 / 2018, Fall 2019)
- Policy Analysis Workshop (Fall 2018)
- Professional Development Seminar (Fall 2018, Spring 2019)

Graduate School of International Studies, Seoul National University

- Theory and Practice of Public Diplomacy (Spring / Fall 2016)
- Global Governance and NGOs (co-teaching, Fall 2015)

Graduate School of International Studies, Ajou University

- Global Governance and NGOs (Fall 2016)
- Introduction to International Development Cooperation (co-teaching, Fall 2019)
- Social Development and Poverty Reduction (co-teaching, Fall 2019)

Teaching-Related Certificates

- 2020 Participation Certificate, ISA-IPC Pandemic Pedagogy Workshop, Online (Zoom)

- 2018 Participation Certificate, International Studies Association Innovative Pedagogy Conference, St. Louis
- 2018 Participation Certificate, International Studies Association International Politics and Innovative Learning (IPIL) Network Working Group: Change in the Higher Education Landscape: The Power of Intercultural Networks in Innovative Learning

PROFESSIONAL SERVICE

To Profession (Selected)

- (Inaugural) Editor-in-Chief, *Journal of Public Diplomacy*, 2020 – Present
- Associate Editor, *Journal of Contemporary Eastern Asia*, 2017 – Present
- (Inaugural) Board Member, Korea Association for Public Diplomacy, 2020 – Present
- Founder and Organizer, Korea Public Diplomacy Colloquium (which later became the foundation of Korea Association for Public Diplomacy), 2019 – 2020
- Executive Committee Member, International Studies Association International Communication Section, 2020 – Present
- Associate Editor, *Quality & Quantity*, 2019 - 2021
- Outreach Committee Member, Korea Association of International Development and Cooperation, 2018 – 2020
- Founding Member and Outreach Committee Member, International Studies Association International Politics and Innovative Learning (IPIL) Network, 2018 – 2020

To Community (Selected)

- President, Hangang Network for Academic and Cultural Exchanges, 2020 - present
- Executive Director, Hangang Network, 2016 - 2020
- Vice Director, New Silk Road Institute, 2018 - Present
- Board Member, Global Public Diplomacy Center, 2019 - 2021
- Member, Dol Dahm Club, Korea Ministry of Foreign Affairs, 2017 - 2019
- Honorary Envoy for Korea's Public Diplomacy Scholars Group, Korea Ministry of Foreign Affairs, 2013 - 2017

Advisor/ Reviewer/ Referee/ Jury (Selected)

Korea Foundation, Korean Ministry of Foreign Affairs, International Communication Association Public Diplomacy Interest Group, *International Studies Review*, *International Studies Perspectives*, *Politics*, *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*, *Place Branding and Public Diplomacy*, *Journal of Marketing Communications*, *Journal of Contemporary Eastern Asia*, *Insight Turkey*, *Journal of International and Area Studies*, *Asian International Studies Review*, *Pakistan Journal of Social Sciences*

CERTIFICATES

- 2021 Data Science Professional Certificate (HarvardX on Edx): Data Science: Linear Regression, Data Science: Wrangling, Data Science: Productivity Tools, Data Science: Inference and Modeling, Data Science: Probability, Data Science: R Visualization, Data Science: R Basics

2021 Data Scientist with R Track (Datacamp): Introduction to R, Intermediate R, Introduction to Tidyverse, Data Manipulation with dplyr, Joining Data with dplyr

OTHER PROFESSIONAL EXPERIENCE

2018 - 2020 Regular Columnist, Donga Newspaper
2016 - 2017 Executive Director, Hangang Network for Academic and Cultural Exchanges (full-time)
2010 - 2016 Academic Coordinator, Turkish Cultural Center, Seoul

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 Korean (selected):

2020.02.07 [트위터에 비친 한국... BTS, 건강보험, 개고기](#)
2019.09.20 [21세기 외교관은 길거리에 있어야](#)
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LANGUAGES

Turkish - Native

English - Fluent
Korean – Fluent

REFERENCES

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Yunjeong Yang, Professor and Associate Dean – Hankuk University of Foreign Studies Graduate School of International and Area Studies

Nancy Snow, Professor Emeritus – California State University Fullerton

Mason Richey, Professor – Hankuk University of Foreign Studies Graduate School of International and Area Studies