

Kadir Jun Ayhan

PH.D.

Washington, D.C.

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Mixed-methods Researcher

Expertise and Skills

Overview: 14 years in leading mixed-methods research projects, grant/ contract acquisition, mentoring, and consulting for entities like the Korean Presidency and UNESCO.

Domain: public diplomacy, diplomacy, foreign policy, intercultural communication, international development

Quantitative: Causal inference, survey/experimental design, hypothesis testing, program evaluation, panel/longitudinal data, Bayesian data analysis, logistic regression, hierarchical models, SEM, ANOVA

Computational: Text extraction and analysis (pdf/ web), data visualization, dataset construction

Qualitative: process tracing, interviews, focus groups, discourse analysis, content analysis, case study

Tools: R (tidyverse, brms, plm, lme4, tm, pdftools etc.), Quarto (Dashboards), Shiny, Github, NVivo, SmartPLS, MS Office

Languages: English (fluent), Korean (fluent/ naturalized citizen), Turkish (native)

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)

Ewha Womans University Graduate School of International Studies

ASSOCIATE PROFESSOR

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

Seoul

March 2021 - Present

UNESCO Korean National Commission

RESEARCHER

Seoul

December 2023 - Present

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

MEMBER

Seoul

October 2021 - October 2023

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

MEMBER

Seoul

January 2023 - June 2023

Korea Presidential National Cohesion Committee

MEMBER

Seoul

April 2022 - June 2022

Hangang Network for Academic and Cultural Exchanges

EXECUTIVE DIRECTOR / PRESIDENT

Seoul

March 2016 - January 2024

Hankuk University of Foreign Studies Division of International Studies

VISITING PROFESSOR

Seoul

March 2020 - February 2021

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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>

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

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>

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>

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>

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>

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. <https://doi.org/10.1111/polp.12440>

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

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. <https://doi.org/10.1007/978-981-19-9036-6>

Ayhan, K. J. (Ed.). (2017). *Korea's soft power and public diplomacy*. Hangang Network. <https://ayhan.phd/research/#edited-books>

Ayhan, K. J. (Ed.). (2016). *Korea's public diplomacy*. Hangang Network. <https://ayhan.phd/research/#edited-books>

BOOK CHAPTERS

Ayhan, K. J. (2023). 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.

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

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

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>

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=CO&seqNo=BASE_000000000000634

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. <https://rowman.com/ISBN/9781538142417/Global-Media-Perceptions-of-the-United-States-The-Trump-Effect>

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/>

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. <https://ayhan.phd/research/edited-books>

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>

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. <https://ayhan.phd/research/edited-books>

Ayhan, K. (2016). Introduction. In K. Ayhan (Ed.), *Korea’s public diplomacy*. Hangang Network. <https://ayhan.phd/research/edited-books>

WORKING PAPERS

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*. <https://keia.org/publication/south-koreas-public-diplomacy-during-the-covid-19-pandemic>

BOOK REVIEWS

Ayhan, K. J. (2020). Competition for hearts and minds: Cold War public diplomacy. *International Studies Review*, 22(4), 988–989. <https://doi.org/10.1093/isr/viaa038>

Ayhan, K. J. (2019). 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, 1–4. <https://ijoc.org/index.php/ijoc/article/view/12076/2664>

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>

Ayhan, K. J. (2018). Connecting public diplomacy and foreign policy. *International Studies Review*, 20(3), 539–540. <https://doi.org/10.1093/isr/viy041>

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

Ayhan, K. J., & Ryu, J. *Did Recipients’ COVID-19 Needs Matter for South Korea’s COVID-19 Aid? Indeed, It Did*. [Under Review].

Awards and Honors

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

Korean-German Junior Forum

KOREA FOUNDATION

- Role: Project Executive - Awarded funding amount: 55.27 million KRW (roughly \$43,270)

*Ewha Public Diplomacy Center (with
Kisuk Cho)*
2023

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

Incentive Award Research Project: “Korea’s COVID-19 Aid”

EWHA WOMANS UNIVERSITY

- Role: Individual - Awarded funding amount: 9 million KRW (roughly \$6,800)

Individual
2023

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

*Ewha Public Diplomacy Center (with
Kisuk Cho)*
2022

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

EWHA WOMANS UNIVERSITY

- Role: Individual - Awarded funding amount: 3.6 million KRW (roughly \$3,000)

Individual
2022

Korean-German Junior Forum

KOREA FOUNDATION

- Role: Project Executive - Awarded funding amount: 34 million KRW (roughly \$30,000)

*Ewha Public Diplomacy Center (with
Kisuk Cho)*
2021

New Faculty Research Project: “International Student Mobility Programs in International Relations Theory”

EWHA WOMANS UNIVERSITY

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

Individual
2021

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

- 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: “Rethinking Inter-Korean Social Exchanges in Turbulent Times”

KOREA FOUNDATION

- Role: Co-Project Director - Awarded funding amount: \$50,000

with Rafal Smoczynski and Park Han-Woo

2019

Policy-oriented Research Support Program: Realizing the Public Diplomacy Potential of Korean Government Scholarship- A Mixed Study of Alumni and Current Students”

KOREA FOUNDATION

- Role: Co-Project Director - Awarded funding amount: \$40,000

with Nancy Snow and Moamen Gouda

2019

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

KOREA FOUNDATION

- Role: Co-Project Director - Awarded funding amount: \$50,000

with Rafal Smoczynski

2018

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

KOREA FOUNDATION

- Role: Co-Project Director - Awarded funding amount: \$40,000

with Nancy Snow

2018

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

- Role: Project Director - Awarded funding amount: 19.8 million KRW (roughly \$18,000)

Hangang Network

2017

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

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

Hangang Network

2016

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

KOREAN MINISTRY OF FOREIGN AFFAIRS

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

Hangang Network

2016

Certificates

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

Datacamp

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

2021-2022

Data Science Professional Certificate

HarvardX on Edx

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

2021

Invited Talks (Selected)

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

Washington D.C.

THE UNITED STATES AGENCY FOR GLOBAL MEDIA

2023, February 8

- English

Korea's Public Diplomacy

Seoul

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

2023, June 2

- English

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

Seoul

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

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

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 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

Seoul

KOREA-US PUBLIC DIPLOMACY FORUM (HUFS MEDIA DIPLOMACY CENTER)

2021, October 5

- English

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

Seoul

TRAINING FOR KOREA FOUNDATION STAFF

2021, July 22

- English

Democracy and Korea's Public Diplomacy: Beyond Rhetoric

Zoom

GWANGJU DEMOCRACY FORUM

2021, May 20

- Korean

G20 and Korea's Public Diplomacy

Seongnam

KOICA C20 KOREA FORUM

2020, November 12

- English

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)

United States' Public Diplomacy Expenditure across the World: Introducing the publicdiplomacy R Package

KOREAN ASSOCIATION FOR INTERNATIONAL STUDIES

Seoul

2023 December

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

INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION

- Ayhan, K. J., Ryu, J.

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	Zoom
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2022 March
An experiment on the multiplier effect: A study on inter-Korean people-to-people exchanges	Zoom
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2022 March
• Ayhan, K. J., Park, S., Bier, L., Park, H.	
Rethinking Soft Power with Alternative Explanations: Appealing to Fear, Appetite or Spirit	Zoom
INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE	2021 May
South Korea's Global Status-Seeking in a Multiplex World Order	Zoom
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2021 April
The Process Evaluation of Korean Public Diplomacy: A Logic of Practice Approach	Zoom
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2021 April
• Kim, Y., Ayhan, K. J.	
Learning International Relations Theories in the Marvel Universe: The Black Panther of Wakanda	Singapore
INTERNATIONAL STUDIES ASSOCIATION ASIA-PACIFIC CONFERENCE	2019 July
Development Dynamics of Korean Government Scholarship Program	Seoul
KAIDEC CONFERENCE: IN SEARCH FOR A SUSTAINABLE ECOSYSTEM FOR INTERNATIONAL DEVELOPMENT: CHALLENGES FOR THE FUTURE	2019 June
Can the Country Image Predict Relationship Management Behavior	Seoul
WATEF CONFERENCE: SOCIAL EXCHANGES AND PUBLIC DIPLOMACY ON THE KOREAN PENINSULA	2019 April
• Varpahovskis, E., Ayhan, K. J.	
Nurturing Friends of Korea: Korean Government Scholarship Program as a Public Diplomacy Tool	Toronto
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2019 March
• Ayhan, K. J., Gouda, M.	
Roundtable: International Politics and Innovative Learning: (IPIL) - From Process to Progress	Toronto
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2019 March
Roundtable: New Perspectives on Non-State Diplomacy: Situating Empirical Framework in the Context of Non-Western Countries	Toronto
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2019 March
Ideas Matter in Inter-Korean Relations: Analyzing People-to-People Exchanges	Brisbane
INTERNATIONAL POLITICAL SCIENCE ASSOCIATION 25TH WORLD CONGRESS	2018 July
Korea's Middle Power Diplomacy as a Nation Branding Project	San Francisco
INTERNATIONAL STUDIES ASSOCIATION ANNUAL CONVENTION	2018 April
The Boundaries of Public Diplomacy Actorness: A Classification of Korean Diplomatic NGOs	San Diego
INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE	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

The Korean Association for Public Diplomacy

BOARD MEMBER (INAUGURAL)

2020 - Present

International Studies Association International Communication Section (ISA ICOMM)

EXECUTIVE COMMITTEE MEMBER

2020 - Present

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