

Efe SEVIN, Ph.D.

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EDUCATION

- 2014** Ph.D., International Relations, American University (Washington, DC)
Field Concentrations: International Communication, Comparative Studies
Dissertation Title: Making New Friends? Relational Public Diplomacy as a Foreign Policy Instrument
- 2010** MA, Communication Management, Emerson College (Boston, MA)
Foreign Fulbright Scholar
Thesis Title: Controlling the Message: A Strategic Approach to Nation Branding
- 2008** BSc, International Relations, Middle East Technical University (Ankara, Turkey)
Minor, Sociology
Study Abroad (Erasmus Exchange): University of Wroclaw (Poland)

PROFESSIONAL APPOINTMENTS

- 2018 – Present** Program Coordinator
- 2017 – Present** Assistant Professor
School of Arts and Humanities,
Communication and Media Studies Program
Reinhardt University (Waleska, Georgia, USA)
- 2016 – 2017** Post-Doctoral Fellow
Faculty of Economics and Social Sciences
Department of Communication and Media Research
University of Fribourg (Fribourg, Switzerland)
- 2014 – 2016** Assistant Professor of Public Relations
Faculty of Communication
Department of Public Relations and Information
Kadir Has University (Istanbul, Turkey)

RESEARCH AND TEACHING INTERESTS

Strategic communication, public relations, place/nation branding, campaign management, propaganda and persuasion, public diplomacy, public affairs, public opinion, new media, media effects, global communications, mediated communications, research methods, network analysis, data visualization

PUBLICATIONS

Books

- Sevin, E.** (2017). *Public Diplomacy and the Implementation of Foreign Policy in the US, Sweden and Turkey*. Basingstoke: Palgrave MacMillan.
- Sevin, E.** (2010). *Controlling the Message: A Strategic Approach to Nation Branding*. LAP Saarbrücken, Germany: Lambert Academic Publishing.

Refereed journal articles

- Sevin, E. & Ingenhoff, D.** (2018). Public diplomacy on social media: Analyzing networks and content. *International Journal of Communication*, 12, 3663-3685.
- Sevin, E.** (2018). Digital diplomacy as crisis communication: Turkish digital outreach after July 15. *Revista Mexicana de Política Exterior*, 113, 185-207.
- Sevin, E.** (2017). A Multi-layered approach to public diplomacy evaluation: Pathways of connection. *Politics&Policy*, 45(4), 879-901.
- Cevik, S. & Sevin, E.** (2017). A quest for soft power: Turkey and the Syrian refugee crisis. *Journal of Communication Management*, 21(4), 399-410.
- Sevin, E. & Uzunoğlu, S.** (2017). Do foreigners count? Internationalization of presidential campaigns. *American Behavioral Scientist*, 61(3), 315-333.
- Sevin, E. & Dinnie, K.** (2015). Digital channels and technologies for commercial diplomacy: Conceptualization and future research propositions. *International Journal of Diplomacy and Economy*, 2(4), 266-277.
- Sevin, E. & Bjorner, E.** (2015) A new China: Portrayal of Chinese mega-cities in the international arena. *Place Branding and Public Diplomacy*, 11(4), 309–323.
- Sevin, E.** (2015). Pathways of connection: An analytical approach to the impacts of public diplomacy. *Public Relations Review*, 41(4), 562–568.
- Andéhn, M., Kazemina, A., Lucarelli, A., & Sevin, E.** (2014). User-generated place brand equity on Twitter: The dynamics of brand associations in social media. *Place Branding and Public Diplomacy*, 10(2), 132-144.
- Sevin, E.** (2014). Understanding cities through city brands: City branding as a social and semantic Network. *Cities*. 38(1), 47-56.
- Sevin, E.** (2013). Places going viral: Twitter usage patterns in destination marketing and place branding. *Journal of Place Management and Development*. 6(3), 227-223.
- Hayden, C. & Sevin, E.** (2012). The politics of meaning and the city brand: The controversy over the branding of Ankara. *Place Branding and Public Diplomacy*, 7(3), 155-164.
- Payne, G., Sevin, E. & Bruya, S.** (2011). Grassroots 2.0: Public diplomacy in the digital age. *Comunicacao Publica*, 6(10), 45-70.
- Sevin, E.** (2011). Thinking about place branding: Ethics of concept. *Place Branding and Public Diplomacy*, 7(3), 155-164.
- Sevin, E., Kimball, S., & Khalil, M.** (2011). Listening to President Obama: A short examination of Obama's communication practices. *American Behavioral Scientist*, 55(6), 803-812.
- Sevin, E. & Salcigil-White, G.** (2011). Turkeyfe.org: Share Your Türksperience. *Journal of Place Management and Development*. 4(1), 80-92.

Sevin, E. (2010). See for Yourself: Rebranding Northern Baja through public diplomacy. *Exchange: The Journal of Public Diplomacy Inaugural Issue*, pp. 33-40.

Book Reviews

Sevin, E. (2018). Book Review: Forging the World: Strategic narrative and international relations, Alister Miskimmon, Ben O'Loughlin and Laura Roselle (eds) (2018). *International Journal of Media & Cultural Politics*, 14(2), 265–267.

Sevin, E. (2016). Book Review: Image of Istanbul: Impact of ECOC 2010 on the city image, Evinc Dogan. *Transnational Marketing Journal*, 4(2), 160-162.

Book Chapters and Others

Sevin, E. (in-print) Talking at Audiences: Networking and Networks in Country Images. In D. Ingenhoff, C. White, A. Buhmann & S. Kioussis (eds.) *The formation and effects of country image, reputation, brand, and identity. Bridging disciplinary perspectives*. New York, NY: Routledge.

Sevin, E., Ayhan, K., Jang, W.Y. & Lee, H. (accepted). Talking across the DMZ? Developing a Framework to Measure the Effectiveness of South Korean Propaganda Towards the North. In P.R. Baines, N.J. O'Shaughnessy, N. Snow. (eds) *The Handbook of Propaganda*. London, UK: Sage.

Sevin, E.& Eken, E.M. (2018). Global Index and Nation Branding. In Y. Watanabe (Ed.). *Handbook of Cultural Security* (pp. 323-342). Cheltenham: Edward Elgar Publishing.

Çevik, S. B., **Sevin, E.,** & Baybars-Hawks, B. (2018). State–Civil Society Partnerships in International Aid and Public Diplomacy: The Case of Turkey and Somalia. In J. Pamment & K. G. Wilkins (Eds.), *Communicating National Image through Development and Diplomacy* (pp. 169–192). Cham: Springer International Publishing.

Sevin, E. (2017). Understanding Soft Power Through Public Diplomacy. In N. Chitty, L. Ji, G. Rawnsley, & C. Hayden (Eds.), *Routledge handbook of soft power* (pp.62-71). Oxon, UK: Routledge

Sevin, E. (2017). Globetrotters and Brands: Cities in an Emerging Communicative Space. In N. Bellini & C. Pasquinelli (Eds.), *Tourism in the City* (pp. 109–122). Cham: Springer International Publishing.

Sevin, E. (2016). Whose Violence? Frame Analysis of International Papers. In B. Hawks (Ed.), *Framing Violence: Borders, Conflicts, and Identities* (pp. 111-126). Newcastle, UK: Cambridge Scholars Press.

Eken, E. M., & **Sevin, E.** (2016). Political Will for War. In P. Joseph, *The SAGE Encyclopedia of War: Social Science Perspectives* (pp. 1361-1363). Thousand Oaks, CA: SAGE.

Sevin, E., & Karaca, H. (2016). Corporations as Diplomatic Actors: Conceptualizing International Communication Tools. In N. Zakaria, A.-N. Abdul-Talib, & N. Osman (Eds.), *Handbook of Research on Impacts of International Business and Political Affairs on the Global Economy* (pp. 349–366). IGI Global.

Sevin, E. (2016). Academic perspective: Web 2.0 and nation branding. In K. Dinnie, *Nation branding: concepts, issues, practice* (Second edition, pp. 74–75). New York, NY: Routledge.

- Sevin, E.** (2016). Branding Cities in the Age of Social Media: A Comparative Assessment of Local Government Performance. In M. Z. Sobaci (Ed.), *Social Media and Local Governments* (Vol. 15, pp. 301–320). Springer International Publishing.
- Sevin, E.** (2016). Sağlık, İletişim ve Dış Politika: Çin ve Brezilya Örnekleri Üzerinden Sağlık Diplomasisi. In G.A. Sancar (Ed.), *Kamu Diplomasisinde Yeni Yaklaşımlar ve Örnekler* (pp. 85-107). İstanbul: Beta.
- Sevin, E.** (2015). TÜRKSOY Üzerinden Türk Kamu Diplomasisinin Dış Politikaya Etkisine Bir Bakış. In M. Sahin & B. S. Cevik (Eds.), *Türk Dış Politikası ve Kamu Diplomasisi* (pp. 465–498). İstanbul: Nobel.
- Sevin, E.** (2012). Bridge No More? Turkish Public Diplomacy and Branding under the AKP Government. *e-International Relations*. Online Journal.
- Payne, G. & **Sevin, E.** (2010). The Emerson election project: Reflections on the visit to the U.S. by Indonesian journalists during the 2008 presidential election. In McKinney, M.S. & Banwart, M.C. *Communication in the 2008 U.S. Election: Digital natives elect a president*. pp.313-326.
- Sevin, E.** (2010). From visitors to cultural ambassadors: Public diplomacy and scholar exchange programs. In *Business Research Yearbook 2010*. Presented at the 22nd Annual Convention of International Academy of Business Disciplines, Las Vegas, NV, pp. 578 – 585.
- Sevin, E.** (2010). Two of the same?: Crisis communication attempts in AF447 and TK1951. In *Business Research Yearbook 2010*. Presented at the 22nd Annual Convention of International Academy of Business Disciplines, Las Vegas, NV, pp. 769 – 777.

CONFERENCE ACTIVITY (*Selected*)

Invited Talks

- 2018** Global approaches to public diplomacy. Roundtable participant in “Innovations in Public Diplomacy Scholarship and Practice” ISA 2018 Conference, San Francisco, CA (April 5).
- 2017** Theory and Practice of Place Branding. Guest Speaker at 2nd Consumer Research Summit, Bangor University, Bangor, Gwynedd, UK (June 20).
- 2016** Evaluation and Measurement in Public Diplomacy. Roundtable participant in “Soft Power and Public Diplomacy in the Indo-Pacific: Emerging models and Trends”, Griffith Asia Institute, Brisbane, Australia (May 17-18).
- 2016** Public Diplomacy and Soft Power. Instructor in “Foreign Policy Academy”, organized by Turkish Council on International Relations, Abant, Turkey (February 26).
- 2016** Public Diplomacy in Academia and Practice. Panelist in “New Public Diplomacy: Regional and Global Perspectives on Engaging with Publics”, organized by Galatasaray University, İstanbul, Turkey (January 8).

Paper Presentations

- 2018** A Measure of Reputation: “Power” of a Passport (co-authored with S. Cevik). ISA 2018 Conference, San Francisco, CA (April 4-7).

- 2017** Overcoming the Measurement Challenge: Nation Branding Messages on Social Media. ICA 2017 Conference, San Diego, CA (May 25-29).
- 2017** Your Home or a Brand Asset: The Internationalization of Cityscapes and Social Life. ISA 2017 Conference, Baltimore, MD (February 22-25).
- 2016** Traditional Meets Digital: Diplomatic Processes on Social Media. ISA 2016 Conference, Atlanta, GA (March 16-19).
- 2015** Mystic or Familiar: The Portrayal of Asia in Turkish Tourism Industry. Seoul National University-Hokkaido University Joint Symposium, Seoul, South Korea (November 27).
- 2015** Globetrotters and brands: Understanding contemporary cities. Integrating City Tourism(s) in the Urban Research Agenda, L'Aquila, Italy (June 15-16).
- 2015** Towards A Networked Brand Culture: An Examination of Stockholm's Brand on Twitter (co-authored with A. Lucarelli). 3rd Place Management & Branding Conference, Poznan, Poland (May 6-8).
- 2015** Whose Violence: Frame Analysis of International Newspapers. 4th International Conference on Conflict, Terrorism and Society, Istanbul, Turkey (April 7-8).
- 2015** Development and Promotion: Development Assistance as a Public Diplomacy Instrument in Turkey (co-authored with B.Hawks). USC Public Diplomacy & Development Communications Workshop, Los Angeles, CA (February 27-28).
- 2015** Understanding Soft Power Through Public Diplomacy. ISA 2015 Conference, New Orleans, LA (February 18-21).
- 2015** Tool or Fad? The Conceptualization of Public Diplomacy in Turkish Foreign Policy. ISA 2015 Conference, New Orleans, LA (February 18-21)
- 2014** When Branding Meets Foreign Affairs: Branded Spaces and Places in IR (co-authored with C. Hayden). ISA 2014 Conference, Toronto, Canada. (March 26-29).
- 2014** Turkish Public Diplomacy in a Time of Flux. ISA 2014 Conference, Toronto, Canada. (March 26-29).
- 2013** Is All Diplomacy Public? A Conceptual Analysis of Diplomacy and Public Diplomacy. ISA-NE 2013 Conference, Providence, RI (November 8-9).
- 2013** Using Twitter as a Communication Tool in Destination Marketing and Place Branding. 3rd International Place Branding Conference, Manchester, UK (February 13-16).
- 2011** Who Hears Government's Voice? Study of Government Public Diplomacy Spending on Public Perception. NCA 97th Annual Conference, New Orleans, LA (November 16-20).

AWARDS, GRANTS, AND HONORS

- 2018** Reinhardt University, Faculty Development Grant (\$1000)
- 2017** ISA, International Communication Division, Best Paper Award
- 2016** University of Fribourg, Post-Doctoral Research Grant (\$5750)
- 2015** ISA, Travel Grant (\$250)
- 2014** ISA, Travel Grant (\$350)
- 2014** ISA Northeast, Travel Grant (\$200)
- 2013** Milton Wolf Seminar, Emerging Scholar Fellow
- 2013** American University Vice-Provost Doctoral Research Grant (\$5000)
- 2013** Stockholm University, Visiting Doctoral Researcher Grant

2011	American University Graduate Research Grant (\$1000)
2011	Greenberg Professional Development Grant (\$1000)
2010	American University School of International Service Dean's Fellowship Award (2010-4)
2010	IABD Global Communication Award
2009	Emerson College Professional Development Grant (\$600)
2008	Emerson College Graduate Assistantship Grant (2008-10)
2008	Foreign Fulbright Scholar (2008-10)

TEACHING EXPERIENCE

Reinhardt University	Assistant professor, teaching at undergraduate level, advising student organizations, coordinating the student newspaper, supervising senior projects, mentoring students
<i>Undergraduate courses:</i>	Communicating Effectively – <i>General education</i> Research Methods Organizational Communication Multimedia Workshop: Eagle Eye Newspaper Public Relations Strategic Writing Media Law and Ethics Transmedia Storytelling – <i>Senior capstone</i>
Kadir Has University	Assistant professor, designed three new courses, taught at graduate and undergraduate levels, supervised undergraduate senior projects and graduate theses
<i>Graduate courses:</i>	Research methods Issue management in corporate communication
<i>Undergraduate courses:</i>	Public relations and lobbying Political communication and campaign management Introduction to public diplomacy Nation branding and public relations Applied public relations research Communication and media
American University	Worked as a teaching assistant for three semesters, as an adjunct faculty for four summer semesters
<i>Teaching assistant:</i>	World politics Global perspectives on public diplomacy – <i>Hybrid</i> Qualitative methods and methodology – <i>Hybrid</i>
<i>Adjunct faculty:</i>	Global public health – <i>Hybrid</i> Engineering and environmental sustainability – <i>Hybrid</i>

RESEARCH EXPERIENCE

- 2017 – Present** *Assistant Professor, Reinhardt University, Waleska, Georgia, USA*
- Designed and executed a research project on city branding and tourism, gathering data through interviews and city archives.
 - Conducted research on social media and its effects on traditional diplomacy, gathering data through web scraping and social media analytics platforms
 - Led an international team of four researchers in drafting an external grant proposal for a multi-country comparative study on diplomacy.
- 2016 – 2017** *Post-Doctoral Researcher, University of Fribourg, Fribourg, Switzerland*
- Led a research project that investigated the digital diplomacy ecology and its impacts on international relations with Prof. Diana Ingenhoff and her team at the University of Fribourg.
 - Hosted a day-long workshop on social network analysis for doctoral students and faculty members.
 - Initiated a research project to help SBB (Swiss Federal Railways) choose their service scouts based on their objectives and individuals' Twitter presence.
- 2014 – 2016** *Assistant Professor, Kadir Has University, Istanbul, Turkey*
- Collaborated with researchers from Georgia State University to organize a workshop on civil society and conflict resolution.
 - Published a book chapter on the role of local governments in place branding.
 - Conducted research on Turkish foreign policy and development aid.
 - Drafted a book proposal based on dissertation research.
- 2013 (Fall)** *Visiting Research, Stockholm University, Stockholm, Sweden*
- Worked on the "Social media ecology and place branding" research project.
 - Attended the 3rd International Place Branding Conference.
- 2011 – 2012** *Research Assistant, American University, Washington, DC*
- Initiated meta literature review project on public diplomacy.
 - Gathered data from online archives.
 - Designed a research project on semiotics of place branding.
- 2010 – 2011** *Assistant Director & Doctoral Research Fellow, COTELCO, Washington, DC*
- Supervised the daily operations at the research center.
 - Ensured communication among geographically distributed team members.

- Coordinated two research teams working on decision-making, technology, culture, and advocacy networks.
- Analyzed data using CAQDAS and text-mining software.
- Conducted qualitative and quantitative research on perceived policy power, and the impacts of culture on decision-making processes within the context of global virtual teams.

SERVICE EXPERIENCE

Profession

2018 – present	ISA, International Communication Division, Section Program Chair
2017 – 2018	ISA, International Communication Division, Section Program Vice-Chair
2016 – present	ISA, International Communication Division, Executive Committee Member
2016 – present	Reviewer for <i>The Howard Journal of Communications</i> (ad-hoc)
2016 – present	Reviewer for <i>Journal of Marketing Management</i> (ad-hoc)
2014 – present	Reviewer for <i>Cities</i> (ad-hoc)
2012 – present	Reviewer for <i>Place Branding and Public Diplomacy</i> (ad-hoc)

University

Reinhardt University

2018 – present	Communication and Media Studies Program, Program Coordinator
2018 – present	Institutional Review Board (IRB), Member
2018 – present	Faculty Senate, Secretary
2017 – present	Goizueta Scholarship Steering Committee, Member
2017 – present	Sharp Scholarship, Interviewer
2017 – present	Academic advising for Strategic Communication Majors
2017 – present	The Eagle Eye (Student Newspaper), Co-advisor
2017 – present	Lambda Pi Eta (Honor Society), Advisor
2017 – 2018	Search Committee, Dean of School of Business, Member

Kadir Has University

2014 – 2016	University Promotion Committee, Member
2015 – 2016	University Committee on Accessibility, Member
2015 – 2016	Academic Advising for sophomore students

American University

2011 – 2013	Institutional Review Board (IRB), Member
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Memberships in Professional Organizations

International Studies Association, Public Relations Society of America