2007

4th Biennial KAREC International Symposium

Symposium Programs
8 – 11 August, 2007
The University of New South Wales
SYDNEY AUSTRALIA

GLOCALISATION OF KOREAN STUDIES IN SOUTHEAST ASIA AND OCEANIA

STRATEGIC COOPERATION IN RESEARCH AND EDUCATION
2007 4th Biennial KAREC International Symposium

AIM

The main aim of the 4th Biennial KAREC International Symposium is to formulate cooperative strategies for promotion of research and education in Korean studies in Oceania and Southeast Asia. In particular, the symposium will address the approaches to research and education in Korean studies which show trends in globalization and localization, and on this basis the discussions will take place to establish practical cooperative strategies and direction for future development on research and education in Korean Studies in the region.

PREAMBLES AND MAJOR THEMES

The Korean Studies in Oceania and Southeast Asia has gained a significant momentum since the 1990s. There have been two broad trends in its development. The efforts to promote and support Korean Studies from institutions and scholars within Korea which accelerated in the 1990s can be categorized as “the trend of Globalization of Korean Studies.” On the other hand, in the 200s, we have witnessed the need to expand the human resources pool among the local scholars and the research activities on Korea and Korean Studies in local countries. This can be summarized as “the trend of Localization of Korean Studies”. It is important to note that the efforts to globalize and the need to localize Korean studies are interrelated, in the sense that globalization of Korean Studies cannot be successful without successful localization. Korea-Australasia Research Centre (KAREC) has endeavoured to reconcile these two trends and to promote “Glocalisation of Korean Studies in Oceania and Southeast Asia”, combining the efforts to globalize and the need to localize.

Korean Studies within Korea is defined as an academic discipline which studies what characterizes “Koreaness”, whereas the Korean Studies outside Korea needs to be understood under the umbrella of “Regional Studies”. Hence, Korean Studies needs to be inter- and cross-disciplinary in nature, incorporating all areas of studies in Humanities, Social Sciences, Business and Economics. So far, the major focus of Korean Studies in Oceania and Southeast Asia has been given to Language Education and Humanities, providing the basis of the promotion of Korean Studies in the region. However, in the 2000s the need to extend the research and educational base to Social Sciences, Business and Economics has received further attention due to the expansion of the Korean culture in Southeast Asia (so-called the Korean Wave), the globalization of Korean business, and active participation of Korea in the international relations and politics. However, there has been relatively few research projects and educational curriculum in this area within the Universities in Southeast Asia and Oceania, resulting in the imbalance between these two areas. This imbalance reflects the need to integrate the focuses on Korean Studies from the viewpoint of “recipients” or “local users”, and that of scholars and institutions in Korea.

In view of these trends, this symposium focuses on these two paradigms: Glocalisation of Korean Studies and the balance between “Humanities-based” Korean Studies and “Applied” Korean Studies”. The discussions at the symposium will incorporate these issues and will try to reflect the outcomes of discussions in formulating the future development strategies in Korean Studies in each country, and promoting cooperative networks in Korean Studies. As an effort to expand “Applied” Korean Studies, two research areas have been selected for this symposium: public sector reforms in the region; and culture industries and cultural interactions in the region.

Consequently, the major themes of the symposium are selected as follows.

- Cooperative Strategies for Korean Studies in Oceania and Southeast Asia
- Comparative research on public sector reform in Australia, Southeast Asia and Korea, and their impacts
- Comparative research on broadcasting industries in Southeast Asia and Korea and their impacts
## The Symposium at a Glance

**Wednesday, 8 August 2007**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 18:00-21:00 | Pre-Symposium Welcome Dinner  
Setting the Scene for Strategic Cooperation of Korean Studies in the Region  
Welcome Speeches |

**Thursday, 9 August 2007**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:40-09:00</td>
<td>Registration and Reception</td>
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<tr>
<td>09:00-10:00</td>
<td>Opening/Keynote Addresses</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Morning Tea &amp; Press Conference</td>
</tr>
</tbody>
</table>
| 10:30-12:00   | **Main Symposium - Part I. Cooperative Strategies for Promotion of  
Korean Studies in the Region**                                       |
|               | **Session I: University Policies for Promotion of Korean Studies**   |
|               | Topic 1. – Strategies for Korean Studies at the University of Indonesia and in Indonesia |
|               | Topic 2. – Strategies for Korean Studies at the Chulalongkorn University and in Thailand |
|               | Topic 3. – Strategies for Korean Studies at the Burapha University and in Thailand |
|               | Topic 4. – Strategies for Korean Studies at the University of Social Sciences & Humanities, Ho Chi Minh City and in Vietnam |
|               | Topic 5. – Strategies for Korean Studies at the University of Malaya and in Malaysia |
|               | Topic 6. – Global Research and Education Hubs in Korean Studies and the Academy of Korean Studies |
| 12:00-13:00   | Discussion: Glocalisation of Korean Studies and International Cooperation |
| 13:00-14:30   | **Main Symposium - Part I. Cooperative Strategies for Promotion of  
Korean Studies in the Region**                                       |
|               | **Session II: Education and Research in Korean Studies**             |
|               | Topic 1. – Education and Research in Korean Studies, Chulalongkorn University |
|               | Topic 2. – Education and Research in Korean Studies, University of Indonesia |
|               | Topic 3. – Education and Research in Korean Studies, Burapha University |
|               | Topic 4. – Education and Research in Korean Studies, University of Social Sciences and Humanities, Hanoi |
|               | Topic 5. – Education and Research in Korean Studies, University of Social Sciences and Humanities, Ho Chi Minh City |
|               | Topic 6. – Education and Research in Korean Studies, University of Malaya |
The Symposium at a Glance

**Thursday, 9 August 2007**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>14:30–14:50</td>
<td>Afternoon Tea</td>
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<tr>
<td>14:50–16:30</td>
<td><strong>Main Symposium - Part II. Expanding the Research Horizon in Korean Studies</strong></td>
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<tr>
<td></td>
<td>Session I: Public Sector Reform in Southeast Asia and Korea</td>
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<td></td>
<td>Topic 1. – Public Sector Reform, Vietnam</td>
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<td>Topic 2. – Public Sector Reform, Thailand</td>
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<td>Topic 3. – Public Sector Reform, Malaysia</td>
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<td>Topic 4. – Public Sector Reform, Indonesia</td>
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<td></td>
<td>Topic 5. – Public Sector Reform, Korea</td>
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<td></td>
<td>Discussion: Future Research in the Public Sector Reform and Comparative Approaches</td>
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**Friday, 10 August 2007**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>09:00-09:30</td>
<td>Registration and Reception</td>
</tr>
<tr>
<td>09:30-10:40</td>
<td><strong>Main Symposium - Part II. Expanding the Research Horizon in Korean Studies</strong></td>
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<tr>
<td></td>
<td>Session II: Broadcasting Industries in Southeast Asia and Korea</td>
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<tr>
<td></td>
<td>Keynote Address: Comparative Approach to Broadcasting Industry for Regional Studies</td>
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<tr>
<td></td>
<td>Topic 1. – Broadcasting Industry in Korea</td>
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<td>Topic 2. – Broadcasting Industry in Thailand</td>
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<td></td>
<td>Topic 3. – Broadcasting Industry in Malaysia</td>
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<tr>
<td>10:40-11:00</td>
<td>Morning Tea</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Topic 4. – Broadcasting Industry in Vietnam</td>
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<td></td>
<td>Topic 5. – Broadcasting Industry in Indonesia</td>
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<tr>
<td></td>
<td>Discussion: Future Research in the Broadcasting Industry and Comparative Approaches</td>
</tr>
<tr>
<td>12:00–13:30</td>
<td>Lunch</td>
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<tr>
<td>13:30–14:30</td>
<td>UNSW Campus Tour</td>
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**Friday, 10 August 2007**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>18:30-21:00</td>
<td>Farewell Dinner for Korean Studies in Southeast Asia, Korea and Oceania</td>
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<td></td>
<td>For International Strategic Cooperation in Korean Studies hosted by Academy of Korean Studies</td>
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<tr>
<td></td>
<td>Farewell Speeches</td>
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</tbody>
</table>
Symposium Sponsors

The Academy of Korean Studies (AKS)

The Academy of Korean Studies was founded with the objects of "studying the essence of Korean culture for establishing the base for new creation with independent historical views and a sound sense of values, seeking the basic principles of future Korea to raise and restore the spirit of the Korean people, and creating and developing Korean culture."

To achieve these objects, the Academy has steadily carried out various projects such as academic research on Korean culture, publishing and translating Korean classics, supporting and cooperating with domestic and international education and research institutions, co-researching and publishing with prominent scholars outside, training Korean studies researchers, and publishing and distributing research materials.

Australia-Korea Foundation (AKF)

The Australia - Korea Foundation (AKF) was established by the Australian Government in 1992 to develop contacts and exchanges between the peoples of Australia and Korea. The Foundation promotes people-to-people and institutional links covering the spectrum of Australia's relations with Korea. This includes education, science and technology, commerce and industry, arts, the media and sport. It administers and funds projects and programs which will assist in achieving its purposes and aims.

ARC Asia Pacific Futures Research Network (ARC APFRN)

The ARC Asia Pacific Futures Research Network's broad goals are to provide stimulus for innovative research that makes links across disciplinary and area boundaries to enhance Australia's interactions with and knowledge of the Asia Pacific region.

- The Network brings experienced researchers into collaboration with government and industry with a view to stimulating new research directions, partnerships and training opportunities.
- In its five-year plan the Network will focus on Governance and Security, Culture and Religion, Media and Communications, Health and Population, and Trade and Industry.
- A significant component of the Network is to ensure that new generations of expert Asia Pacific researchers are nurtured through collaboration with experienced researchers.
Samsung provides innovative technology and beautifully designed products, which make people's lives more convenient, more fun, and more exciting.

Samsung Electronics Co. Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2006 parent company sales of US$63.4 billion and net income of US$8.5 billion. Employing approximately 128,000 people in over 120 offices in 57 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognised as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs.

Since 1987, Samsung has been operating in Australia, and is now one of Australasia's leading brands of mobile phones, consumer electronics, and information technology. Headquartered in Homebush Bay just outside of Sydney, Samsung Electronics Australia Pty Ltd. employs about 260 people nationally. Samsung is an active member of the Australian community, sponsoring the Sydney Roosters rugby league team and the Melbourne Victory football club. Samsung also supports the local community through the Samsung Digital Hope program, which works with charitable organisations to help improve the lives of disadvantaged young Australians and those living with disabilities.

For more than a decade, Asiana's main goal, has been to offer its passengers the highest safety and service standards. With the aim of guiding every thought and action of its employees, Asiana adopted the term "Uncompromising Safety" as the main theme of its mission statement. In keeping with this target of uncompromising safety, Asiana maintains the youngest fleet worldwide and, as the first airline in the world, was granted ISO 9002 certification on aircraft maintenance.

Asiana Airlines has been awarded the ISO9002 and 14001 certificates for maintenance and environmentally friendly management of the company. Moreover, Asiana Airlines garnered ATW’s (Air Transport World’s) prestigious 2001 Passenger Service Award as the world’s best passenger service airline. Its service standards have been widely acclaimed, affirming its belief in the value of sincerity and diligence. Asiana Airlines placed third in 2003 Skytrax’s survey ranking as the "Best Cabin Staff" airliner and in 2005 and 2006 was awarded by GT (Global Traveller) as the best airliner for the "Best Onboard & Flight Attendants Award."

With its young fleet of 59 aircraft, Asiana today serves 62 cities in 17 countries, including 15 destinations within Korea. As the largest connection between mainland China and the rest of the world, Asiana focuses not only on playing a significant role in covering all major Asian destinations, but is also expanding its global network coverage.
## Organisers and Major Participants

### KAREC Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Mack Williams</td>
<td>Co-Chairman of Advisory Board, KAREC-UNSW &amp; Former Ambassador to Korea, Australia</td>
</tr>
<tr>
<td>Professor Song Wha Choi</td>
<td>Co-Chairman of the KAREC-UNSW, Emeritus Professor of Law, Seoul National University, Korea</td>
</tr>
<tr>
<td>Professor Deok-hong Yoon</td>
<td>President, The Academy of Korean Studies, Korea</td>
</tr>
<tr>
<td>Professor Dr Mohd Amin Jalaludin</td>
<td>Deputy Vice Chancellor (Academic &amp; International), University of Malaya, Malaysia</td>
</tr>
<tr>
<td>Professor Vo Van Sen</td>
<td>Rector, University of Social Sciences and Humanities, Ho Chi Minh City, Vietnam</td>
</tr>
<tr>
<td>Professor Soottiporn Chittmittrapap</td>
<td>Vice President, Chulalongkorn University, Thailand</td>
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<tr>
<td>Professor Nguyen Van Khanh</td>
<td>Rector, University of Social Sciences and Humanities, Hanoi, Vietnam</td>
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<td>Professor Sutanto Soehodho</td>
<td>Vice Rector (Academic Affairs), University of Indonesia</td>
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<tr>
<td>Professor Jonathan Parapak</td>
<td>Rector, University of Pelita Harapan, Indonesia</td>
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<tr>
<td>Professor Hi-Won Yoon</td>
<td>College of Education, Seoul National University, Korea</td>
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<tr>
<td>Professor Young Dal Cho</td>
<td>College of Education, Seoul National University, Korea</td>
</tr>
<tr>
<td>Asso. Professor Chung-Sok Suh</td>
<td>Director, Korea-Australasia Research Centre, University of New South Wales, Australia</td>
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</table>

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<td>Professor Azirah Hashim</td>
<td>Dean, Faculty of Languages and Linguistics, University of Malaya, Malaysia</td>
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<tr>
<td>Professor Tran Ngoc Them</td>
<td>Dean, Department of Culturology, University of Social Sciences and Humanities, Ho Chi Minh City, Vietnam</td>
</tr>
<tr>
<td>Professor Mai Ngoc Chu</td>
<td>Dean, Faculty of Oriental Studies, University of Social Sciences and Humanities, Hanoi, Vietnam</td>
</tr>
<tr>
<td>Professor Charan Chakandang</td>
<td>Dean, Faculty of Humanities, Burapha University, Thailand</td>
</tr>
<tr>
<td>Professor Prapin Manomaivibool</td>
<td>Director, Asian Research Centre, Chulalongkorn University, Thailand</td>
</tr>
<tr>
<td>Professor Ida Sundari Husen</td>
<td>Dean, Faculty of Humanities, University of Indonesia, Thailand</td>
</tr>
<tr>
<td>Professor Hong-Key Yoon</td>
<td>President, Korean Studies Association of Australasia &amp; Department of Geography, University of Auckland, New Zealand</td>
</tr>
<tr>
<td>Dr. Gi-Hyun Shin</td>
<td>School of Modern Language Studies, University of New South Wales, Australia</td>
</tr>
<tr>
<td>Asso. Professor Michael O'Donnell</td>
<td>School of Business &amp; Information Management, Australian National University, Australia</td>
</tr>
<tr>
<td>Dr. Moon Joong Tcha</td>
<td>Senior Fellow, Department of Industrial &amp; Corporate Affairs, Korea Development Institute, Korea</td>
</tr>
</tbody>
</table>
The symposium will be a strategic forum to establish a systematic research and policy networks among leading institutions in Southeast Asia and Oceania, in Korean Studies, with a particular focus on networks among scholars in culture industry and public sector reforms, senior policy makers and industry representatives from Korea, Southeast Asia and Oceania.

<table>
<thead>
<tr>
<th>Country</th>
<th>7 countries - Korea, Malaysia, Thailand, Vietnam, Indonesia, Australia, New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>50 invited presenters</td>
</tr>
<tr>
<td>Positions</td>
<td>Represents of leading academic institutions in the region (Presidents/Vice presidents) &amp; Key personnel (Deans) for the development of Korean Studies</td>
</tr>
<tr>
<td></td>
<td>Leading Scholars in Korean Studies, Culture Industry and Public Sector Reform from each country</td>
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<tr>
<td></td>
<td>Senior Government Officers in Government Department/Agencies related to Cultural Industry from each country (Vice Minister or Director General)</td>
</tr>
<tr>
<td></td>
<td>Policy Makers for the industry policy in each country</td>
</tr>
</tbody>
</table>
### WEDNESDAY, 8 AUGUST 2007

**The Crystal Room, Stamford Plaza Double Bay**

#### 18:00 - 21:00

**Pre-Symposium Dinner**

*Setting the Scene for Strategic Cooperation of Korean Studies in the Region*

Hosted by The UNSW International

#### 18:00 – 18:30

**Welcoming Speeches**

*Cooperative Network for the Glocalisation of Korean Studies*

- Ms Jennie Lang  
  Pro Vice Chancellor (International), University of New South Wales, Australia
- Professor Song Wha Choi  
  Co-Chairman of Advisory Board, KAREC, University of New South Wales, Australia  
  Emeritus Professor of Law, Seoul National University, Korea
- Professor Sutanto Soehodho  
  Vice Rector (Academic Affairs), University of Indonesia, Indonesia
- Professor Pichan Sawangwong  
  Vice President (International), Burapha University, Thailand

### THURSDAY, 9 AUGUST 2007

**The Raffles Ballroom (Salon 1), Stamford Plaza Double Bay**

#### 08:40 - 10:30

**Opening Symposium**

**Registration and Reception**

**Opening**

- Associate Professor Chung-Sok Suh  
  Director, KAREC, University of New South Wales, Australia

**09:15 - 10:00**

**Keynote Addresses**

- Professor Fred Hilmer  
  Vice- Chancellor, University of New South Wales, Australia
- Professor Deok-hong Yoon  
  President, The Academy of Korean Studies, Korea
- His Excellency Mr. Chang-Beom Cho  
  Ambassador of the Republic of Korea to Australia
- Mr. Mack Williams  
  Co-Chairman of Advisory Board, KAREC, University of New South Wales & Former Ambassador to Korea, Australia

**10:00 - 10:30**

**Morning Tea & Press Conference**
Main Symposium - Part I

Cooperative Strategies for Promotion of Korean Studies in the Region

Session I: University Policies for Promotion of Korean Studies

Chair: Dr. Gi-Hyun Shin
School of Modern Language Studies, University of New South Wales, Australia

Topic 1: Strategies for Korean Studies at the University of Indonesia and in Indonesia
Professor Sutanto Soehodho
Vice Rector (Academic Affairs), University of Indonesia

Topic 2: Strategies for Korean Studies at the Chulalongkorn University and in Thailand
Professor Soottiporn Chittmittrapap
Vice President, Chulalongkorn University, Thailand

Topic 3: Strategies for Korean Studies at the Burapha University and in Thailand
Professor Pichan Sawangwong
Vice President (International), Burapha University, Thailand

Topic 4: Strategies for Korean Studies at the University of Social Sciences & Humanities, Ho Chi Minh City and in Vietnam
Professor Vo Van Sen
Rector, University of Social Sciences & Humanities, Ho Chi Minh, Vietnam

Topic 5: Strategies for Korean Studies at the University of Malaya and in Malaysia
Professor Azirah Hashim
Dean, Faculty of Languages and Linguistics, University of Malaya, Malaysia

Topic 6: Global Research and Education Hubs in Korean Studies and the Academy of Korean Studies
Professor Dae Cheol Sheen
Director, The Centre for Information on Korean Culture, The Academy of Korean Studies, Korea

Discussion: Glocalisation of Korean Studies and International Cooperation

Associate Professor Chung-Sok Suh
Director, KAREC, University of New South Wales, Australia
## Symposium Program

**THURSDAY, 9 AUGUST 2007**

### Lunch & AKF Speech

**Speech:** Dr. Don Stammer  
Chairman, Australia-Korea Foundation, Australia

### Session II: Education and Research in Korean Studies

**Chair:** Associate Professor Hong-Key Yoon  
President, Korean Studies Association of Australasia & Department of Geography, University of Auckland, New Zealand

**Topic 1:** Education and Research in Korean Studies, Chulalongkorn University  
**Professor Prapin Manomaivibool**  
Director, Asia Research Centre, Chulalongkorn University, Thailand

**Topic 2:** Education and Research in Korean Studies, University of Indonesia  
**Professor Ida Sundari Husen,**  
Dean, Faculty of Humanities, University of Indonesia, Indonesia

**Topic 3:** Education and Research in Korean Studies, Burapha University  
**Professor Pichan Sawangwong**  
Vice President (International), Burapha University, Thailand

**Topic 4:** Education and Research in Korean Studies, University of Social Sciences and Humanities, Hanoi  
**Professor Mai Ngoc Chu**  
Dean, Faculty of Oriental Studies, University of Social Sciences and Humanities, Hanoi, Vietnam

**Topic 5:** Education and Research in Korean Studies, University of Social Sciences and Humanities, Ho Chi Minh City  
**Professor Tran Ngoc Them,**  
Dean, Department of Culturology, University of Social Sciences and Humanities, Ho Chi Minh City, Vietnam

**Topic 6:** Education and Research in Korean Studies, University of Malaya  
**Dr. Md Nasrulin Md Akhr**  
Head, Department of East Asian Studies, University of Malaya, Malaysia

### Afternoon Tea

**14:30 – 14:50**

The Raffles Ballroom (Salon 1), Stamford Plaza Double Bay

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**Hosted by Australia-Korea Foundation**
Main Symposium - Part II

Expanding the Research Horizon in Korean Studies

Session I: Public Sector Reform in Southeast Asia and Korea

Chair: Associate Professor Eileen Baldry
Associate Dean, Faculty of Arts & Social Sciences, University of New South Wales, Australia

Topic 1: Public Sector Reform, Vietnam
Dr. Dao Thanh Truong
Faculty of Management Science, University of Social Science and Humanities, Hanoi, Vietnam

Topic 2: Public Sector Reform, Thailand
Professor Supachai Yavaprabhas
Faculty of Political Science, Chulalongkorn University, Thailand
Dr. Chaiperm Ackadej,
Faculty of Political Science, Chulalongkorn University, Thailand

Topic 3: Public Sector Reform, Malaysia
Dr. Nik Rosnah Wan Abdullah
Head, Department of Administrative Studies and Politics, University of Malaya, Malaysia
Mr. Roslan Mahmood
Director (Training), HR & Management Services Division, Public Service Department, Malaysia

Topic 4: Public Sector Reform, Indonesia
Dr. Eko Prasojo
Head, Department of Administrative Science, University of Indonesia, Indonesia

Topic 5: Public Sector Reform, Korea
Associate Professor Michael O’Donnell
School of Business & Information Management, Australian National University, Australia

Discussion: Future Research in the Public Sector Reform and Comparative Approaches
Associate Professor, Michael O’Donnell
School of Business & Information Management, Australian National University, Australia
FRIDAY, 10 AUGUST 2007

Registration and Reception

Main Symposium - Part II

*Expanding the Research Horizon in Korean Studies*

Session II: Broadcasting Industries in Southeast Asia and Korea

<table>
<thead>
<tr>
<th>Time</th>
<th>Session II</th>
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<tbody>
<tr>
<td>09:30 – 10:40</td>
<td>Chair: Professor James Donald</td>
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<tr>
<td></td>
<td>Dean, Faculty of Arts &amp; Social Sciences, University of New South Wales, Australia</td>
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<tr>
<td></td>
<td>Keynote Address: Comparative Approach to Broadcasting Industry for Regional Studies</td>
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<tr>
<td></td>
<td>Professor Jonathan Parapak</td>
</tr>
<tr>
<td></td>
<td>Rector and President, University of Pelita Harapan, Indonesia</td>
</tr>
<tr>
<td>Topic 1</td>
<td>Broadcasting Industry in Korea</td>
</tr>
<tr>
<td>Mr. Ty (Tae Young) Choi</td>
<td>Research Fellow, KAREC, University of New South Wales, Australia</td>
</tr>
<tr>
<td>Topic 2</td>
<td>Broadcasting Industry in Thailand</td>
</tr>
<tr>
<td>Associate Professor Somchanok Passakonjaras</td>
<td>Faculty of Commerce and Accountancy, Chulalongkorn University, Thailand</td>
</tr>
<tr>
<td>Topic 3</td>
<td>Broadcasting Industry in Malaysia</td>
</tr>
<tr>
<td>Dr. Hasmah Zanuddin</td>
<td>Dept. of Media Studies, Faculty of Arts &amp; Social Sciences, University of Malaya, Malaysia</td>
</tr>
<tr>
<td>Professor Azizah Haji Hamzah</td>
<td>Dept. of Media Studies, Faculty of Arts &amp; Social Sciences, University of Malaya, Malaysia</td>
</tr>
<tr>
<td>Ms. Jalena Rejab</td>
<td>Manager, Department of Drama Production, TV3, Malaysia</td>
</tr>
</tbody>
</table>

10:40 – 11:00

Morning Tea
Session II: Broadcasting Industries in Southeast Asia and Korea

11:00 – 12:00

Chair: Dr. Moon Joong Tcha
Senior Fellow, Department of Industrial & Corporate Affairs, Korea Development Institute, Korea

Topic 4: Broadcasting Industry in Vietnam

Mr. Dang Tat Binh
Director and Producer, Feature Film Studio No1., Ministry Culture and Information of Vietnam, Vietnam

Mr. Do Thanh Hai
Producer/Director, Vietnam Television Film Producing Center, Vietnam

Topic 5: Broadcasting Industry in Indonesia

Professor Naniek N Setijadi
Dean, Faculty of Social & Political Science, University of Pelita Harapan, Indonesia

Mr. Gilang Iskander
Corporate Secretary, PT Rajawali Citra Televisi Indonesia, Indonesia

Ms. Desideria Lumongga Dwihadiah
Lecturer, Faculty of Social & Political Science, University of Pelita Harapan, Indonesia

Discussion: Future Research in the Broadcasting Industry and Comparative Approaches

Associate Professor Chung-Sok Suh
Director, KAREC, University of New South Wales, Australia

12:00 -13:30
Lunch

13:30 -14:30
UNSW Campus Tour

FRIDAY, 10 AUGUST 2007

Farewell Dinner for Korean Studies in Southeast Asia, Korea and Oceania

For International Strategic Cooperation in Korean Studies hosted by Academy of Korean Studies

Jordon’s Seafood Restaurant, Darling Harbour

18:30 – 21:00

Farewell Speeches:

Professor Deok Hong Yoon
President, The Academy of Korean Studies, Korea

Professor Vo Van Sen
Rector, University of Social Science & Humanities, Ho Chi Minh, Vietnam

Professor Soottiporn Chittmittrapap
Vice President, Chulalongkorn University, Thailand

Professor Alec Cameron
Dean, The Australian School of Business, University of New South Wales, Australia

Professor Jonathan Parapak
Rector and President, University of Pelita Harapan, Indonesia
About UNSW & KAREC

The University of New South Wales (UNSW)

UNSW

The University of New South Wales (UNSW) is one of the leading teaching and research universities in Australia – renowned for the quality of its graduates and its commitment to new and creative approaches to education and research. Its motto – Scientia Manu et Mente (“Knowledge by Hand and Mind”) – encapsulates the University’s central philosophy of balancing the practical and the scholarly.

The University enjoys the reputation of Australia’s leading international university with over 200 sister university partnerships around the world, amongst many other international activities. UNSW has developed strong research relationships and student exchange programs with these international partners.

UNSW has close to 40,000 students including over 7,000 international students, from over 177 different countries and an additional 1,900 international students in pre-University programs. The University offers over 900 undergraduate and postgraduate programs.

UNSW is one of Australia’s leading research universities and is home to a number of internationally recognised research developments in the fields of quantum computing, photovoltaics, HIV/AIDS research, interactive cinema and polymer chemistry. UNSW’s expertise is regularly sought by business and government, and we offer a wide range of consultancy and training services.

Korea-Australasia Research Centre (KAREC)

KAREC was established in June 2000. Its major aims include establishing cooperative research networks among scholars in Korean studies and Korea related researches, conducting research projects on important pending issues in the region, and contributing to policy formation in the related areas.

Current Research projects include regular KAREC projects and collaborative projects with leading experts on the major regional issues in Korean studies and Korea-related areas, including Public Administration, Business and Economics, Society and Culture. KAREC also publishes an international academic journal entitled International Review of Korean Studies, to support academic research in the region. Since its establishment in 2000, KAREC has completed more than 70 short-, medium-, and long-term research projects.

KAREC has established a strategic cooperative networks with leading scholars and leading academic institutions in the region. For this network, biennial symposiums and annual national seminars are being organised.

*Current establishment of cooperative networks of 9 leading universities in Southeast Asia and Oceania.*

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Venue Information

Stamford Plaza Double Bay, Sydney, Australia.

Stamford Plaza Double Bay is magnificently situated in Sydney’s most exclusive harbourside village, adjacent to international luxury boutiques, alfresco cafés and exclusive restaurants. Just minutes from the Sydney CBD and 12 kilometres from Sydney Kingsford Smith International and Domestic Airports.

The hotel is ideally located to Sydney’s premier sport venues such as Randwick Racecourse, The Australian Golf Course, Aussie Stadium and Rushcutters Bay Yacht Club.

Major Sydney attractions such as Bondi Beach, Manly Beach, Taronga Zoo, Royal Botanic Gardens, The Opera House and Sydney Harbour Bridge are just short trips by car or public transport.

Hotel Features:

- 140 luxury guest rooms, including 15 suites many with waterviews
- Rooms offer views of Double Bay Village or our beautifully decorated Italian courtyard
- The award winning Baygrill restaurant
- Winston’s Lounge, the eastern harbourside’s most popular bar featuring live entertainment
- Outdoor heated pool, sundeck, and gymnasium
- 11 Conference and event rooms ideal for small intimate meetings to large conventions
- A ballroom for up to 750 people, ideal for weddings
- 24-hour reception, room service and concierge
- Broadband Internet access
- Express checkout facility
- Non-smoking rooms
- Laundry/Valet service
- Valet parking
- Safety deposit facilities
- Disabled facilities available
- Shopping service on request
- Currency exchange
- Car hire
- Doctor on call

Contact Details

Stamford Plaza Double Bay
33 Cross Street
Double Bay, NSW 2028
Australia

Telephone: +61-2 9362 4455
Facsimile: +61-2 9362 4744
Email: sales@spdb.stamford.com.au
Key Contacts

KAREC International Symposium Coordinator at KAREC, Sydney, AUSTRALIA

Mr. Ty (Tae Young) Choi
Ms. Hyunok Ke
Korea-Australasia Research Centre
The University of New South Wales
Sydney, NSW 2052, AUSTRALIA
Tel: +61-2 9385 4466
Fax: +61-2 9385 5622
Email: karec@unsw.edu.au