

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

- 2019 –** Assistant Professor
College of Fine Arts and Communication,
Department of Mass Communication
Towson University (Towson, MD, USA)
- 2018 – 2019** Program Coordinator & Assistant Professor
2017 – 2019 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

Public diplomacy, place/nation branding, strategic communication, public relations, campaign management, propaganda and persuasion, foreign policy analysis, North America, Europe, research methods, network analysis, data visualization

PUBLICATIONS

Books

- Sevin, E.** & Amiri, S. (Eds.) (Under contract). *City Diplomacy in Global Arena*. Palgrave MacMillan. Anticipated publication date: December 2019.
- 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., Metzgar, E. T., & Hayden, C.** (2019). The scholarship of public diplomacy: Analysis of a growing field. *International Journal of Communication*, 13, 4814-4837.
- Sevin, E. & Manor, I.** (2019). From Embassy Ties to Twitter Links: Comparing Offline and Online Diplomatic Networks. *Policy & Internet*. 11(3), 324-343.
- 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). Istanbul: 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). Istanbul: 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, Istanbul, Turkey (January 8).

Paper Presentations

- 2019** Non-State Public Diplomacy: Cities as Soft Power Assets. ISA 2019 Conference, Toronto, Canada (March 27-30).
- 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

2019 Academy of Korean Studies, Academic Research Grant (\$40000)
2019 Reinhardt University, Faculty Research and Scholarship Award
2019 Reinhardt University, Faculty Development Grant (\$1000)
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

Towson University Assistant professor, taught at graduate and undergraduate levels

Graduate courses: Social media and content creation

Undergraduate courses: Public relations writing
Social media and strategic communication

Reinhardt University Assistant professor, teaching at undergraduate level, advising student organizations, coordinating the student newspaper, supervising senior projects, mentoring students

Undergraduate courses: Communicating Effectively – *General education*
Research Methods
Organizational Communication
Multimedia Workshop: Eagle Eye Newspaper
Public Relations
Strategic Writing
Media Law and Ethics
Transmedia Storytelling – *Senior capstone*

Kadir Has University Assistant professor, designed three new courses, taught at graduate and undergraduate levels, supervised undergraduate senior projects and graduate theses

Graduate courses: Research methods
Issue management in corporate communication

Undergraduate courses: 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

Teaching assistant: World politics
Global perspectives on public diplomacy – *Hybrid*
Qualitative methods and methodology – *Hybrid*

Adjunct faculty: Global public health – *Hybrid*
Engineering and environmental sustainability – *Hybrid*

RESEARCH EXPERIENCE

2019 – present *Assistant Professor, Towson University, Towson, Maryland, USA*

- Co-edited a book on city diplomacy
- Designed a research project on predictive network analysis of digital diplomacy projects.

2017 – 2019 *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 three researchers in drafting and securing 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

2019 – present	ISA, International Communication Division, Section Chair
2018 – 2019	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
2019 – present	Place Branding and Public Diplomacy, Editorial Board Member

University

Towson University

- 2019 – present** MCOM Curriculum Committee, Member
- 2019 – present** MCOM Events Planning Committee, Member

Reinhardt University

- 2018 – 2019** Communication and Media Studies Program, Program Coordinator
- 2018 – 2019** Institutional Review Board (IRB), Member
- 2018 – 2019** Faculty Senate, Secretary
- 2017 – 2019** Goizueta Scholarship Steering Committee, Member
- 2017 – 2019** Sharp Scholarship, Interviewer
- 2017 – 2019** Academic advising for Strategic Communication Majors
- 2017 – 2019** The Eagle Eye (Student Newspaper), Co-advisor
- 2017 – 2019** 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

Memberships in Professional Organizations

International Studies Association, Public Relations Society of America