

2019 EAIS & Hallym GSGC Global Conference
Changing Horizons of Global Cooperation: Challenges and Opportunities
June 20, Thursday, 2019
 Poster hall, Dohun Global
 Hallym University, Chuncheon, Korea
Organizers:
 The East Asian Association of International Studies (EAIS)
 Graduate School of Global Cooperation, Hallym University (GSGC)

Program (Draft)

09:00-09:20	Opening Ceremony <ul style="list-style-type: none"> ● Opening remarks: Kiwoong Yang, Dean, Graduate School of Global Cooperation, Hallym University ● Congratulatory remarks: Chung Soo Kim, President, Hallym University ● Congratulatory remarks: Yong Chan Kim, President, The East Asian Association of International Studies ● Introduction of Graduate School of Global Cooperation
09:20-10:00	Keynote speech (TBD)
10:00-10:20	Coffee Break
10:20-11:50	Session 1: Hallyu (Korean-wave) and Public Diplomacy Chair: Yong-Gi Won, Professor, Graduate School of Global Cooperation, Hallym University Presentation 1: Bridging Nation Branding and Country Image Using Brand Association Approach <ul style="list-style-type: none"> ● Jaebeon Suh, Associate Professor, Department of Marketing, Kansas State University ● Yeonhee Yoon, Professor of the Practice, Department of East Asian Languages and Cultures, University of Notre Dame Presentation 2: Understanding the impact of Hallyu <ul style="list-style-type: none"> ● Jiyeon Kim, Senior Researcher, Korean Foundation for International Cultural Exchange (KOFICE) Discussants: <ul style="list-style-type: none"> ● Bong-suk Kong, Director of ICT Management, Cultural Venture & Cultural Industry Management, Ministry of Culture, Sports and Tourism ● Jong Ub Kim, Vice President, Korea Culture Information Service Agency ● Young Jae Choi, Professor, Hallym University
12:00-13:00	Group Photo & Luncheon
13:00-15:00	Session 2: Sustainable Trade and Development Chair: In Kim, Director, Gangwon International Development Cooperation Center Presentation 1: Aid for Trade in Korea <ul style="list-style-type: none"> ● Jisun Jung & Aila Yoo, Research Fellow, Korea Institute for International Economic Policy (KIEP) Presentation 2: A Study on development cooperation mechanisms in FTAs <ul style="list-style-type: none"> ● Wonkyu Shin, Soongsil University Presentation 3: How to Select the Type of Aid for Trade: Conjoint Choice Approach <ul style="list-style-type: none"> ● Jaebeom Suh, Associate Professor, Department of Marketing, Kansas State University ● Jiyun Yang, Undergraduate Student, Mendoza College of Business, University of Notre Dame ● Taehyun Suh, Graduate Student, College of Business Administration, Yonsei University Presentation 4: Sustainable Trade and Standardization <ul style="list-style-type: none"> ● Hanah Zoo, Assistant Professor(lecture), Graduate School of Global Cooperation, Hallym University Discussants: <ul style="list-style-type: none"> ● Heagyun Lee, Professor, Graduate School of Global Cooperation, Hallym University ● Dongchul Kwak, Graduate School of International Studies, Seoul National University ● Yoori Yoon, ODA Research Center, Korea International Cooperation Agency (KOICA) ● Gisub Sohn, Professor, Busan University of Foreign Studies ● Sanghee Chung, Professor, Keimyung University
15:00-16:00	Session 3: Hallyu (Korean-wave) and Korean Language Education for Development Cooperation Chair: Haegyun Lee, Professor, Graduate School of Global Cooperation, Hallym University Presentation 1: Development Cooperation and Korean Language Education - Case of Korea Foundation of International Health <ul style="list-style-type: none"> ● Seung-Geum Yoo, Professor, Graduate School of Global Cooperation, Hallym University Presentation 2: KOICA World Friends Korea Project Volunteer Program in Vietnam <ul style="list-style-type: none"> ● Sung-Gab Cho, Professor, Graduate School of Global Cooperation, Hallym University Discussants: <ul style="list-style-type: none"> ● Jisu Kuk, Professor, Sangmyung University ● Byungjik Park, Professor, Tourism Human Resource Development Institute, Korea Tourism Organization
16:00-16:20	Coffee Break
16:20-17:20	Graduate Student Session Chair: Yong Chan Kim, President, The East Asian Association of International Studies <ul style="list-style-type: none"> ● Kyung Eun Lee, Soojung Han, Catia Zordan, Yongbae Yoo, Yonghun Lee Graduate students, Graduate School of Global Cooperation, Hallym University
17:20-17:30	Closing Remarks