

CONFERENCE SCHEDULE

Friday, 3rd July 2015,

John-F-Kennedy Institute, Room 340

Schedule:

9:30am	Registration
10:00am- 11:30am	Panel 1: Soft Power in Europe and Beyond
11:30am- 11:45am	Coffee break
11:45am- 1:15pm	Panel 2: New Approaches to Theorizing Soft Power
1:15pm- 2:30pm	Lunch break
2:30pm- 5:00pm	Panel 3: The 21st Century and Soft Power: An Asian Affair
5:00pm- 5:30pm	Wrap up

Panel 1: Soft Power in Europe and Beyond

Kałabunowska, Agata	Jagiellonian University	Examples of soft power tactics Group of student assistants from the German Foreign Ministry, working on the follow-up campaign to “Land der Ideen”
Schellenberg, Alisa Mamed, Tammo	University for the Arts Berlin	
Yang, Yifan	London School of Economics	European Union soft power

Panel 2: New Approaches to Theorizing Soft Power

Huseynov, Vasif	University of Göttingen	Rethinking soft power
Kosović, Nikola	Central European University	Measuring soft power - A new approach
Riaz, Sascha	Freie Universität Berlin	Hard and soft power – two sides of the same coin? A quantitative examination

Panel 3: The 21st Century and Soft Power: An Asian Affair?

Noor, Fatima	International Islamic University Hertie School of Governance	Soft power and nation branding: A case of Pakistan
Handa, Raja	Jagiellonian University	Indian soft power
Babel, Janusz	Freie Universität Berlin	Chinese soft power projection in Asia and Europe
Zheng, Liping	King's College London	Understanding China's soft power: From Western perspective to Chinese context
Yeonsoo, Choi		The different perception of soft power and its influence on China, South Korea, and Japan