

# CURRICULUM VITAE

**Irina Lyan**

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## EDUCATION

- 2011-2017 PhD in Sociology and Anthropology, Organization Studies  
The Hebrew University of Jerusalem  
Supervisors: Prof. Michal Frenkel and Prof. Gili S. Drori
- 2007-2010 MA in Sociology and Anthropology, Organization Studies  
The Hebrew University of Jerusalem (*cum laude*)
- 2002-2006 BA in Sociology and Anthropology and English Literature  
The Hebrew University of Jerusalem (*cum laude*)
- 2001-2002 Rothberg School for International Students, The Hebrew University of Jerusalem (graduated with honors)

## ACADEMIC APPOINTMENTS

- July 2020- Assistant Professor, Department of Asian Studies, The Hebrew University of Jerusalem (HUJI)
- Summer 2021 Korea Foundation Field Research Fellow, Institute of Korean Studies at Yonsei University
- July 2020 Participant of Kyujanggak Korean Studies Summer Workshop (online)
- 2019-2020 Postdoctoral Research Fellow, The Lady Davis Fellowship Trust, HUJI
- 2019-2020 Lecturer, Department of Asian Studies, HUJI
- 2018-2019 Visiting Postdoctoral Fellow, St Antony's College, Oxford University
- 2018-2019 Postdoctoral Research Fellow, The Truman Research Institute for the Advancement of Peace, HUJI (received and declined)
- 2017-2018 Postdoctoral Research Fellow, The Leonardo Davis Institute for International Relations and The Truman Research Institute for the Advancement of Peace, HUJI
- 2017-2018 Lecturer, Department of Asian Studies, HUJI
- Summer 2017 Global Humanities Junior Research and Teaching Stay, Freie Universität Berlin

## ACADEMIC POSITIONS

- July 2020- Chair, Korean Studies Program, Department of Asian Studies, HUJI
- July 2020- Chair, Korean Studies Forum in Israel, HUJI
- 2016-2017 Academic Advisor of the Joint Program of International Relations and Asian Studies, HUJI
- 2013-2017 Academic Advisor of the Joint Program of Business Administration and Asian Studies, HUJI
- 2012-2014 Coordinator of Organization Community at Israeli Sociological Society
- 2004-2013 Research Assistant, HUJI and Tel Aviv University

## **SCHOLARSHIPS, GRANTS, AND AWARDS**

- 2020 Korea Foundation Field Research Fellowship Grant
- 2020 Korea Foundation Korean Studies Support Program
- 2020 Scholarship by Mme. Nicole Giberstein Aboulker & Mme. Helene Aboulker-Trink, Department of Asian Studies, HUJI
- 2019 Research Grant, The Louis Frieberg Center for East Asian Studies, HUJI
- 2019 Research Grant, St Antony's College Committee in Israel, Tel Aviv University (20,000\$)
- 2018 Research Travel Grant, HUJI
- 2017 Research Grant, The Leonardo Davis Institute for International Relations, HUJI
- 2013-2017 The Presidential Scholarship for outstanding doctoral students, HUJI
- 2013-2017 PhD Scholarship, The Truman Research Institute for the Advancement of Peace, HUJI
- 2011-2012 PhD Scholarship, Shaine Center for Research in Social Sciences, HUJI
- 2017 PhD Article Award, The Faculty of Social Sciences, HUJI
- 2017, 2019 Korean Studies Award, The Korean Embassy in Israel
- 2016 Excellence in Teaching, HUJI
- 2015 Research Travel Grant, Shaine Center for Research in the Social Sciences, HUJI
- 2014 Research Grant for the fieldwork trip in South Korea, The Louis Frieberg Center for East Asian Studies, HUJI
- 2014 Research Travel Grant, The Authority for Research Students, HUJI
- 2013 Third Prize Award winner in PhD Articles Contest, World Association of Hallyu Studies (WAHS), Korea University
- 2011 Article Award based on MA Thesis Paper by Shaine Center for Research in the Social Sciences, HUJI
- 2011 Award by Levi Eshkol Institute for Social, Economic and Political Research in Israel, HUJI

## **TEACHING**

- 2020-2021 Pre-modern and modern Korea, Korean economic miracle, Korean popular culture, Gender and sexuality in Korean literature and film, HUJI
- 2017-2020 Korean economic miracle and Korean popular culture, HUJI
- 2017 Summer School, Global Humanities Campus, Freie Universität Berlin
- 2016-2017 Asia in International Arena, HUJI
- 2014-2017 Forum of East Asian Economies, HUJI (2016: excellence in teaching)
- 2015 Traveling Summer Seminar on Japanese Society and Culture, HUJI
- 2013-2014 Cross-Cultural Encounters in Organizations, HUJI

## PUBLICATIONS

### *Peer-Reviewed Articles*

1. **Lyan, Irina** (forthcoming 2021). “Start-up Nation” vs. “The Republic of Samsung:” Power and politics in the partner choice discourse in Israeli-Korean business collaboration. *Critical Perspectives in International Business*.
2. **Lyan, Irina** and Frenkel, Michal (2020). Industrial espionage revisited: Host country-foreign MNC legal disputes and the postcolonial imagery. *Organization*. <https://doi.org/10.1177/1350508420928517>
3. **Lyan, Irina** (2019). Welcome to Korea Day: From diasporic to fan-nationalism. *International Journal of Communication*, 13, 3764-3780.
4. Otmazgin, Nissim and **Lyan, Irina** (2018). Fan entrepreneurship: Fandom, agency, and the marketing of Hallyu in Israel. *Kritika Kultura*, 32, 288-307 (reprinted in *Transcultural Fandom and the Globalization of Hallyu*. Edited by Park Gil-Sung, Nissim Otmazgin and Keith Howard. Seoul: Korea University Press, pp. 155-179).
5. **Lyan, Irina** and Levkowitz, Alon (2015). From Holy land to “Hallyu land”: The symbolic journey following the Korean Wave in Israel. *Journal of Fandom Studies*, 3(1), 7-21.
6. **Lyan, Irina**, Zidani, Sulafa, and Shifman, Limor (2015). When Gangnam hits the Middle East: Re-makes as identity practice. *Asian Communication Research*, 12(2), 10-31.
7. Otmazgin, Nissim and **Lyan, Irina** (2014). Hallyu across the desert: K-pop fandom in Israel and Palestine. *Cross-Currents: East Asian History and Culture Review*, 3(1), 32-55.

### *Book Chapters*

1. Otmazgin, Nissim and **Lyan, Irina** (2019). Fan entrepreneurship: Fandom, agency, and the marketing of Hallyu in Israel. In *Transcultural Fandom and the Globalization of Hallyu*. Edited by Park Gil-Sung, Nissim Otmazgin and Keith Howard. Seoul: Korea University Press, pp. 155-179 (reprint).
2. Frenkel, Michal, **Lyan, Irina**, and Drori, Gili S. (2015). Reproducing self and the other: The role of cross-cultural management discourse and training in shaping Israeli-Korean collaborations. In *Routledge Companion to Cross-Cultural Management*. Edited by N. Holden, S. Michailova and S. Tietze. London: Routledge, pp. 399-408.
3. **Lyan, Irina** and Levkowitz, Alon (2015). Consuming the Other: Israeli Hallyu case study. In *Hallyu 2.0: The Korean Wave in the Age of Social Media*. Edited by S. Lee and M. Nornes. Ann Arbor: The University of Michigan Press, pp. 212-228.

### *Book Review*

- Lyan, Irina** (2018). *The Evolution of Tiger Management: Korean Companies in Global Competition*, by M. Hemmert (2018). *Journal of International Management*, 301-302.

## ***Miscellanies***

**Lyan, Irina** (2020). Report “Korea’s public image in Israel” for the Korean Embassy in Israel.

**Lyan, Irina** (academic editor) (2020). Korea in the World. The Academy of Korean Studies promotional booklet, Hebrew translation, 2017.

**Lyan, Irina** (academic editor) (2017). Report “Innovation in Israel and Korea” by the Israeli Innovation Authority.

## **IN WRITING**

**Lyan, Irina**. “Koreans are the Israelis of the East”: Demystifying cultural similarities in cross-cultural management (accepted with minor revisions to *Culture and Organization*).

**Lyan, Irina**. Between two homelands: Between two homelands: Diasporic nationalism and academic pilgrimage of the Korean Christian Community in Jerusalem (accepted with minor revisions to *S/N Korean Humanities*).

**Lyan, Irina**. Hallyu as a journey. In *Les visages de la vague Coréenne*. Edited by Ophélie Surcouf. Paris: L'atelier des Cahiers (accepted with minor revisions; in French).

**Lyan, Irina**. Ex-periphery: South Korea in the development discourse (under review for the book project *Korea and the Global Society: Engagement and Reciprocity*)

## **REVIEWER**

*Sociological Forum, International Journal of Communication, Asian Journal of Social Science, Asian Women, Culture & Empathy, Israeli Sociology, Management International Review, Kritika Kultura*

## **EDITORIAL BOARD**

*Korea-Europe Review*

## **ACADEMIC MEMBERSHIP**

- 2020- Association of Asian Studies (AAS)
- 2015- Forum of Korean Studies in Israel, HUJI
- 2015-2019 European Group for Organization Studies (EGOS)

## **SUPERVISION**

- 2020- Katriel Sigala, MA student at the Korean Studies Program, Department of Asian Studies, HUJI, “The construct of Korea in English language Esports Broadcasts” (together with Nissim Otmazgin)
- 2020- Lea Rabinovitz, MA student at the Japanese Studies Program, Department of Asian Studies, HUJI, “Soft Power in Korea and Japan” (together with Nissim Otmazgin)
- 2013-2014 Yang Yizhuo, BA visiting student from Peking University, Rothberg School for International Students, HUJI, “Glocalization of foreign students’ program.”

## CONFERENCES ORGANIZED

- 2020 The 5<sup>th</sup> Korean Studies Workshop in Israel (online, with Alon Levkowitz).
- 2019 Transcultural Fandom—The Global Diffusion of Hallyu. The 7<sup>th</sup> World Congress for Hallyu, HUJI (with Ingyu Oh and Nissim Otmazgin)
- 2019 A Celebration and Book Launch Korean Treasures in the Bodleian Libraries and the Museums of the University of Oxford (with James B. Lewis and Minh Chung)
- 2018 Panel: Academy Goes East, Conference of Asian Studies in Israel, HUJI
- 2017 Korean Diaspora and the Arts, The Truman Institute, HUJI (with Jooyeon Rhee).
- 2014 Graduate Conference, Sociology and Anthropology Department, HUJI (with Michal Assa-Inbar and Yaron Girsh)
- 2014 The Cultural Geography of the Hallyu: Mapping the World through Korean Popular Culture, The Truman Institute, HUJI (with Jooyeon Rhee and Nissim Otmazgin)
- 2013 The “Miracle” Narrative of Korean Cultural Industries: Perspectives from the Middle East, The Truman Institute, HUJI (with Nissim Otmazgin)

## INVITED ACADEMIC TALKS (last five years)

- 2021 K-Fan entrepreneurship: Fandom, agency, and the marketing of Hallyu in Israel, *Who are K-Pop Fans in Europe? - Fandom, Fan Activism, and Sub-Culture*, Korea-Europe Center, Freie Universität Berlin (online)
- 2020 Digitalization in Culture & Communication Symposium, KU Leuven University, Belgium (online)
- 2020 Fan entrepreneurship: Fandom, agency, and the marketing of Hallyu in Israel, Ateneo Korean Studies Program (online)
- 2019 The Images of “Korea” in Korean popular culture. China Centre, Oxford University
- 2018 Stealing South Korea’s “national core technologies.” Department of International Relations, HUJI
- 2018 Korean students’ community in Jerusalem. International Workshop: Storytelling on Korean diaspora, HUJI
- 2018 Introduction to Korean economy. Forum of East Asian Economies, HUJI
- 2017 The Apple-Samsung “smartphone patent wars” as a legitimacy battle in the name of innovation. Forum of Korean Studies, Bar Ilan University
- 2017 On the definition of culture(s): Culture as a transaction cost in international management. Principles of Cultural Dynamics Colloquium, Freie Universität Berlin
- 2017 Korean second economic miracle. Asian Studies Department, HUJI
- 2017 From imitation to innovation: South Korean second miracle on the Han River. IMBA Program, Haifa University
- 2016 “Koreans are the Israelis of the East:” Theorizing (dis)similarity in international collaborations. International Conference: Recent Trends in Korean Studies, Bar Ilan University
- 2016 “Koreans are the Israelis of the East:” Theorizing (dis)similarity in international collaborations. Jerusalem School of Business Administration, HUJI.

## SELECTED CONFERENCES PRESENTATIONS

- 2021 Shock and Surprise: Theorization of the Korean Wave through mediatized emotions, Theorization of the Korean Wave, Simon Fraser University, Toronto (online)
- 2021 ImagiNation: South Korean in the post-miracle era, Association of Asian Studies (online)
- 2020 Ex-periphery: South Korea in the post-miracle era, Korea and the Global Society Conference, Goethe University, Frankfurt (online)
- 2020 Welcome to Korea Day: From diasporic to fan-nationalism, Asian Language and Cultures, Moscow Linguistic University (online)
- 2019 “Koreans are the Israelis of the East:” Theorizing cultural (dis)similarity in international collaborations. EGOS Colloquium, University of Edinburgh.
- 2019 Ex-periphery: South Korea in the post-miracle era. East Asian Seminar, St Antony’s College, Oxford University.
- 2018 Branding the nation with industrial espionage discourse: Stealing South Korea’s “national core technologies.” EGOS Colloquium, Estonian Business School.
- 2017 The Apple-Samsung “smartphone patent wars” as a legitimacy battle in the name of innovation. Transnationalism and Institutions in East Asia, Freie Universität Berlin.
- 2017 Remapping of East Asian region as ex-periphery. Korea University Graduate Student Conference in conjunction with AAS-in-Asia, Korea University.
- 2017 Welcome to Korea Day: On performing nationalism by the Korean and Hallyu students in Israel. Consumption and Culture Workshop, The Open University.
- 2016 Remapping the East Asia as ex-periphery. What is Asia? Changing Boundaries and Identities in Contemporary Asia, GIS Asia.
- 2016 Between China and Japan: Imagining Korea in Israeli-Korean business interactions. Asian Studies Conference in Israel, Tel Hai College.
- 2015 “Start-up Nation” vs. “The Republic of Samsung:” Cultural encounters in international collaborations among developing economies. EGOS Colloquium, American College of Greece.
- 2014 Imagining “Korea” in Israeli-Korean R&D joint ventures. New Generations, New Ideas in Korean Studies, Harvard University.
- 2013 Imagined Korea: Representations of Hallyu in Israeli fandom. First World Congress for Hallyu, Korea University.
- 2013 Discovering Korea on screen: A case study of Korean popular culture in Israel. Years of Radical Change: Korean Screen Culture, SOAS.
- 2012 Transcultural flows: The Korean Wave in Israel. Tradition and Transculturation in Korea, Korea University.
- 2012 The role of social media in Israeli Hallyu. Hallyu 2.0: The Korean Wave in the Age of Social Media Conference, The University of Michigan.

## SELECTED INVITED PUBLIC TALKS

- 2021 Academic pilgrimage: Korean Christian Community in Israel, The International Unit, HUJI
- 2020 Koryo-saram in Jerusalem: Development of Korean culture in Israel, "Power of Today 2020 Forum" by the Youth Association of Koreans in Moscow
- 2020 On the globalization of Korean popular culture, Asian Studies Dept., HUJI
- 2019 On technological innovation in South Korea for "Korean Friday," the Korean Embassy in Israel
- 2018 Workshop on Korean economy at Samsung Israel
- 2018 On academic career for the Center for the Study of Multiculturalism and Diversity, HUJI
- 2017 On Korean economic miracle for "Korean Friday," the Korean Embassy in Israel
- 2017 On Korean popular culture for K-Pop World Festival, the Korean Embassy in Israel
- 2011-2020 On Korean society and culture for "Asia Day" and "Korea Day" or "Korea Week" events, HUJI
- 2015, 2016 Israeli-Korean economic collaboration for the Israeli Friends Event, HUJI

## SELECTED MEDIA APPEARANCES

- 2020 Interviews for *Forbes*, *TheMarker* and *Kan News* TV Channel 11 on Korean popular culture
- 2018 Interviews for *Kan News* and *Olam Haiom* programs on Korean society and politics, TV Channel 11.
- 2017 Participation in "Faces of Our Planet" project of photo exhibition with Israeli academics-immigrants for The Smithsonian Institution, Washington, D.C.
- 2017 Interviews for *Chinuchit* Program on Korean society, TV Channel 2; *London et Kirschenbaum* Program, TV Channel 10; *Yoman* Program, TV Channel 1; TV Channel 10 on Korean economic development; *Marie Claire* Magazine on Korean TV dramas.
- 2016 Lyan, Irina. "Korean Rasputin. The Secret Adviser that Brought Down the Korean President." *Ynet*, November 2. Interviews for *Haaretz*: "Korea Chic: The Underground Growth of Asian Cosmetics in Israel;" *Yonhap News Agency* on Korean Visual Culture Conference; *Maeil Business Group Korea*: "EBAT, Economy and Business Attitude Test" (in Korean).
- 2015 Coverage by Japanese media on the Asian Department Seminar to Japan including TV program at *Niigata Smile TV* (in Japanese).
- 2015 Interview for *Maeil Business Group Korea*: "English version on Maekyung TEST conducted for the first time in Israel" (in Korean and English).
- 2014 Interviews for *Israel Haiom*: "The Hebrew University Prepares Students for the Business World in Asia;" *Calcalist*: "South Korea Wants Happy Citizens;" *Donga Daily*: "Israeli Korean Wave: Jewish-Palestinian Barrier Breaker" (in Korean).
- 2011 Lyan, Irina. "The Melting Pot of Business World: Korean-Israeli R&D Joint Ventures." *The Marker*, July 11.