

JULIETTE SCHWAK

PERSONAL INFORMATION

Email: juliette.schwak@ulb.be

Academic interests: International Political Economy, Sociology, East Asian politics and societies

EDUCATION

2014 - 2017 Ph.D.
Department of Asian and International Studies
City University of Hong Kong

2012 - 2014 M.A.
Doctoral School- International Relations
Sciences Po Paris

2009 - 2012 B.A.
Political Science
Sciences Po Paris

PROFESSIONAL EXPERIENCE

2026- 2031 Principal Investigator of the PENEA ERC Starting Grant project, Université Libre de Bruxelles.

2024- 2026 Associate Professor of International Relations and Political Science
Franklin University Switzerland

2019- 2024 Assistant Professor of International Relations and Political Science
Franklin University Switzerland

2017- 2019 Assistant Professor in International Political Economy
Tokyo International University

[Career breaks]

Maternity leave December 2021 to April 2022

Sick leave April 2023 to November 2023

Maternity leave November 2023 to March 2024

GRANTS

2026-2031 **European Research Council 2025 Starting Grant**, awarded in July 2025. **1 495 042 EUR**. 60 months. **Project PENEA: Longing for an Economic Past? Political Economic Nostalgia in East Asian societies**. Hosted by the **Université Libre de Bruxelles**.

2021 European Program for the Exchange of Lecturers, University of Edinburgh
Sponsored by the Korea Foundation and administered by the Association for Korean Studies in Europe. 500 EUR.

2018-2019 POSCO TJ Park Foundation Research Grant
Joint researcher (PI: Iain Watson, Ajou University, Republic of Korea) 'Disaster Risk Reduction (DRR) in Southeast Asia: Evaluating New Opportunities for Asian ODA Cooperation in Water Security'. 20,000,000 KRW.

- 2014 –2017 **Hong Kong PhD Fellowship.** Awarded by Hong Kong Research Grants Council. 750 000 HK\$.
- 2017 Conference Travel Grant awarded by the International Convention of Asian Scholars (ICAS) 250EUR.
- 2017 Conference Travel Grant awarded by the 8th World Congress for Korean Politics and Society. 300USD.
- 2016 Supplementary Fund for Research Degree Studies, Department of Asian and International Studies, City University of Hong Kong. 15 000HK\$.
- 2016 Visiting Fellowship awarded by the Asian Development Institute, Seoul National University. 500US\$.
- 2016 Research Tuition Scholarship. Waiving tuition for academic year 2016-2017. 42 096HK\$.
- 2014 Chow Yei Ching School of Graduate Studies Entrance Scholarship, awarded by the Chow Yei Ching School of Graduate Studies, City University of Hong Kong. 67 286 HK\$.

AWARDS

- 2021 Professional service award, Franklin University Switzerland
Award recognising faculty's research performance

PUBLICATIONS

Peer-reviewed articles

1. Schwak, Juliette (2023) 'Exporting the will to compete in Korea's global *Saemaul Undong*', *Journal of Contemporary Asia*, 53(1), 146-164.
2. Son, Sarah A. and Juliette Schwak (2022) 'K-drama narrates the national: inter-Korean identities in *Crash Landing on You*', *Asian Perspective*, 46 (3), 501-521.
3. Schwak, Juliette (2021) 'Korea's Exemplary Response to the COVID-19 Pandemic: Successes and Challenges', *PRISM, the Journal of Complex Operations*, 9 (4), 200-212.
4. Schwak, Juliette (2021) 'Foreign aid and discourses of National Social Responsibility: Evidence from South Korea', *Journal of Global Ethics*, 17 (3), 302-322.
5. Schwak, Juliette (2021) 'Domesticating competitive common sense: nation branding discourses, policy-makers and promotional consultants in Korea', *Global Society*, 35 (2), 247-268.
6. Watson, Iain and Juliette Schwak (2020) 'Materiality, Territory and Sovereignty: Responding to Contradictory Water Security Issues in the Mekong Region', *Asian International Studies Review*, 21 (1), 25-45.
7. Schwak, Juliette (2020) 'Film in an International Political Economy classroom: for a critical pedagogy of the everyday', *Review of International Political Economy*, 27 (6), 1330-1353.
8. Schwak, Juliette (2020) 'Nothing new under the sun: Korea's developmental promises and neoliberal illusions', *Third World Quarterly*, 41 (2), 302-320.
9. Watson, Iain and Juliette Schwak (2019) 'Water Security, Riparian Identity and Korean Nation Branding in the Mekong Sub-Region', *Pacific Focus*, 34 (2), 153-182.
10. Schwak, Juliette (2019) 'Dangerous Liaisons? State-Chaebol Cooperation and the Global Privatisation

of Development', *Journal of Contemporary Asia*, 49(1), 104-126.

11. Schwak, Juliette (2018) 'All the World's a Stage: Promotional Politics and Branded Identities in Asia', *Asian Studies Review*, 42(4), 648-661.
12. Schwak, Juliette (2016) 'Branding South Korea in a Competitive World Order: Discourses and Dispositives in Neoliberal Governmentality', *Asian Studies Review*, 40 (3), 426-443.

Chapters in edited volumes

1. Schwak, Juliette and Sarah A. Son (2023) 'Screening the Inter-Korean conflict: the politics of *Crash Landing on You*', in *South Korean Popular Culture in the Global Context Beyond the Fandom*, edited by Sojin Lim, Routledge (forthcoming).
2. Schwak, Juliette (2022) 'Exporting K-Quarantine: Korea's Promotion of Its COVID Management Strategy,' in *Security, Development and Sustainability in Asia, Volume III, Environment, Sustainability and Human Security*, edited by Zhiqun Zhu, Singapore: World Scientific Publishing.
3. Schwak, Juliette (2022) 'Park Geun-hye's Impeachment: Theorising a Political Economic Revolt', in *South Korea after the 2017 Impeachment: Implications for Politics, Society, and Democracy*, edited by Julia Dumin, Baden-Baden: Nomos, 97-123.

Other publications

1. Schwak, Juliette and Francesca Frassinetti (2021) 'Unlocking Start-Ups: South Korea's Efforts to Curb the Dominance of *Chaebol*', Istituto Per Gli Studi di Politica Internazionale (ISPI), 19 April, <https://www.ispionline.it/it/pubblicazione/unlocking-potential-start-ups-south-koreas-efforts-curb-dominance-chaebol-30034>
2. Schwak, Juliette (2021) 'K-Quarantine: exporting South Korea's COVID-19 management strategy', *East Asia Forum*, 11 March 2021, <https://www.eastasiaforum.org/2021/03/11/k-quarantine-exporting-south-koreas-covid-19-management-strategy/>
3. Schwak, Juliette (2021) 'Review of Juanita Elias (2020) *Gender Politics and the Pursuit of Competitiveness in Malaysia. Women on Board*. London: Routledge.' *Journal of Contemporary Asia*, 51 (4), 685-687.
4. Schwak, Juliette (2020) 'Chaebol reform still an uphill battle after Lee Kun-hee', *East Asia Forum*, 4 December, <https://www.eastasiaforum.org/2020/12/04/chaebol-reform-still-an-uphill-battle-after-lee-kun-hee/>
5. Schwak, Juliette (2020) 'A Democratic tour de force: How the Korean State Successfully Limited the Spread of COVID-19', Policy Paper *Asie.Visions*, n°117, November 2020, French Institute of International Relations.
6. Schwak, Juliette (2020) 'La fin du libre-échange?' [The end of free trade?], *Esprit*, September, <https://esprit.presse.fr/article/juliette-schwak/la-fin-du-libre-echange-42921>
7. Son, Sarah A. and Juliette Schwak (2020) 'Winning the image war: Korea and Japan's COVID-19 management strategies', *East Asia Forum*, 4 June, <https://www.eastasiaforum.org/2020/06/04/south-korea-and-japans-covid-19-image-war/>
8. Schwak, Juliette (2020) 'Coronavirus en Corée du Sud : quand la population fait confiance à l'État' [When citizens trust the state in South Korea], *Asialyst*, May 2020. <https://asialyst.com/fr/2020/05/30/coronavirus-coree-du-sud-quand-population-fait-confiance-etat/>

9. Schwak, Juliette (2019) 'Nation branding en Corée du Sud: ruptures et continuités d'une stratégie promotionnelle' [Nation branding in South Korea: shifts and continuities in the country's promotional strategy], *Asia Trends* 5.
10. Schwak, Juliette (2018) 'When Public and Private Merge: South Korea and the *Chaebol*', *AsiaGlobal Online*. November 22. <https://www.asiaglobalonline.hku.hk/south-korea-chaebol-public-private>
11. Schwak, Juliette (2018) 'Review of Michael J. Green (2017) *By More Than Providence. Grand Strategy and American Power in the Asia Pacific Since 1783*. New York: Columbia University Press', *Inter-disciplinary Political Studies*, 4(1), 239-242.
12. Schwak, Juliette (2018) 'Place Branding', pedagogical piece for the I-PEEL project (International Political Economy of Everyday Life), funded and managed by the University of Warwick (UK), <http://i-peel.org/homepage/place-branding/>
13. Schwak, Juliette (2017) 'Review of Gladys Pak Lei Chong (2017) *Chinese subjectivities and the Beijing Olympics*, London: Rowman and Littlefield', *New Books Asia*.
14. Schwak, Juliette (2016) 'La société coréenne confrontée à l'Islam [Korean society and the challenge of Islam]', *Korea Analysis*, 11, 21-25.
15. Schwak, Juliette (2016) 'L'inquiétant taux de suicide des personnes âgées en Corée du Sud [The worrying suicide rate of the elderly in South Korea]', *Korea Analysis*, 9, 24-28.
16. Schwak, Juliette (2015) 'La multiplication des violences appelle à une réforme en profondeur de l'armée [The multiplication of violence urges for a deep reform of the army]', *Korea Analysis*, 6, 23-28.
17. Schwak, Juliette (2014) 'Privatisation des entreprises publiques: le cas de Korea Development Bank [Privatisation of public companies: the case of Korea Development Bank]', *Korea Analysis*, 3, 14-19.

Work in preparation

Endless contest: the making of a competitive society in South Korea. Completed manuscript, under review with University of California Press (Global Korea Series).

'Glocalizing competitive capitalism in *Saemaul Undong* programs in the Philippines', under review with *Journal of International Development*.

'Consultants and the power of economic benchmarks in the French 'Startup Nation'', individual contribution to a special issue coordinated by Ali Saqer, accepted for publication with *Policy Studies*.

RESEARCH POSITIONS

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|------|---|
| 2016 | Visiting Fellow, Asian Development Institute
Seoul National University
March-April. |
| 2015 | Visiting researcher, Jesse M. Robredo Institute of Governance
De la Salle University, Manila
March-May. |

MEDIA

- | | |
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| 2024 | 6 hours of martial law in South Korean democracy [6 heures de loi martiale dans la démocratie de Corée du Sud]. Invited speaker. <i>Tout un monde</i> . RTS (Radio Télévision Suisse), December 5. |
| 2023 | Grève générale en Corée du Sud: le modèle coréen contesté ? [General strike in South |

Korea: a contestation of the Korean model?]
Invited speaker. *Le magazine du weekend*. France Culture, July 16.

2023 Episode 2: De Tel Aviv à Séoul, les pionniers du numérique sous pression [From Tel Aviv to Seoul, pressures on tech pioneers]
Invited speaker. *Cultures Monde*. France Culture, June 13.

2021 Episode 3: la République Samsung. [The Samsung Republic]
Invited speaker. *Entendez-vous l'éco?* France Culture, November 3.

2021 Episode 4: Corée du Sud: le pouvoir des dynasties industrielles [South Korea: the power of industrial dynasties]
Invited speaker. *Cultures Monde*, France Culture, May 5.

INVITED TALKS

2025 Korea's response to global crises and political economic nostalgia in contemporary East Asian Societies
2025 ROK-EU Strategic Dialogue. University of Bologna. September 1-2.

2021 Exporting K- quarantine: Korea's promotion of its COVID management strategy
Invited speaker (online). Department of Social Policy and Social Work. University of York, UK. February.

2021 A South Korean model of development?
Invited speaker (online). Department of Asian Studies Seminar Series. University of Edinburgh. Sponsored by the Association for Korean Studies in Europe. March 18.
<https://www.koreanstudies.eu/epel/epel-lectures-archive/>

2019 State-business relations in Korea in the context of the 2017 impeachment
Conference- 'South Korea after the 2017 Impeachment' Invited presenter
Department of Political Science and Philosophy
Technical University Dortmund, Germany. November 22-23.

2017 From developmentalism to neoliberalism? Continuing patterns of development in the Republic of Korea
Guest lecturer- Bachelor in Global and Environmental Studies. The Education University of Hong Kong. May 17.

2017 Promotional consultants, Korean officials and the construction of political common sense
Invited speaker- research seminar 'Comparative public diplomacies: arenas, instruments and professionals of international legitimacy' at Sciences Po Centre for Studies in International Relations, Paris. March 7.

2016 The emergence of competitiveness societies: the case of the Republic of Korea
Guest lecturer - Department of Sociology, Kyungnam University, Masan, Republic of Korea. April 14.

2016 Branding Korean ODA: promotion and perceptions of Korean development cooperation (2008-2015)
Guest lecturer- Graduate School of International Studies, Ajou

University, Suwon, Republic of Korea. April 4.

- 2015 From developmentalism to neoliberalism? Continuing patterns of development in the Republic of Korea
Public lecture -Asian Centre, University of the Philippines, UP Diliman Campus, Quezon City. March 9.
- 2015 Competing for survival: Comparing the Republic of Korea and the Philippines' policy responses to the problem of global competitiveness
Guest lecturer -Asian Centre, University of the Philippines, UP Diliman Campus, Quezon City. February 27.
- 2015 What does national competitiveness really mean?
Invited speaker- Rethinking Economics Conference 2015, University of Greenwich. June 25.

CONFERENCE PRESENTATIONS

- 2025 The Limits of Global Knowledge: Resistance to Global Benchmarking Instruments in France And Ireland. Presented at the 18th Pan-European Conference on International Relations, University of Bologna. August 29, 2025.
- 2024 The political economy of nostalgia in contemporary South Korea. Presented at the 7th Annual Meeting for the Social Science Korean Studies Networks in Europe (SoKEN), Ca' Foscari University, October 25.
- 2024 The political economy of nostalgia in contemporary South Korea. Presented at the Joint East Asian Studies Conference, University of Central Lancashire, June 26-28.
- 2021 K-drama narrates the national: Korean identities in *Crash Landing on You*.
With Sarah A. Son. Presented at the 30th Conference of the Association for Korean Studies in Europe. La Rochelle, France, October 28-31.
- 2021 K-drama narrates the national: Korean identities in *Crash Landing on You*.
With Sarah A. Son. Presented at the Early Career Researcher Conference on East Asia, Scottish Centre for Korean Studies, University of Edinburgh, September 2-3.
- 2021 K-drama narrates the national: Korean identities in *Crash Landing on You*.
With Sarah A. Son. Presented at the World Congress for Korean Politics and Society. Korea University, Seoul. August 18-20.
- 2021 K-Drama across the Inter-Korean Divide: The Politics of *Crash Landing on You*.
With Sarah A. Son. Presented at the Annual Conference of the International Institute of Korean Studies. University of Central Lancashire, UK, 26-27 April 2021.
- 2019 Teaching critical IPE with film. European International Studies Association Exploratory Symposium on 'Pedagogies of Visual Politics' (convened by David Shim, University of Groningen). Rapallo, Italy. October 23-26.
- 2019 Normative hierarchies in an anarchical world? Producing global economic competition through rankings. Presented at the 13th Pan-European Conference on International Relations. Sofia University, Bulgaria. 11-14 September.
- 2019 Building competitiveness societies: for a sociological understanding of the everyday reproduction of global capitalism. Presented at the 13th Pan-European Conference on International Relations. Sofia University, Bulgaria. 11-14 September.

- 2019 Film in an IPE classroom: instruments for a critical pedagogy of the everyday. Presented at the 13th Pan-European Conference on International Relations. Sofia University, Bulgaria. 11-14 September.
- 2019 Power and agency in *Saemaul Undong* programs in the Philippines. Presented at the joint conference of the International Studies Association Interdisciplinary Studies Section and the Korean Association of International Studies. Yonsei University, Seoul. 2-4 July.
- 2019 Power and agency in *Saemaul Undong* programs in the Philippines. Presented at the World Congress for Korean Politics and Society 2019. Seoul. 24-26 June.
- 2019 Producing competitive youth: reproduction and resistance to the Korean state's entrepreneurial vision of citizenship. Presented at the 'National Identities and the Youth in East Asia: Popular Culture, Political Mobilisation, and Digital Spaces' workshop. Université libre de Bruxelles. May 2-3.
- 2018 Neoliberal nationalism and competitive citizenship: the reconfiguration of national belonging in post- developmental Korea. Presented at the Hong Kong Sociological Association Conference. Chinese University of Hong Kong, December 1-2.
- 2018 Exporting the will to compete: power and agency in global development programs. Presented at the Junior Scholar Symposium, International Studies Association Annual Convention, San Francisco. April 4-7.
- 2017 Competitive citizenship: the imagined geographies of nationalism in post- developmental Korea. Presented at the 3rd Workshop of the Geopolitical Economy of East Asian Developmentalism. Department of Geography, National Taiwan University. November 28-December 1.
- 2017 The competitiveness society: for a sociological understanding of the reproduction of global capitalism. Presented at the 11th Pan-European Conference on International Relations, Barcelona. September 13- 16.
- 2017 Exporting 'the will to compete': power and agency in *Saemaul Undong* programs in the Philippines. Presented at the 10th International Convention of Asia Scholars (ICAS 10), Chiang Mai. July 20- 23.
- 2017 Dangerous liaisons? Reassessing public-private cooperation in shaping Korean ODA policies. Presented at the 6th French Network for Asian Studies International Conference, Sciences Po Paris. 26-28 June.
- 2017 Dangerous Liaisons? Reassessing public-private cooperation in shaping Korean ODA policies. Presented at the World Congress for Korean Politics and Society 2017, Yonsei University, Seoul. June 22-24.
- 2017 Constructing political common sense: nation branding professionals and discourses of truth in Korea. Presented at the World Congress for Korean Politics and Society 2017, Yonsei University, Seoul. June 22-24.
- 2017 Nothing new under the sun: assessing the empirical distinctiveness of Korea's development model. Presented at the International Studies Association 2017 Conference in Asia, The University of Hong Kong. June 16-18.
- 2017 Projection and perception of Korean development cooperation: Perspectives from the

field. Presented at the International Studies Association 2017 Conference in Asia, The University of Hong Kong. June 16-18.

- 2017 Making national identities competitive: genesis and consequences of ranking national images in the liberal global order. Presented at the International Studies Association Annual Convention 2017, Baltimore. February 22-25.
- 2016 Mapping out capitalist subjectivities in contemporary South Korean society: testing the competitiveness society hypothesis and its resistances. Presented at the 8th Meeting of East Asian Regional Conference in Alternative Geography, Hong Kong Baptist University. December 6-8.
- 2016 The private sector and Official Development Assistance: the *chaebol* and Korean ODA. Presented at International Studies Association (ISA) Asia-Pacific Conference 2016, City University of Hong Kong. June 27.
- 2016 Nation branding consultants and Korean governments: legitimacy and political influence in contemporary policy making. Presented at the International Communication Association Preconference 'Powers of promotion: apprehending the social and political impacts of promotional culture', Tokyo, Japan. June 8.
- 2015 South Korean nation branding and the building of a competitiveness society. Presented at Tax Justice Network Workshop 'Should nations compete?', City University of London. June 25.
- 2015 Discussing the dynamics of Korean capital in Southeast Asia: the case of the Philippines. Presented at the Asia Monitor Resource Centre Conference 'The prospects of organising labour in Asia: understanding global production networks and capital mobility', University of the Philippines Diliman, Quezon City. May 5.
- 2014 National identity in the era of global competitiveness: a critical analysis of nation branding through the case of South Korea. Presented at the Euroacademia International Conference, Florence. October 17.

TEACHING

Franklin University Switzerland

Key Concepts in Political Economy; International Political Economy; Politics and Society in East Asia; East Asian Politics and Society; Introduction to Sociology; Diplomacy in a Changing World; Contemporary Diplomacy; Introduction to Political Science; Introduction to International Relations; Comparative Politics (all BA courses).

Tokyo International University

Dilemmas of Development (BA); Political Economy of East Asia (BA); Introduction to International Relations (BA); Public Diplomacy and Image Politics (BA); International Relations of Asia (MA); Public Diplomacy (MA).

City University of Hong Kong (Teaching Assistant)

Traditions of Inquiry in the Social Sciences (BA)

Teaching Qualifications

2014 Teaching Students First Steps

Completed one-semester pedagogical course at City University of Hong Kong.

2017 Advanced Tutor Series
Completed three pedagogical modules: Lecturing; Facilitating Discussion; and Becoming a Reflective Teacher.

THESIS SUPERVISION (as 1st reader)

Franklin University Switzerland Undergraduate 10

Tokyo International University Undergraduate 2/Graduate 1

COMMUNITY SERVICE

Current Reviewer for *Journal of Contemporary Asia*, *Third World Quarterly*, *Journal of International Development*, *International Journal of Communication*, *Asian Studies Review*, *Journal of Asian Sociology*, *The Pacific Review*, *Capital and Class*, *New Political Economy*, *Inter-Asia Cultural Studies*.

Current Advisory committee member for *Comité de Suivi Individuel de Thèse* of Hyunjee Kim, PhD candidate in Sociology at Université Paris Cité, research project on sub-Saharan African students in South Korean higher education.

2021 Workshop convener (co-organised with Ali Saqer)
‘The Political Economy of Benchmarking in Europe’
8th European Workshops in International Studies of the European International Studies Association.

2018 Editor- special themed section ‘Promotional politics and branded identities in Asia’
Asian Studies Review.

2017 Panel Organiser and Chair
Redefining state and market relationships in East Asia: Private interests in national agendas
6th French Network for Asian Studies International Conference, Sciences Po Paris.

2016 Panel Organiser, Chair and Discussant
Private-public interactions in shaping policy outcomes in East Asia
International Studies Association (ISA) Asia-Pacific Conference 2016,
City University of Hong Kong.

2016 Panel Organiser and Chair
Branding and Constructing Asia
International Studies Association (ISA) Asia-Pacific Conference 2016,
City University of Hong Kong.

2016 Panel Organiser, Chair and Discussant
Insights from the experience of the Sinicized order towards post-Western
International Relations Theory
International Studies Association (ISA) Asia-Pacific Conference 2016,
City University of Hong Kong.

2014 - 16 Editor- Asia section
Perspectives Internationales
Recruited international contributors, selected relevant articles, reviewed articles (in French and English), managed the publication process.

UNIVERSITY SERVICE

Tokyo International University

Ethics Review Committee (2018)
Admission Board (2017-2019)

Franklin University Switzerland

Judicial Board (2019- current)
Budget and Priorities Board (2019- 2020)
Curriculum Committee (2020-2021)
Enrolment and Marketing Committee (2020-2021)
Teaching and Learning Assessment Committee (2022-2023, 2024-current)
Substitute Representative to the Board of Trustees (2022-2023)
Search Committee for Assistant Professor in Environmental Sciences (2022-2023)

LANGUAGES

French	Native
English	Full professional proficiency
Italian	Full professional proficiency
Spanish	Professional proficiency
Korean	Conversational
Japanese	Elementary
Tagalog	Elementary

PROFESSIONAL AFFILIATIONS

International Studies Association (ISA). Member since 2016.

European International Studies Association (EISA). Member since 2015.