

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

- AZIJA LT**, Private company
2018 04 - Director
Address: Judrėnų 24, Kaunas, Lithuania, tel.: 370 686 98836
- CENTRE FOR ASIAN STUDIES (TILL 2009: JAPANESE STUDIES CENTRE)**, Vytautas Magnus University
2011 09 - Head (researcher till 2015)
2008 01 - 2011 09 Head (junior researcher)
2004 09 - 2005 02 Junior researcher
2000 06 - 2002 06 Assistant
Address: Putvinskio 23-418, Kaunas, Lithuania, tel.: 370 37 331323
- GLOBAL JAPAN OFFICE KAUNAS**, Tokyo University of Foreign Studies
2017 03 – Coordinator
Address: Putvinskio 23-418, Kaunas, Lithuania
- DEPARTMENT OF CULTURE STUDIES**, Vytautas Magnus University, Faculty of Humanities
2015 09 –2018 09 Assistant Professor
Address: Putvinskio 23-416, Kaunas, Lithuania
- DEPARTMENT OF REGIONAL STUDIES**, Vytautas Magnus University, Faculty of Political Science
and Diplomacy
2010 09 –2015 08 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

- 2018** Awarded as the best teacher of Vytautas Magnus University Faculty of Humanities
2016 Certificate of Commendation of the **Ambassador of Japan** in Lithuania;
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 2018** *European Association of Japanese Resources Specialists (EAJRS)*: board member
Since 2016 *Sugihara Group for Kaunas-Japan Relations Development*: deputy chairman
Since 2011 *Japan Alumni Association*: chairman of council;
Since 2010 *European Association of Japanese Studies (EAJS)*: member.
2008-2015 *Sugihara Foundation “Diplomats for Life”*: member of council;
Since 2006 *Lithuania-Japan Friendship Association*: member of council;

EDITORIAL WORK

- 2013-2016** *International Journal of Area Studies (IJAS)*: Editor-in-chief;
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

Contemporary issues in East Asian Studies (November 2018), China Foreign Affairs University, PRC
Lectures on Modern Japanese Society (September 2017), Latvia University, Latvia;
Lectures on Modern Japanese Society (September 2014), Latvia University, Latvia;
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

Creation of the Documentary “Kaunas – the City of Sugihara” (sponsor: Toshiba International Foundation, March 2017- March 201, project director);
Publication of Online Japanese-Lithuanian Dictionary (sponsor: Japan Foundation, duration: March 2015- March 2016, project director);
The most prospective cooperation areas for Lithuania’s involvement in EU-ASEAN Dialogue (Sponsor: The Ministry of Foreign Affairs of the Republic of Lithuania, duration: 2015);
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. Public Diplomacy as a Tool of Country Image Communication – *Šalies įvaizdžio kūrimas ir valdymas: kitų šalių patirtys*, Vilnius, Lithuanian Government Conference, May 28, 2018.

Zykas, Aurelijus. Digital Japanese Language Learning Resources in Lithuanian: Cases of Online dictionary and Self-Learning Manual – *28th EAJRS conference*, Oslo, September 15, 2017.

Zykas, Aurelijus. Translations of Korean literature to Lithuanian: comparison with the case Japanese literature – *The 2nd Baltic Seminar on Korean studies*, Riga, May 27, 2016.

Zykas, Aurelijus. Korean studies in the context of development of East Asian studies at Vytautas Magnus University – *The 1st Baltic Seminar on Korean studies*, Tartu, October 09, 2015.

Zykas, Aurelijus. The Development of Japan's Public Diplomacy after 2009 – *Eleventh annual NAJS academic conference*, Lund, March 05-06, 2015.

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 or 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.

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LIST OF PUBLICATIONS / PUBLIKACIJŲ SĄRAŠAS

MONOGRAPH / MONOGRAFIJA

Zykas, Aurelijus. 2017. *Švelniosios galios vedami. Šalies įvaizdžio politika ir Japonija* [Led by the Soft Power. The Policy of Country's Image and Japan]. Kaunas: Vytautas Magnus University Press.

DICTIONARY / ŽODYNAS

Zykas, Aurelijus. 2016. *Japonų-lietuvių kalbų žodynas. リトアニア語・日本語オンライン辞書*. Kaunas: Vytautas Magnus University Press. Accessed at nihongo.vdu.lt. ISBN 978-609-467-172-2.

DOCTORAL DISSERTATION / DISERTACIJA

Zykas, Aurelijus. 2011. *Šalies įvaizdžio politika: Japonijos XXI a. viešosios diplomacijos patirtys* [Policy of Country's Image: the Experience of Japan's 21st Century Public Diplomacy]. Kaunas: Vytautas Magnus University Press. ISBN 978-9955-12-685-0.

TRAVEL BOOKS / KELIONIŲ KNYGOS

Zykas, Aurelijus. 2014. *Japonijos spalvos ir skoniai*. Vilnius: "Aukso pieva". (editions in 2015 and 2017).

Zykas, Aurelijus. 2018. *Raudonas ir žalias. Taivanas*. Vilnius: "Aukso pieva".

MOVIES / FILMAI

Zykas, Aurelijus; Didvalis, Linas; Jakubsonas, Kristijonas. 2018. *Kaunas. Sugiharos ir Japonijos ženklai / カウナス スギハラを日本を想う*, Centre for Asian Studies of Vytautas Magnus University, ProConf (with support of Toshiba International Foundation).

EDITED VOLUMES / SUDARYTI STRAIPSNIŲ RINKINIAI

Zykas, Aurelijus. 2012. *East Asian Studies in Lithuania. Rytų Azijos studijos Lietuvoje*. Kaunas: Vytautas Magnus University Press. ISBN 978-9955-12-761-1.

ACADEMIC PAPERS / MOKSLINIAI STRAIPSNIAI

Zykas, Aurelijus. 2013. The Transforming Aims of Japan's Post-Cold War Cultural Diplomacy. *Regioninės studijos, Representation of Japanese Contemporary Popular Culture in Europe*, No. 7, Kaunas: Vytautas Magnus University Press, p. 123-144.

Zykas, Aurelijus. 2012. Traditional and popular cultural discourses within the post-war development of Japan's cultural diplomacy. *Acta Orientalia Vilnensia*, 12:1. Vilnius: Vilnius University Press. p. 105-120.

Zykas, Aurelijus. 2012. The Development of Japan's Public Diplomacy and Country Branding within the Worldwide Development of the Country's Image Policy. *Reception of Japanese and Korean Popular Culture in Europe (2)*. Kaunas: Vytautas Magnus University Press. p. 127-148.

Zykas, Aurelijus. 2012. 'Western' Public Opinion on Japan and its Recent Development. *Regioninės Studijos. The Development of 'Japan' in the West*, No. 6. Kaunas: Vytautas Magnus University Press. p. 107-125.

Zykas, Aurelijus. 2012. Vietoj įvado: Rytų Azijos studijų raidos Lietuvoje bruožai. *Rytų Azijos studijos Lietuvoje*. Kaunas: Vytautas Magnus University Press, p. 7-18.

Dabašinskiėnė, Ineta; Balčiūnienė, Ingrida; Zykas, Aurelijus. 2012. Daugiakultūriškumo ir kalbos kaitos tyrimai globalizacijos kontekste. *Vytauto Didžiojo universiteto mokslo klasteriai*. Kaunas: Vytauto Didžiojo universitetas. ISBN 9789955128229. p. 213-226.

Zykas, Aurelijus. 2011. The Discourses of Popular Culture in 21st Century Japan's Cultural Diplomacy Agenda. *Reception of Japanese and Korean Popular Culture in Europe*. Kaunas: Vytautas Magnus University Press.

Zykas, Aurelijus. 2010. The Idea of Country's Umbrella Image in Japanese Cultural Diplomacy. *Regioninės Studijos. Japan as Images, Crossing Viewpoint of Europe and Japan*, No. 4. Kaunas: Vytautas Magnus University Press. p. 119-137.

Zykas, Aurelijus. 2009. Nihonron and Japanese Country Image Communication: the Aspect of 'Articulation' of National Identity. *Regioninės Studijos. Contemporary Japan from European Perspective*, Nr. 3. Kaunas: Vytautas Magnus University Press. p. 119-137.

Dagytė, Ina; Zykas, Aurelijus. 2009. Country Branding: Qualitatively New Shifts in Country Image Communication – *Sociologija: mintis ir veiksmai*, Nr. 3 (23). Klaipėda University Press, 58-70.

Zykas, Aurelijus. 2006. Lietuvos turistinis įvaizdis Japonijoje. Globalizuoto turizmo kontekstas. *Regioninės studijos. Baltijos ir Rytų Azijos regionų studijos: Naujieji transnacionaliniai iššūkiai ir Rytų patirtis*. Kaunas: Vytautas Magnus University Press, p. 200-216.

Zykas, Aurelijus. 2006. Viduramžių Kinijos estetikos principai. *Regioninės studijos. Baltijos ir Rytų Azijos regionų studijos: Naujieji transnacionaliniai iššūkiai ir Rytų patirtis*. Kaunas: Vytautas Magnus University Press, p. 158-172.

CONFERENCE PAPERS / PRANEŠIMŲ KONFERENCIJOSE PUBLIKACIJOS

Zykas, Aurelijus. 2011. Image Communication of Lithuania: Comparison with Other Baltic States [conference paper]. Busan: Busan University Press.

Zykas Aurelijus 2008, Country Branding Strategies in Japan. The Strength and Trends of Brand Japan – *Image of Japan in Europe* [conference paper]. Kaunas: Vytautas Magnus University Press, p. 65-80.

OTHER ACADEMIC PUBLICATIONS / KITOS MOKSLINĖS PUBLIKACIJOS

Milkov, Vitalij; Zykas, Aurelijus. 2010. Orientalistika. *Visuotinė lietuvių enciklopedija*, Nr. XVII. Vilnius: Mokslo ir enciklopedijų leidybos centras. p. 86-87. (0.17 sp.l.)