

CURRICULUM VITAE

Irina Lyan

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PhD Candidate in Organization Studies
Department of Sociology and Anthropology
The Hebrew University of Jerusalem
Supervisors: Prof. Michal Frenkel and Prof. Gili S. Drori

PUBLICATIONS

Frenkel, Michal, Lyan, Irina, and Drori, Gili (2015). Framing the ‘Other’? The Role of Cross-Cultural Management Discourse and Training in Shaping International Encounters in Multinational Organizations. In *Routledge Companion to Cross-Cultural Management*. Edited by Nigel Holden, Snezhina Michailova and Susanne Tietze. London: Routledge, pp. 399-108 (invited paper).

Lyan, Irina and Levkowitz, Alon (2015). From Holy Land to “Hallyu Land”: The Symbolic Journey Following the Korean Wave in Israel. Special Issue on K-POP and K-Drama Fandoms, *Journal of Fandom Studies*, 3(1), 7-21.

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 Sangjoon Lee and Marcus Nornes. Ann Arbor: The University of Michigan Press, pp. 212-228.

Lyan, Irina, Zidani, Sulafa, and Shifman, Limor (2015). When Gangnam Hits the Middle East: Re-makes as identity practice. Special Issue on Asian Popular Culture. *Asian Communication Research*, 12(2), 10-31.

Otmazgin, Nissim and Lyan, Irina (2014). K-pop Fandom in Israel and Palestine. *Cross-Currents: East Asian History and Culture Review*, 3(1), 32-55.

WORK IN PROGRESS

Lyan, Irina (under review). “Start-up Nation” vs. “The Republic of Samsung:” The work of imagination for partner choice among ex-peripheries.

Lyan, Irina (in preparation). “Koreans are the Israelis of the East:” Theorizing (dis)similarity in international collaborations

Lyan, Irina (in preparation). Remapping the East Asia as ex-periphery

SELECTED SCHOLARSHIPS AND AWARDS

2013-2017 The Presidential Scholarship for outstanding PhD Candidates, The Hebrew University of Jerusalem

2013-2017 Associate Doctoral Scholarship, The Truman Research Institute for the Advancement of Peace, The Hebrew University of Jerusalem

2014 Research Travel Grant for the fieldwork in South Korea, The Louis Frieberg Center for East-Asian Studies, The Hebrew University of Jerusalem. Research Travel Grant for the Conference at Harvard University, The Authority for Research Students, The Hebrew University of Jerusalem

2013 Third Prize Award winner in the articles contest by World Association of Hallyu Studies (WAHS), Korea University

2011-2012 PhD Scholarship and Article Award, Shaine Center for Research in the Social Sciences, The Hebrew University of Jerusalem

INVITED TALKS

2017 From Stereotypes to Stereotools: Korean Business Culture in 21st Century. IMBA program, Haifa University.

2017 “Koreans are the Israelis of the East:” Theorizing (dis)similarity in international collaborations. Conference on Korean studies: Past, present and future, Bar Ilan University.

2016 “Koreans are the Israelis of the East:” Theorizing (Dis)similarity in International Collaborations. Organizational Seminar of Jerusalem School of Business Administration, The Hebrew University of Jerusalem, May 31.

2015 and 2016 Public lectures for Israeli Friends of the Hebrew University and for “Professor be naalei bait.”

2014 “Start-Up Nation” vs. “Republic of Samsung”: Cultural Encounters in Israeli-Korean Collaboration, Seminar of East Asian Studies Department, Haifa University, December 29.

2013 Confucianism Values vs. Israeli Viewers: The Success of Korean Popular Culture in Israel. Religions in Korea—Trends and Influences: A Korean-Israeli Dialogue. Bar-Ilan University, February 18-19.

CONFERENCES ORGANIZED

2017 Korean Diaspora in the World. The Truman Institute, The Hebrew University of Jerusalem, May 21-23 (together with Jooyeon Rhee).

2014 The Second PhD Students Conference at the Department of Sociology and Anthropology, The Hebrew University of Jerusalem, June 9 (together with Michal Assa-Inbar and Yaron Girsh).

2014 The Cultural Geography of the Hallyu: Mapping the World through Korean Popular Culture, The Truman Institute, The Hebrew University of Jerusalem, May 13-15 (together with Jooyeon Rhee and Nissim Otmazgin).

2013 The “Miracle” Narrative of Korean Cultural Industries: Perspectives from the Middle East, The Truman Institute, The Hebrew University of Jerusalem, May 7-9 (together with Nissim Otmazgin).

SELECTED CONFERENCES PRESENTATIONS

2016 Remapping the East Asia as Ex-periphery. What is Asia? Changing Boundaries and Identities in Contemporary Asia, GIS Asie, Paris, September 26-27.

2016 Between China and Japan: Imagining Korea in Israeli-Korean Business Interactions. The Conference of Asian Studies in Israel, Tel Hai College, May 17-18.

2015 “Start-up Nation” vs. “The Republic of Samsung:” Cultural Encounters in International Collaborations among Developing Economies. EGOS Colloquium, American College of Greece, Athens, July 2-4.

2015 Filling “Institutional Voids” of Developing Economies: Israeli-Korean Case Study. Institutional Theory PhD Workshop, The Hebrew University of Jerusalem, April 26-28.

2014 Imagining “Korea” in Israeli-Korean R&D Joint Ventures. New Generations, New Ideas in Korean Studies, Harvard University, June 7-9.

2014 Imagining “Korea” in International Collaborations between Israeli and Korean Firms. The Conference of Asian Studies in Israel, Haifa University, May 25-26.

2013 Imagined Korea: Representations of Hallyu in Israeli Fandom. First World Congress for Hallyu, Korea University, October 18-19.

2013 Discovering Korea on Screen: A Case Study of Korean Popular Culture in Israel. Years of Radical Change: Korean Screen Culture, SOAS, University of London, May 31-June 1.

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, The Hebrew University of Jerusalem, May 7-9.

2013 Cross-Cultural Encounter in International Alliances between Israeli Firms and Korean Business Groups. Institutional Theory PhD Workshop, The Hebrew University of Jerusalem, May 5-7.

2012 Transcultural Flows: The Korean Wave in Israel. Tradition and Transculturation in Korea, Korea University, July 4-6.

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, April 6.

2012 “Chameleon Effect:” Cross-Cultural Meeting in International Alliances between Israeli and Korean firms. Annual Conference of Israeli Sociological Society, The Hebrew University of Jerusalem, February 27-28.

MEDIA APPEARANCES

2016 Interview for Haaretz: “Korea Chic: The Underground Growth of Asian Cosmetics in Israel,” 7.08.2016 (in Hebrew).

2016 Interview for *Maeil Bsuiness Group Korea*: “EBAT, Economy and Business Attitude Test,” 7.07.2016 (in Korean).

2016 Interview for Yonhap News Agency on Korean Visual Culture Conference (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 Bsuiness Group Korea*: “English version on Maekyung TEST conducted for the first time in Israel,” 10.07.2015 (in Korean and English).

2014 Interview for *Israel Haiom*: “The Hebrew University Prepares Students for the Business World in Asia,” 13.09.2014 (in Hebrew).

2014 Interview for *Calcalist*: “South Korea Wants Happy Citizens,” 9.01.2014 (in Hebrew).

2014 Interview for *Donga Daily*: “Israeli Korean Wave: Jewish-Palestinian Barrier Breaker,” 13.05.2014 (in Korean).

2011 Lyan, Irina. The Melting Pot of Business World: Korean-Israeli R&D Join Ventures. *The Marker*, 11.07.2011 (in Hebrew).

EMPLOYMENT

2016-present Academic Advisor of the Combined Program of International Relations and Asian Studies, The Hebrew University of Jerusalem

2016-present Teaching Assistant, the Department of Asian Studies,
The Hebrew University of Jerusalem
Course: “Asia in International Arena”

2013-present Academic Advisor of the Combined Program of Business Administration and Asian Studies, The Hebrew University of Jerusalem

2014-present Teaching Assistant, the Department of Asian Studies,
The Hebrew University of Jerusalem
Course: “Forum of East Asian Economies”

2013-2014 Teaching Assistant, the Department of Sociology and Anthropology,
The Hebrew University of Jerusalem
Course: “Cross-Cultural Encounters in Organizations”

2013-2015 Marcom at Israel-Korea Chamber of Commerce

2004-2013 Research Assistant, The Hebrew University of Jerusalem

2011 Delegate of the Israeli Governmental Leaders Exchange Delegation to South Korea.

2006-2008 Project Manager, The Korean Cultural Center in Israel

LANGUAGE SKILLS

Russian – mother tongue; Hebrew – fluent; English – fluent; Korean – intermediate