

CURRICULUM VITAE

Dr. AURELIJUS ZYKAS

EDUCATION

- 2006 - 2011** **VYTAUTAS MAGNUS UNIVERSITY**
Faculty of Political Science and Diplomacy (PhD degree. Field: Political science)
Title of PhD dissertation: Policy of Country's Image: the Experience of Japan's 21st Century Public Diplomacy. **Public defence date:** June 20, 2011;
- 2001 - 2004** **VYTAUTAS MAGNUS UNIVERSITY**
Institute of Political Science and Diplomacy (2 years Master of science degree studies. Field: Public communication);
- 1996 – 2001** **VYTAUTAS MAGNUS UNIVERSITY**
Faculty of Fine Arts (4 years Bachelor degree studies);
- 1985 – 1996** Secondary school No. 25, Kaunas.

Fellowships:

- KANAZAWA UNIVERSITY, JAPAN**
1998-1999 Japanese language and Culture studies
(Scholarship of Japanese MEXT)
- WASEDA UNIVERSITY, JAPAN**
2002-2003 Graduate School of Commerce: International marketing studies.
(Scholarship of AIEJ)
- JAPAN FOUNDATION, JAPAN, URAWA**
2007 Sumer Fellowship for Japanese language teachers
- JAPAN FOUNDATION, JAPAN**
2009 Sumer Fellowship for research data collection
- JAPAN FOUNDATION, JAPAN**
2014 Sumer Fellowship for research data collection

WORK EXPERIENCE

CENTRE FOR ASIAN STUDIES (TILL 2009: JAPANESE STUDIES CENTRE), Vytautas Magnus University, Faculty of Political Science and Diplomacy

- 2011 09 -** Head (researcher)
2008 01 - 2011 09 Head (junior researcher)
2004 09 - 2005 02 Junior researcher
2000 06 - 2002 06 Assistant

Address: Vaižganto 30, Kaunas, Lithuania, tel.: 370 37 331323

DEPARTMENT OF REGIONAL STUDIES, Vytautas Magnus University, Faculty of Political Science and Diplomacy

- 2010 09 -** Lecturer
2007 09 - 2010 09 Assistant

Address: Gedimino 44, Kaunas, Lithuania, tel.: 370 37 332881

EMBASSY OF THE REPUBLIC OF LITHUANIA

- 2005 04 – 2007 04** Administrative Officer

Address: 2-11-25, Oyamadai, Setagaya-ku, Tokyo 158-0086, Japan, +81 3 3703 6000

LANGUAGE SKILLS

Lithuanian (native), Japanese (very good), English (very good), Russian (very good), Spanish (poor), Korean (basic)

AWARDS

2012 The PhD dissertation „Policy of Country’s Image: the Experience of Japan’s 21st Century Public Diplomacy“ (in Lithuanian) was awarded as **the most outstanding dissertation in social sciences and humanities of 2011** by the Lithuanian Science Academy.

MEMBERSHIP

Since 2011 *Japan Alumni Association*: chairman of council;
Since 2010 *European Association of Japanese Studies (EAJS)*: member.
Since 2008 *Sugihara Foundation “Diplomats for Life”*: member of council;
Since 2006 *Lithuania-Japan Friendship Association*: member of council;

EDITORIAL WORK

Since 2013 *International Journal of Area Studies (IJAS)*: Editor-in-chief;
Since 2013 *Romualdo Neimanto kolekcija*: editor of Book Series, including the books “*Gamtos dvasia*”, etc.
2012 *Rytų Azijos studijos Lietuvoje / East Asian Studies in Lithuania*: Chief editor

COURSES TAUGHT IN LITHUANIA

Introduction to Asian Studies (BA, since 2013), VMU;
Political Systems of Asian Countries (MA, since 2011), VMU;
Modernity in Japan (BA, Spring 2010), Vilnius University;
Japanese Language (2009-10), VMU.
Japanese Culture: its Heritage and Present Situation (MA, 2008), VMU
Research of Area Studies (MA, since 2007), VMU;
Ethnicity and Ethnic Minorities in East Asia (MA, since 2007), VMU;
Cross-Cultural Communication (MA, 2007-09), VMU;
Political Philosophy (seminars, BA, 2007-08), VMU;

VISITING LECTURESHIP

Changing Image of Japan and the New Challenges for its Public Diplomacy (July 2013), Saga University, Japan;
Development of Public Opinion on Japan and Recent Trends of Japan’s Public Diplomacy (May 2012), Vienna University, Austria;
Lithuania within the European context. Historical perspective and present (MA, March, 2012), Meiji University, Japan;
Japan in the World (MA, Autumn 2010), Turku University, Finland;

PARTICIPATION AT JOINT RESEARCH PROJECTS

Study on representation of Japanese contemporary popular culture in Europe (sponsor: Japan Foundation, duration: March 2012-March 2013)
Reception of Japanese and Korean Popular Culture in Europe (sponsor: Suntory Foundation, duration: August 2010-July 2012)
Japan in the West: a Comparative Analysis (sponsor: Japan Foundation, Ref. No. 23RC-E8001, duration: March 2011-March 2012)
Japanology within Asian Studies in Lithuania: Historical Perspective and Present Situation (sponsor: Japan Foundation, Ref. No. 23RIE-RC-E11021, duration: May 2011-December 2011)
Website for self-learning Japanese language in Lithuanian (sponsor: Japan Foundation, Ref. No. 23JTE125, duration: March 2011-March 2012)

Reception of Japanese and Korean Popular Culture in Europe (sponsor: Suntory Foundation, duration: August 2010-July 2011)

Representation of Japan in European Medias. Comparison with the Korean Case (sponsor: Japan Foundation, duration: June 2010-May 2011)

Japan as Images: Crossing Viewpoints of Europe and Japan (sponsor: Japan Foundation Duration: April 2009-March 2010)

Contemporary Japan from European Perspective (sponsor: Toshiba International Foundation, duration: April 2008-March 2009)

PRESENTATIONS AT ACADEMIC CONFERENCES

Zykas, Aurelijus. Changes of Japan's Cultural Diplomacy since 2009r - international academic conference "*Christian World and East Asian Traditions: Symbols, Concepts, Practices*", Vytautas Magnus University, September 18-20, 2014.

Zykas, Aurelijus. Changing Aims of Japan's Public Diplomacy after the Cold War - international academic conference "*Baltic Alliance for Asian Studies Vilnius Conference*", University of Vilnius, April 3-4, 2014.

Zykas, Aurelijus. Differentiation of the Public Opinion on Japan after the Cold War - international academic conference "*Tradition, Modernity, and Globalization in Japan*", University of Bucharest, March 1, 2014.

Zykas, Aurelijus. The 'West' and the 'Rest of the World': Public Opinion on Japan in Western Europe and Russia - international academic conference "*Russia and East Asia*", National ChengChi University, November 15, 2013 (keynote speaker).

Zykas, Aurelijus. Culture as a tool of Japan's public diplomacy: Shift from traditional to popular culture – international academic conference "*Oriental Studies in Lithuania: Reflecting the past, advancing the future*", Vilnius University, April 13, 2013.

Zykas, Aurelijus. Popular culture as a tool of Japan's public diplomacy in the West – international academic conference "*Multicultural society: present and future perspectives*", VMU, November 13, 2012, supported by the Ministry of Culture of Lithuania.

Zykas, Aurelijus. Pop Culture Diplomacy within the Transforming Aims of Japan's Cultural Diplomacy – international academic conference "*Representation of Japanese contemporary popular culture in Europe*", VMU, October 26, 2012.

Zykas, Aurelijus. Development of Public Opinion on Japan in the West in 1980's and in 2000's – international academic conference "*Japan in the West: a Comparative Analysis*", VMU, November 4, 2011.

Zykas, Aurelijus. Major Shifts of Japan's Cultural Diplomacy in the 21st Century – 13th international academic conference EAJS, Tallinn University, Estonia, August 27, 2011.

Zykas, Aurelijus. Image Communication of Lithuania: Comparison with Other Baltic States – international academic conference "*Korea-EU FTA and Baltic States*", Busan University, South Korea, January 14, 2011 (invited guest speaker).

Zykas, Aurelijus. Cool Japan and Hallyu: Comparison of Two Cultural Diplomacy Agendas – international academic conference "*Reception of Japanese and Korean Popular Culture in Europe*", Hankuk University of Foreign Studies, Seoul, South Korea, January 10, 2011.

Zykas, Aurelijus. Europe as Object in Japan's Public Diplomacy. – international academic conference "*Japan as Represented in European Medias. Comparison with Korean Cases*", VMU, November 4-5, 2010.

Zykas, Aurelijus. The Idea of Country's Umbrella Image and the Case of Japanese Cultural Diplomacy – international academic conference "*Japan as Images: Crossing Viewpoints of Europe and Japan*", VMU, October 15-16, 2009.

Zykas, Aurelijus. Communicating and Managing Competitive Country Image: The Case of Japan and its Relevance for Other Countries – YECREA Summer School for Doctoral Students, Tartu University, July 27- August 9, 2008.

Zykas, Aurelijus. Iliuzija ir „realybė“ valstybės įvaizdžio kūrimo politikoje – academic conference by COST „Tarp tikrovės ir iliuzijos: žiniasklaidos tyrimų kryptys ir perspektyvos“, VMU, December 06, 2007.

Zykas, Aurelijus. Country Branding Strategies in Japan. The Strength and Trends of Brand Japan – international academic conference „Image of Japan in Europe“, VMU, October 13, 2007.

Dagytė, Ina; Zykas, Aurelijus. Place Image Communication: European Approach – international academic conference „European Public Spheres, Civil Society and Civic Mass Media“, VMU, April 13-14, 2007.

Zykas, Aurelijus. Linking between Country Branding and State Policy – international students' conference „Politics is Everything, Everything is Politics“, VMU, October 15-16, 2006.

Zykas, Aurelijus. Lietuvos turistinis įvaizdis globalizacijos ir identiteto kontekste – academic conference, VMU. Spring, 2004.