



Tübingen Korean Studies Lecture Series

Summer Semester 2025, Wednesdays 18:00 c.t., Wilhelmstraße 133, R. 30

Public Diplomacy of South Korea (When) Does it Work?

Sijeong Lim
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Sijeong Lim received her Ph.D. in Political Science from the University of Washington, Seattle. She then worked at Stockholm University and the University of Amsterdam before joining the College of International Studies at Korea University, where she is currently an Associate Professor. As a student of international and comparative political economy, she examines the preferences, policy outputs, and performance of various actors in relation to environmentally and socially sustainable development. She has also led the Korea Foundation-funded Public Diplomacy Capacity Building program at her institution and published a number of research articles on public diplomacy and foreign policy opinion, often co-authored with her graduate students.



As part of the lecture series, Sijeong Lim will explore South Korea's public diplomacy. Drawing from her students' publications over the past few years, she will provide a summary of research findings on how these efforts, ranging from hosting cultural events to operating language institutes overseas, influence foreign publics' perceptions and foreign policy outcomes, and discuss the conditions under which these strategies are most effective.