

# Kadir Jun Ayhan, Ph.D.

MIXED-METHODS RESEARCHER

Washington, D.C.

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## 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 OF 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)

### Ewha Womans University Graduate School of International Studies

ASSOCIATE PROFESSOR | PH.D. DIRECTOR | PUBLIC DIPLOMACY CENTER VICE DIRECTOR

Seoul

March 2021 - Present

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

VISITING PROFESSOR

Seoul

March 2020 - February 2021

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

ASSISTANT PROFESSOR

Seoul

March 2017 - February 2020

### Hangang Network for Academic and Cultural Exchanges

EXECUTIVE DIRECTOR / PRESIDENT

Seoul

March 2016 - June 2024

### Turkish Cultural Center

ACADEMIC DIRECTOR

Seoul

April 2010 - February 2016

## Other Experience (Selected)

### UNESCO Korean National Commission

RESEARCHER

Seoul

December 2023 - Present

### Korea Presidential Special Committee for Coexistence with People with Immigration-background

MEMBER

Seoul

January 2023 - June 2023

### Korea Presidential Transition Panel

MEMBER

Seoul

April 2022 - June 2022

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

MEMBER

Seoul

October 2021 - October 2023

### George Washington University Institute for Public Diplomacy and Global Communication

VISITING FELLOW

Washington D.C.

June 2018 - August 2018

### Seoul National University Graduate School of International Studies

LECTURER

Seoul

September 2015 - February 2017

## Publications

### PEER-REVIEWED JOURNAL ARTICLES

- Ayhan, K. J.** (2023). Soft power is rare in world politics: Ruling out fear or appetite-based compliance. *Place Branding and Public Diplomacy*, 19(4), 476–486. <https://doi.org/10.1057/s41254-023-00304-7>
- Ayhan, K. J.**, & Jang, S. (2023). Inter-Korean people-to-people diplomacy: Social and cultural exchanges across the 38th parallel. *The Hague Journal of Diplomacy*, 18(1), 95–132. <https://doi.org/10.1163/1871191x-bja10139>. Place: Leiden, The Netherlands Publisher: Brill Nijhoff.

3. **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. <https://doi.org/10.1177/0021909621103580>
4. **Ayhan, K. J.**, Park, S., Bier, L. M., & Park, H. (2022). 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>
5. 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. <https://doi.org/10.1057/s41254-020-00177-0>
6. **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. <https://doi.org/10.1007/s12564-020-09648-8>
7. Hong, M. S., Jeong, M., & **Ayhan, K. J.** (2021). International scholarship for social change? Re-contextualizing Global Korea Scholarship Alumni's perceptions of diversity and justice in South Korea. *Politics & Policy*, 49(6). <https://doi.org/10.1111/polp.12435>
8. Istad, F., Varpahovskis, E., Miezian, E., & **Ayhan, K. J.** (2021). Global Korea Scholarship students: Intention to stay in the host country to work or study after graduation. *Politics & Policy*, 49(6), 1323–1342. <https://doi.org/10.1111/polp.12436>
9. 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. <https://doi.org/10.1111/polp.12437>
10. Sevin, E., **Ayhan, K. J.**, & Ingenhoff, D. (2021). Capturing country images: A methodological approach. *The Journal of International Communication*, 27(2), 237–257. <https://doi.org/10.1080/13216597.2021.1903965>
11. 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. <https://doi.org/10.1111/polp.12438>
12. **Ayhan, K. J.** (2020). An exploration of Korean discourses on public diplomacy. *Journal of Contemporary Eastern Asia*, 19(1), 31–42. <https://doi.org/10.17477/jcea.2020.19.1.031>
13. **Ayhan, K. J.** (2020). Transferring knowledge to narrative worlds: Applying power taxonomy to science fiction films. *International Studies Perspectives*, 21(3), 258–274. <https://doi.org/10.1093/isp/ekz024>
14. 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. <https://doi.org/10.16934/isr.21.2.202012.95>
15. **Ayhan, K. J.** (2019). Rethinking Korea's middle power diplomacy as a nation branding project. *Korea Observer*, 50(1), 1–24. <https://doi.org/10.29152/KOIKS.2019.50.1.1>
16. **Ayhan, K. J.** (2019). The boundaries of public diplomacy and non-state actors: A taxonomy of perspectives. *International Studies Perspectives*, 20(1), 63–83. <https://doi.org/10.1093/isp/eky010>
17. 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. <https://doi.org/10.1163/2667078X-02002002>
18. **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. <https://doi.org/10.29152/KOIKS.2018.49.1.51>
19. 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. <https://doi.org/10.23071/jias.2015.22.1.57>

## JOURNAL EDITORIALS

1. **Ayhan, K. J.** (2023). Rethinking soft power from the power recipient's perspective: Voluntary compliance is the key. *Journal of Public Diplomacy*, 3(1), 1–13. <https://doi.org/10.23045/jpd.2023.3.1.001>
2. **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. <https://doi.org/10.23045/jpd.2022.2.1.7>
3. **Ayhan, K. J.**, & Sevin, E. (2022). Moving public diplomacy research forward: Methodological approaches. *Place Branding and Public Diplomacy*, 18(3), 201–203. <https://doi.org/10.1057/s41254-022-00263-5>
4. **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. <https://doi.org/10.23045/jpd.2021.1.1.001>
5. **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.

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

## BOOKS

1. **Ayhan, K. J.** (2024). *R for Korean Studies: A gentle introduction to Computational Social Science* (Draft Version 0.0.1). <https://r4ks.com>
2. **Ayhan, K. J.**, & Howe, B. M. (Eds.). (2023). *Comprehensive peacebuilding on the Korean Peninsula: Internal dynamics in North Korea and South Korean approaches*. Palgrave Macmillan.
3. **Ayhan, K. J.** (Ed.). (2017). *Korea's soft power and public diplomacy*. Hangang Network.
4. **Ayhan, K. J.** (Ed.). (2016). *Korea's public diplomacy*. Hangang Network.

## BOOK CHAPTERS (SELECTED)

1. **Ayhan, K. J.** (2024). South Korean public diplomacy vis-à-vis the United States: Finding support for policies in Washington DC. In D. P. Fields & M. Lerner (Eds.), *Divided America, divided Korea: U.S.-Korean relations during and after the Trump years* (pp. 105–128). Cambridge University Press.
2. **Ayhan, K. J.**, & Howe, B. M. (2023). Comprehensive peacebuilding on the Korean Peninsula: An introduction. In K. J. Ayhan & B. M. Howe (Eds.), *Comprehensive peacebuilding on the Korean Peninsula: Internal dynamics in North Korea and South Korean approaches*. Palgrave Macmillan. [https://doi.org/10.1007/978-981-19-9036-6\\_1](https://doi.org/10.1007/978-981-19-9036-6_1)
3. **Ayhan, K. J.**, & Jang, S. (2023). Let the sun shine? Inter-Korean people-to-people diplomacy in the absence of state-based public diplomacy. In K. J. Ayhan & B. M. Howe (Eds.), *Comprehensive peacebuilding on the Korean Peninsula: Internal dynamics in North Korea and South Korean approaches*. Palgrave Macmillan. [https://doi.org/10.1007/978-981-19-9036-6\\_7](https://doi.org/10.1007/978-981-19-9036-6_7)
4. **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. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003148890-2/ideas-matter-inter-korean-relations-kadir-jun-ayhan-yuree-kim>
5. **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. [https://www.kipa.re.kr/site/mblk/research/selectBaseView.do?gubun=C0&seqNo=BASE\\_0000000000000634](https://www.kipa.re.kr/site/mblk/research/selectBaseView.do?gubun=C0&seqNo=BASE_0000000000000634)
6. 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.
7. 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). <https://asef.org/publications/communicating-with-purpose-and-value/>
8. **Ayhan, K. J.** (2020). Mingan bunyaeui gonggong waegyo [People-to-people diplomacy]. In K. Foundation (Ed.), *Cheoeum mannaneun gonggong waegyo [Introduction to public diplomacy]*. Korea Foundation.
9. 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.), *The SAGE handbook of propaganda* (pp. 205–222). Sage. <https://doi.org/10.4135/9781526477170>
10. **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.
11. **Ayhan, K.** (2016). Introduction. In K. Ayhan (Ed.), *Korea's public diplomacy*. Hangang Network.

## WORKING PAPERS

1. **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*. Type: Journal Article.

## BOOK REVIEWS

1. **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>
2. **Ayhan, K. J.** (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]. *Interna-*

- tional Journal of Communication*, 13, 1–4. <https://ijoc.org/index.php/ijoc/article/view/12076/2664>
3. **Ayhan, K. J.** (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. <https://doi.org/10.1093/ia/iiz115>
  4. **Ayhan, K. J.** (2018). Connecting public diplomacy and foreign policy. *International Studies Review*, 20(3), 539–540. <https://doi.org/10.1093/isr/viy041>
  5. **Ayhan, K. J.** (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. <https://hrcak.srce.hr/file/294507>

## UNDER REVIEW

1. **Ayhan, K. J.** *Strategic Compassion: South Korea's COVID-19 Aid Disbursement* [Under Review].

## Awards and Honors

### ICOMM Best Paper Award

INTERNATIONAL STUDIES ASSOCIATION

2024

### Fulbright Visiting Scholar Award

I HAVE OPTED TO FOREGO THIS OPPORTUNITY FOR PERSONAL REASONS

2023-2024

### Global Korea Scholarship

KOREAN LANGUAGE EDUCATION AND PH.D. PROGRAM

2010 - 2015

### Distinguished Thesis Award

SEOUL NATIONAL UNIVERSITY GRADUATE SCHOOL OF INTERNATIONAL STUDIES

2010

### High Honor Award

SEOUL NATIONAL UNIVERSITY GRADUATE SCHOOL OF INTERNATIONAL STUDIES

2010

### Global Sharing Foundation Scholarship

SEOUL NATIONAL UNIVERSITY GRADUATE SCHOOL OF INTERNATIONAL STUDIES

2009

## Grants

### Frontier 10-10

EWHA WOMANS UNIVERSITY

- Role: Cluster leader - Awarded funding amount: 1.45 billion KRW (roughly \$1.2 million)

*Ewha Womans University Graduate  
School of International Studies*

2023-2026

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

KOREA INTERNATIONAL ECONOMIC POLICY

- Role: Project Director - Awarded funding amount: 100 million KRW (roughly \$75,000)

*Ewha Womans University Graduate  
School of International Studies*

2022-23

### Empowerment of Public Diplomacy Curriculum at Universities

KOREA FOUNDATION

- Role: Participant - Awarded funding amount: 30 million KRW (roughly \$23,000)

*Ewha Womans University (with Cha  
Hee-Won et al.)*

2022-2023

### Korean-German Junior Forum

KOREA FOUNDATION

- Role: Project Executive - Awarded funding amount: 151 million KRW (roughly \$120,200)

*Ewha Public Diplomacy Center (with  
Kisuk Cho)*

2021-2023

### Internal Research Grant

EWHA WOMANS UNIVERSITY

- Role: Individual - Awarded funding amount: 32.6 million KRW (roughly \$27,800)

*Individual*

2021-2023

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

- Role: Project Executive - Awarded funding amount: 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

- Role: Co-Project Director - Awarded funding amount: \$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

- Role: Participant - Awarded funding amount: \$1,000

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

2020

## Empowerment of Public Diplomacy Curriculum at Universities

KOREA FOUNDATION

- Role: Participant - Awarded funding amount: 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

- Role: Participant - Awarded funding amount: \$40,000

with Efe Sevin and Diana Ingenhoff

2019

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

KOREA FOUNDATION

- Role: Co-Project Director - Awarded funding amount: \$100,000

with Rafal Smoczynski

2018-2019

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

KOREA FOUNDATION

- Role: Co-Project Director - Awarded funding amount: \$80,000

with Nancy Snow

2018-2019

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

- Role: Co-Project Director - Awarded funding amount: 20 million KRW (roughly \$18,000)

Hangang Network

2016

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

- Role: Co-Project Director - Awarded funding amount: 39.8 million KRW (roughly \$36,000)

Hangang Network

2016-2017

## Certificates

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### Statistical Analysis with Missing Data Workshop

PARTICIPATION

Columbia University

2023

### Summer Institute for Computational Social Science

PARTICIPATION

KAIST, Korea

2022

### Other Data Science Certificates

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 IN R, INTRODUCTION TO PYTHON

Datacamp

2022

### Data Scientist with R Track

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

Datacamp

2021-2022

### Data Science Professional Certificate

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

HarvardX on Edx

2021

## Invited Talks (Selected)

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### **The Big Picture of American Public Diplomacy Persistent Competition for Hearts and Mind**

KOREA FOUNDATION UNITED STATES ((PUBLIC DIPLOMACY PRACTITIONER TRAINING)

- Korean

Washington D.C.

2024, June 28

### **Doing Policy Analysis**

HOPE TO THE FUTURE ASSOCIATION

- English

Seoul

2024, April 27

### **Making Sense of the United States' Public Diplomacy Data: publicdiplomacy R Package**

THE UNITED STATES AGENCY FOR GLOBAL MEDIA

- English

Washington D.C.

2024, February 8

### **Korea's Public Diplomacy**

UNIVERSITY OF SAN DIEGO FACULTY DEVELOPMENT TRIP TO KOREA (KOREA FOUNDATION)

- English

Seoul

2023, June 2

### **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 (GSCRC)

- Korean

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

### **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 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)

- English

Seoul

2021, October 5

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

KOREA FOUNDATION (PUBLIC DIPLOMACY PRACTITIONER TRAINING)

- English

Seoul

2021, July 22

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

GWANGJU DEMOCRACY FORUM

- Korean

Zoom

2021, May 20

### **G20 and Korea's Public Diplomacy**

KOICA C20 KOREA FORUM

- English

Seongnam

2020, November 12

## 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

## 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

Jeju

2020, June 3

## Assessment and Evaluation in Korean Public Diplomacy

MINISTRY OF FOREIGN AFFAIRS POLICY-ORIENTED PUBLIC DIPLOMACY ADVISORY MEETING

- English

Incheon

2019, November 9

## 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

## 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

## Cultural Diversity and Global Citizen” Global Citizenship Education

UNESCO KOREA NATIONAL COMMISSION

- Korean

Seoul

2016, October 25

## The Consequences of Turkish Election Campaigns in Europe

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

- Korean

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 (KOREA FOUNDATION)

- English

Seoul

2013, November 21

## Conference Presentations (Selected)

### Persistent Competition for Hearts and Minds: Analyzing United States' Public Diplomacy Expenditure across the World

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

- Ayhan, K. J., Miller, S. V.

Seoul

2024 April

### The Drivers of South Korea's COVID-19 Humanitarian Aid: The Severity of Cases and Foreign Policy Priorities

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

Montreal

2023 March

### The Determinants of Korean Presidents' Diplomatic Visits: The Quest for Omnidirectional Diplomacy

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

Montreal

2023 March

## Public Diplomacy in Other Words

KOREAN ASSOCIATION FOR PUBLIC DIPLOMACY

Seoul

2022 November

## 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

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

Zoom

2022 March

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

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

INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

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

Zoom

2021 April

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

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

INTERNATIONAL STUDIES ASSOCIATION ASIA-PACIFIC CONFERENCE

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

## Can the Country Image Predict Relationship Management Behavior

WATEF CONFERENCE: SOCIAL EXCHANGES AND PUBLIC DIPLOMACY ON THE KOREAN PENINSULA

Seoul

2019 April

- Varpahovskis, E., Ayhan, K. J.

## Nurturing Friends of Korea: Korean Government Scholarship Program as a Public Diplomacy Tool

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

Toronto

2019 March

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

## 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

## Ideas Matter in Inter-Korean Relations: Analyzing People-to-People Exchanges

INTERNATIONAL POLITICAL SCIENCE ASSOCIATION 25TH WORLD CONGRESS

Brisbane

2018 July

## Korea's Middle Power Diplomacy as a Nation Branding Project

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

San Francisco

2018 April

## The Boundaries of Public Diplomacy Actorness: A Classification of Korean Diplomatic NGOs

INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

San Diego

2017 May

## 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

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

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

INSTRUCTOR

2020

- Digital Active Learning Pedagogy

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

INSTRUCTOR

2017 - 2021

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

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

INSTRUCTOR

2017-2020

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

## Graduate School of International Studies, Seoul National University

INSTRUCTOR

2015-2017

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

## Graduate School of International Studies, Ajou University

INSTRUCTOR

2016-2017

- Global Governance and NGOs

## Service to Profession

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### The Korean Association for Public Diplomacy

BOARD MEMBER (INAUGURAL)

2020 - Present

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

EXECUTIVE COMMITTEE MEMBER

2020 - 2024

### Journal of Public Diplomacy

EDITOR-IN-CHIEF (INAUGURAL)

2020 - 2023

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

SECTION CHAIR

2022 - 2023

### 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

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### 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

## Reviewer

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Korea Foundation, Korean Ministry of Foreign Affairs, International Communication Association, Kent State University, *International Studies Quarterly*, *International Studies Review*, *International Studies Perspectives*, *World Affairs*, *Humanities and Social Sciences Communications (Nature)*, *Democratization*, *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*, *All Azimuth*, *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*

## Other Publications (Selected)

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### Academic Blog Posts

2022, A Conversation on Methodological Approaches to Public Diplomacy, USC Center on Public Diplomacy (**Ayhan, K. J.**, Sevin, E., Mandagi, C. F.)

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 to the 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 about the Inter-Korean Exchanges?

## References

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Available upon request.