

# *CURRICULUM VITAE*

*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*

### **LITHUANIAN RADIO AND TELEVISION COMMISSION**

- 2021 04 -** Commissioner, delegated by Lithuanian Parliament  
*Address:* Šeimyniškių g. 3a, Vilnius, Tel.: +370 5 233 0660

### **AZIJA LT, Private company**

- 2018 04 -** Director  
*Address:* Savanorių 3-2, Kaunas, Lithuania, tel.: 370 686 98836

### **DEPARTMENT OF CULTURE STUDIES, Vytautas Magnus University, Faculty of Humanities**

- 2015 09 –** Associated Professor  
*Address:* Putvinskio 23-416, Kaunas, Lithuania

### **KAUNAS-JAPAN FRIENDSHIP ASSOCIATION**

- 2019 11 – 2021 05** President  
*Address:* Savanorių 3-2, Kaunas, Lithuania, tel.: 370 686 98836

### **CENTRE FOR ASIAN STUDIES (TILL 2009: JAPANESE STUDIES CENTRE), Vytautas Magnus University**

- 2011 09 – 2019 04** 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 – 2019 04** Coordinator  
*Address:* Putvinskio 23-418, 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**

**2020** „*Santaka*“ order by Kaunas City Municipality for developing relationships with Japan  
**2019** Order by the **Minister of Foreign Affairs of Japan**  
**2019** Silver medal by **Vytautas Magnus University**  
**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 2021** *Lithuania-Taiwan Forum (LTF)*: vice-president and board member  
**Since 2019** *Kaunas-Japan Friendship Association*: founder and member  
**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 – 13<sup>th</sup> 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.