

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 2020 Visiting Research Fellow, Institute of Korean Studies at Yonsei University (postponed to 2021 due to Covid-19)
- 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
- 2015- 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 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
- 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

- 2017-2020 Korean Economic Miracle, HUJI
- 2017-2020 South 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
- 2013-2014 Academic Supervisor of undergraduate student from Peking University, Rothberg School for International Students, HUJI

PUBLICATIONS

Peer-Reviewed Articles

Lyan, Irina and Frenkel, Michal (forthcoming). Industrial espionage revisited: Host country-foreign MNC legal disputes and the postcolonial imagery. *Organization*.

Lyan, Irina (2019). Welcome to Korea Day: From diasporic to fan-nationalism. *International Journal of Communication*, 13, 3764-3780.

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).

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.

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.

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

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.

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*.

Miscellanies

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

REVIEWER

Sociological Forum, International Journal of Communication, Asian Journal of Social Science, Asian Women

CONFERENCES ORGANIZED

- 2019 Transcultural Fandom—The Global Diffusion of Hallyu. The 7th 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

- 2020 Fan entrepreneurship: Fandom, agency, and the marketing of Hallyu in Israel, Ateneo Korean Studies Program
- 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.
- 2014 “Start-Up Nation” vs. “Republic of Samsung”: Cultural encounters in Israeli-Korean collaboration. East Asian Studies Department, Haifa University
- 2013 Confucianism values vs. Israeli viewers: The success of Korean popular culture in Israel. International Conference: Religions in Korea—Trends and Influences, Bar-Ilan University.

SELECTED CONFERENCES PRESENTATIONS

- 2020 Ex-periphery: South Korea in the post-miracle era, Asian Studies Conference in Israel, Tel Aviv University (postponed to 2021 due to Covid-19)
- 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.
- 2018 Start-up Nation university goes China. Israeli Asian Studies Conference, HUJI
- 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 Asie.
- 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.
- 2015 Filling “Institutional Voids” of developing economies: Israeli-Korean case study. Institutional Theory PhD Workshop, HUJI.
- 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.
- 2013 From “Holy Land” to “Hallyu Land” and back: A journey following the Korean Wave in Israel. The 'Miracle' Narrative of Korean Cultural Industries: Perspectives from the Middle East, HUJI.
- 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.

INVITED PUBLIC TALKS

- 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 Department, 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
- 2011-2018 On Korean society and culture for "Asia Day" and "Korea Day" or "Korea Week" events, HUJI
- 2015, 2016 On Israeli-Korean economic collaboration for the Israeli Friends Event, HUJI
- 2015, 2016 On Israeli-Korean economic collaboration, 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.