EAIEast Asia Institute 2002-2012



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EAI

East Asia Institute 2002-2012

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Our First Ten Years



Sook-Jong Lee EAI President Hong-Koo Lee EAI Chairman

Chairman's Message

The year 2012 marks our 10th anniversary at the East Asia Institute (EAI). For the past decade, EAI has achieved a world-class reputation, which proves its incessant passion for providing innovative solutions to today's greatest challenges.

The achievements of EAI are remarkable. We have been in partnership with BBC World Service to conduct a survey in South Korea as part of global opinion poll since 2005. Selected as a core institution of the Asia Security Initiative established by the MacArthur Foundation, one of the largest independent foundations in the United States, in 2009, EAI has strived to build an extensive policy research network in the Asia-Pacific region. The University of Pennsylvania's 2011 Global Go-To Think Tanks Report, the most authoritative source for the top public policy research institutes, places us 24th in security and international affairs and 26th in outstanding policy-oriented public policy research programs in the world out of 6,545 think tanks in total.

EAI has already joined Agora Asia-Europe organized by FRIDE, a leading European think tank, as one of fourteen representative institutions in Asia in 2011. We have also become a founding member of the Council of Councils, which consists of twenty-one prestigious public policy research institutes from around the world, initiated by the Council on Foreign Relations in 2011.

The dedication and commitment of Sook-Jong Lee, Byung-Kook Kim, and their team, along with the generous support we have received from individuals and private and public corporations, enable us to witness all the accomplishments of EAI. In the pages that follow, you will find out the remarkable reach and impact that they have made during the past ten years.

Hong-Koo Lee EAI Chairman

President's Message

EAI, as a small organization with a limited budget and a few personnel, has grown swiftly with considerable achievements over the last decade. We have gained a high reputation for innovation and influence worldwide by energetically undertaking domestic and foreign policy research with fresh, bold, and practical ideas. Our products have enabled government decisionmakers as well as civic practitioners to rethink and reformulate public policies at home and abroad. Our efforts to expand the global networks of select public policy research organizations have contributed to the institutional capacities of South Korea's public diplomacy.

In order to circumvent the undue influence of government and business on policy research, EAI has vigorously diversified its sources of revenue into donations from individual supporters and project-based funding from overseas foundations. This is how we have developed a novel model for nonprofit think tanks in South Korea where most are financially dependent upon governmental agencies or private conglomerates. For this reason, I express my deepest gratitude to the EAI trustees and supporters who have contributed to the Institute through their extraordinary dedication. My appreciation is also extended to all the scholars and experts who have joined the Institute and enriched its knowledge network by presenting and discussing vibrant, thoughtful, and forward-looking policy ideas. I could not be prouder to work with the Institute's thirteen full-time staff, whose enthusiasm and sincerity are indispensible for the achievements EAI has had.

As we enter 2012, the 10th anniversary of our founding, I recognize the significance of the EAI model in charting the future of nonprofit think tanks in our time. It will be a major task to nurture EAI into a truly world-class institution in this turbulent and uncertain period. This is why I cordially invite you to join us in tackling the challenges EAI will face for the next ten years.

Chairman-Elect's Message

I celebrate the milestones EAI has passed for the last ten years. It is the devotion of EAI trustees and supporters that enables us to strive to attain several goals we have set since its inception.

The Institute has crafted creative visions suitable for the new world order. Only those who have inspiring visions can prosper in the twenty-first century where global players engage in unprecedented competition. "Complex" diplomacy is one of our ideas that enables us to go beyond outmoded strategic thoughts incubated during the Cold War era. "Coevolutionary" strategy is a farsighted solution to properly defuse tensions on the Korean Peninsula. These strategic insights produced by EAI will shape the future of national, regional, and global citizens.

Our first ten years have also represented the Institute's continued efforts to propose practical policy recommendations that better our way of life. Even in the twenty-first century, we Koreans are still struggling to overcome the historical legacies of hatred emanating from national division. Furthermore, the two Koreas as ever diverge in tackling common problems resulting from a globalizing world. EAI has been a venue for serious thinkers who endeavor to find innovative solutions to the difficulties we confront.

We have deeply regretted that timeworn political ideologies, be they conservative or progressive, still dominate public policy dialogue in democratizing South Korea. Such simplex creeds help us little in dealing with the complex challenges of the twenty-first century. In a world of ideas, EAI has persuaded decisionmakers and practitioners to adopt new ways of conceiving public policies based on our complex and co-evolutionary scheme.

No great ideas have impact without translating them into public policies. The rise of EAI in the global policy idea marketplace bears out the commitment, determination, and perseverance of an army of people who undertake to complete the mission in the Institute. I am proud of all the accomplishments of EAI. With the continued encouragement of our supporters, I am confident we will succeed.

Young-Sun Ha EAI Chairman-Elect

Founder's Message

In the spring of 2002, EAI began its expedition in the belief that ideas can change the world. At the time, only one full-time staff accompanied me at the Institute. The question was how to realize our great ambition with such small organizational capacities. The answer lay in nurturing our aspiration with those who shared the same dream. We started to assemble a network of scholars who were able to translate research agenda into policy ideas. Policymakers and practitioners joined us to develop the policy ideas into practical action plans. The press was invited to timely dissemination of the final policy recommendations. Our supporters with great dedication backed us up at each and every step. This is how a small institute in Seoul could achieve a success story in the global think tank industry over the past ten years.

Today EAI provides a model for how to operate a successful independent think tank in South Korea. Its world-class quality is no less than that of other renowned think tanks around the globe. Its institutional capacities to develop creative, innovative, and

practical policy research is highly esteemed. I am truly proud of all the members of the Institute's network who have established what we have now.

It is time for EAI to lead the world of ideas, which requires us to set a much higher standard for conducting policy research and analysis. EAI will stay devoted to the spirit of its founding moment, that is, the unwavering commitment to the public interest. As more people join us and share the same hope, EAI will be able to dream ever greater dreams over the next ten years. For me there is no greater honor than to be part of such a future of the Institute.

Byung-Kook Kim EAI Founder



Byung-Kook Kim EAI Founder Young-Sun Ha EAI Chairman-Elect

Timeline: Beginnings to 2006

Beginnings



Korea University Professor Byung-Kook Kim seeks former Prime Minister of the Republic of Korea Hong-Koo Lee (Photo) and JoongAng Ilbo Chairman Seok-Hyun Hong's help with establishing a public policy research organization in Seoul. They establish a Founding Committee of fifteen distinguished civic leaders to support their efforts.

The Founding Committee names the organization East Asia Institute (EAI), setting as its mission to propagate liberal values and ideas, including diversity, tolerance, accountability, and transparency through research, education, international exchange, and civic activism and to strive to transform East Asia into a society of nations based on liberal democracy, market economy, open society, and peace.

The Board of Trustees is established, electing Hong-Koo Lee as the Chairman and appointing Byung-Kook Kim as the Institute's first President.

2002



On July 11, with founding grants from trustees and supporters, EAI opens its doors at 909 Sampoong Building, Eulji-ro 158, Jung-gu, Seoul (Photo).

EAI sets up six research centers on "Policy Development," "Legislative and Party Politics," "Elections," "Open Society," "Presidential Studies," and "Economic Catch-Up." The Institute also sets up two task forces, one on "Redefining Presidential Roles and Restructuring Presidential Powers" and another on "Generational Change, Ideological Transformation, and New Electoral Politics."

The Korean Political History Research Panel, established in 1997 and transferred to EAI in 2002, presents its research outcomes on the political history of the Park Chung Hee era at the annual meetings of the American Political Science Association in Boston, Massachusetts, from which The Park Chung Hee Era: The Transformation of South Korea (Harvard University Press, 2011) is published.

The editorial and intellectual property rights for the *Journal of East Asian Studies (JEAS)* are transferred from Korea University's Department of Political Science and International Relations to EAI.

The Institute's first book-length research outcomes, *The Presidency in Korea*, Volumes I and II, are published.

2003



EAI holds its first international conference on "New 'Pax' Americana" with Harvard University's Weatherhead Center for International Affairs in Cambridge, Massachusetts, from which Between Compliance and Conflict: East Asia, Latin America, and the "New" Pax Americana (Lynne Rienner Publishers, 2005) is published.

Marshall M. Bouton, President of the Chicago Council on Foreign Relations, and John R. Bolton, former Under Secretary of State for Arms Control and International Security, deliver speeches on "American Public Attitudes on Korea After 9/11" and "Proliferation Security Initiative, North Korea and WMD," respectively at the Global Forum of the Institute.

EAI, with the Gorbachev Foundation of North America, organizes an international conference on "Peace, Development and Regionalism in East Asia," from which *Power and Security in Northeast Asia: Shifting Strategies* (Lynne Rienner Publishers, 2007) is published. (Photo: Michael H. Armacost, former president of the Brookings Institution, participates in the conference.)

Global Development Network, Korea Institute for International Economic Policy, and the Defense Committee and Steering Committee of the National Assembly of Korea commission EAI to conduct research projects.

The Institute launches its website to facilitate the dissemination of its research.



EAI reorganizes its adjacent research centers from six to five: Center for Public Opinion Research, Center for Foreign Affairs and Security, Center for Governance, Center for Economic Catch-up, and Center for Research on Policy Development.

The National Security Panel is established and publishes "Evaluation and Prospects for the North Korean Nuclear Problem and the Six-Party Talks" as its first report.

Under the leadership of Seoul National University Professor Young-Sun Ha, GlobalNet21, an extensive interdisciplinary collection of experts on international relations and national security, is founded and holds its inaugural forum on the "North Korean Nuclear Weapons Program."

ROK-U.S. Dialogue 21 is launched as a venue for discussing important issues facing the ROK-U.S. alliance between members of the National Assembly of the Republic of Korea and highranking officials from the U.S. Embassy, United States Forces in Korea, and American Chamber of Commerce. (Photo: EAI Trustee Kyung-Won Kim participates in the Dialogue.)

The Institute commences its internship program to provide exceptional educational and social experiences for undergraduate and graduate students from home and abroad.



2005

A global poll on corporate social responsibility targeting 22 countries is conducted by EAI in collaboration with GlobeScan and BBC World Service.

Funded by the Henry Luce Foundation, the Fellows Program on Peace, Governance, and Development in East Asia is initiated to support the next generation of scholars in East Asian studies. The Program is to provide opportunities for Fellows to conduct in-depth research on topics related to the East Asian region, give public lectures, and participate in expert seminars.

The New Millennium Dorasan Lecture on "Peace and Human Security" is organized as a part of EAI's effort to raise public consciousness on international peace and environmental preservation. The distinguished speaker is Mary Robinson, first female President of Ireland and former UN High Commissioner for Human Rights.

An international conference on "Varieties of Capitalism in Asia" is co-hosted by EAI and University of California, San Diego to discuss the problems with business-oriented economy, characteristics of business, relationship between labor markets and firms, and public and private policies in East Asian countries.

The first Evening Gala for EAI Supporters is held (Photo).



InfraVision Forum is launched to offer an open venue for discussing current security issues among national political leaders and to establish a solid blueprint for developing intellectual infrastructures in South Korea. (Photo: Kun Goh, Former Prime Minister of the Republic of Korea, speaks at the Forum.)

An international conference on "System Restructuring in East Asia" is organized by EAI in collaboration with Stanford University's Walter H. Shorenstein Asia/Pacific Research Center in Stanford, California, from which Adapt, Fragment, Transform: Corporate Restructuring and System Reform in South Korea (The Walter H. Shorenstein Asia/Pacific Research Center, forthcoming) will be published.

The Institute establishes the Global Academy, at which EAI Fellows give lectures and hold in-depth discussions with a selected group of undergraduate and graduate students. The Academy endeavors to develop a truly transnational epistemic community of scholars and students.

EAI becomes the first research institution in South Korea to conduct a panel study on elections by surveying respondents at various points before and after local elections.

Timeline: 2007 and Onward

2007

2008

2009



In celebration of its fifth anniversary, EAI scholars deliver the Public Lecture on "National Grand Strategy of Korea: Complex Transformation" to cope with the challenges of globalization in foreign, economic, social, and educational policy issue areas and to propose concrete action plans for national development. (Photo: Byung-Kook Kim delivers his lecture.)

EAI launches the China Research Panel to conduct in-depth research on China's strategy in a changing regional order. The Center for China Studies is established to promote the exchange of research ideas between scholars and experts on Chinese foreign and domestic policies.

The Krause Internship Partnership, an international internship program, commences as a result of the agreement between the Institute and the Graduate School of International Relations and Pacific Studies at the University of California, San Diego.

A research project on presidential transition committee is initiated to provide a vision and guidelines for the successful transition process after presidential elections in South Korea, from which *Presidential Transition in Korea* (East Asia Institute, 2007) is published.



Sungkyunkwan University Professor Sook-Jong Lee (Photo) is appointed by the Board of Trustees as the second President of the Institute.

EAI, in cooperation with the Chicago Council on Global Affairs, conducts a large-scale multinational public opinion survey on soft power in South Korea, China, Japan, Indonesia, Vietnam, and the United States. The research outcomes are discussed at an international conference on "Soft Power, Identity and Public Diplomacy in East Asia," from which *Public Diplomacy and Soft Power in East Asia* (Palgrave Macmillan, 2011) is published.

Harvard University Professor Joseph S. Nye, Jr. speaks at EAI's Wisemen Roundtable on "Soft Power in Northeast Asia."

Pyeongtaek City sponsors the inaugural ROK-U.S. Alliance Conference and New Pyeongtaek City Forum.

JEAS starts to be indexed by the Social Sciences Citation Index as well as the Online Computer Library Center Public Affairs Information Service.

Constitutional Reform and Decentralization: A Road to Democratic Deepening (East Asia Institute, 2007) is selected by the Ministry of Culture, Sports and Tourism of the Republic of Korea as the "Outstanding Scholastic Book" in the social science area.



EAI is selected as a core institution of the MacArthur Foundation's Asia Security Initiative, the most extensive security policy research network in the Asia-Pacific region. The Institute expands its research facilities to undertake missions pursuant to the Initiative, establishing the Asia Security Initiative Research Center (Photo). Seoul National University Professor Chaesung Chun chairs the Center.

EAI's research centers are restructured: Center for Public Opinion Research, Center for China Studies, Center for Japan Studies, Center for North Korea Studies, and the Asia Security Initiative Research Center.

Under the leadership of Sook-Jong Lee, a research project on "Future Prospects for the Middle Class and Policy Alternatives" is launched. The research findings and policy implications are reported directly to the President of the Republic of Korea, Lee Myung-bak, at the fourth Meeting of the Council for Future and Vision.

The Smart Talk Forum is initiated, at which prominent figures from the international academic community meet leading scholars in South Korea.

The Art of Survival: A History of the British Conservative Party (East Asia Institute, 2008) is selected by the Ministry of Culture, Sports and Tourism of the Republic of Korea as the "Outstanding Scholastic Book" in the social science area.



EAI Issue Briefing on Public Opinion, "The Impact of North Korea's Artillery Strike on Public Opinion in South Korea," published by the Center for Public Opinion Research, receives global attention as it is cited by New York Times, Wall Street Journal, and Washington Post, among others.

EAI hosts the MacArthur Asia Security Initiative 2010 Annual Meeting in Seoul. Thirty-five partner research institutes gather to discuss two major topics: "Post-Crisis Global and Regional Order" and "East Asian Community."

The Center for New American Security joins the Institute in co-hosting the fourth ROK-U.S. Alliance Conference on "ROK-U.S. Alliance: Planning for the Future."

The 2010 Social Sciences Public Lecture on "Intellectual Pioneers in Korean Diplomacy" is organized to expand EAI's role as an educational institute. The speaker is Young-Sun Ha.

The first EPIK Young Leaders Conference is convened under the title "Building a Community" to provide a platform for sharing ideas among talented undergraduate and graduate students from Korea and overseas. (Photo: Yoon Jin Lee, winner of the first prize at the Conference, presents her paper.)



Minister of Foreign Affairs and Trade of the Republic of Korea Sung-hwan Kim embraces the concept of "complex" diplomacy as a new paradigm for South Korea's diplomacy in his inaugural speech. The concept is quoted from one of the research outcome of EAI, Korea's Grand Strategy for a New Century: Weaving a Network State (East Asia Institute, 2006).

EAI establishes its Chinese website to expand its outreach to its Chinese audience.

Future of North Korea 2032: Coevolutionary Strategy for the Advancement (East Asia Institute, 2010) and Toward Managed Globalization: The Korean Experience (East Asia Institute, 2010) are selected by the Ministry of Culture, Sports and Tourism of the Republic of Korea as the "Outstanding Scholastic Books" in the social science area.

EAI is ranked 12th among 1,200 think tanks in Asia in the "2010 Global Go-To Think Tanks Report." (Photo: Sook-Jong Lee presents the report at the third Evening Gala for EAI Supporters.)

FRIDE invites EAI as one of the fourteen institutions representing Asia to organize Agora Asia-Europe, a network of leading think tanks from both regions.

EAI becomes a founding member institution of the Council of Councils, consisting of twenty-one world-class think tanks, initiated by the Council on Foreign Relations, one of the leading foreign policy research institutions in the United States.

Onward



In 2012, as the representative institution of South Korea, EAI has been invited to attend the G20 Foreign Policy Think Tank Summit co-hosted by the University of Pennsylvania's Think Tanks and Civil Societies Program and the Getulio Vargas Foundation, a Brazilian higher education institution.

The Board of Trustees has selected Young-Sun Ha (Photo) as the Chairman-Elect.

In its ten years of translating ideas into policies, EAI has become a top institution with global influence. In looking ahead to the next ten years, we look back on the contribution of many different people since our founding moment. A group of policy-minded scholars committed to building an innovative institution, able program officers and staff commanding their own work autonomously, and a number of enthusiastic supporters dedicated to the cause of the Institute enable this little organization to be a truly global think tank. We keep in mind the living lesson of our first ten years as we undertake our continued mission to make a better world.

"Strong organizations and talented individuals are vital components of a strong civil society, and it is obvious that you and EAI are leaders in Korea's civil society."

- Strobe Talbot President of Brookings Institution

In the world where 6,545 thinks tanks are in action,

EAl is:

#24 in Security and International Affairs#26 in Outstanding Policy-Oriented Public Policy Research Programs#22 in Asia

The 2011 Global Go-To Think Tanks Report

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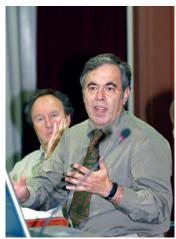
September 18, 2006

InfraVision Forum

Geun-Hye Park Former Chairperson of the Grand National Party and EAI Scholars

September 9, 2005

International Conference on "Varieties of Capitalism in Asia: The State, Corporate Governance, and Social Policy"
David Soskice Professor of Oxford University and
Peter Gourevitch Professor of University of California, San Diego





Designing Better Governance

Good governance requires sophisticated institutional designs that effectively harness political power. For this reason, EAI studies of democracy and governance began with analyses of the president and the executive branch, the center of political power in South Korea. The focus was on how to restructure the institutional setting surrounding the chief executive to succeed in good governance. As a genuine collaboration between scholars and policymakers, *The Presidency in Korea* (2002), a two-volume work, made a number of institutional recommendations to change the ways in which presidential powers are exercised. Indeed, Jae-in Moon, former Chief of Staff to President Roh Moo-hyun, admitted in his memoirs that these books guided the reform process of the Office of the President during the Roh administration.

As companion volumes to it, *Political Reform in Korea* (2003), a two-volume work, and *Legislative Reform in Korea* (2004) completed the big picture of how political and institutional reforms would be carried out in South Korea, adding analyses of the National Assembly's power to those of presidential power. The authors concluded that the creation of policy-oriented politicians should be part and parcel of institutional changes essential to South Korea's political system.

At the heart of *Presidential Transitions in Korea* (2007) was the understanding that failure in presidential transition brought about subsequent failure in statecraft. This work recommended that those who were not only familiar with the president's vision and philosophy but were also expert on policy with a strategic approach steer the process of presidential transition. *The Art of Survival* (2008), lamenting the infamously short-lived political parties of South Korea, sought a lesson from the British Conservative Party, one of the oldest parties in the world's democracies, to learn how it had developed its organizational capacities and electoral strategy in its history.

Making Democracy Work in South Korea (2006) put forward the thesis that neither conservatives nor progressives had innovative programmatic solutions to deal with the new challenges South Korean democracy faced. It suggested that, regardless of a government's ideological makeup, it be evaluated by its economic performance, one of the primary interests of the people. *Constitutional Reform and Decentralization* (2007) addressed one of the enduring problems of the South Korean polity, the centralization of political powers, and advised constitutional reform in the direction of decentralization of political power. *Toward Managed Globalization* (2010) emphasized the importance of developing practical policy ideas for South Korean society to effectively tackle the challenges of globalization.

No policy agendas such as economic development, political decentralization, and social globalization fall prey to partisan politics. In this regard, *Korea's National Agenda* (2011) argued that citizens, experts, and practitioners should lead discussions of the issues in order to deal with crucial policy agendas pertaining to the public interest.



Byung-Kook Kim EAI Foundei Hong-Koo Lee EAI Chairman



February 12, 2008 Wisemen Roundtable on "Soft Power in Northeast Asia" Yul Sohn Chair of Center for Japan Studies

December 15, 2010

ROK-U.S. Alliance Conference on "Planning for the Future" Sukhee Han

Chair of Center for China Studies

December 15, 2010

ROK-U.S. Alliance Conference on "Planning for the Future"
Yoon-Sun Cho Assemblywoman of the Grand National Party,
Sook-Jong Lee EAI President,
Walter Sharp Commander of the ROK-U.S. Combined Forces Command, and
Sun-Gi Kim Mayor of Pyeongtaek City





Crafting Grand Strategy



October 28, 2009 GlobalNet21 Forum Chaesung Chun Chair of the Asia Security Initiative Research Center



October 21, 2011

ROK-U.S. Alliance Conference on "A New Security Order in East Asia and the ROK-U.S. Alliance"

Sung-Inwan Kim

Minister of Foreign Affairs and Trade, Republic of Korea



May 23, 2006 International Conference on "Korean-American Alliance: A Roadmap" Alexander Vershbow U.S. Ambassador to the Republic of Korea



November 3, 2009

ROK-U.S. Alliance Conference on "An ROK-U.S. Alliance for the 21st Century" Kathleen Stephens U.S. Ambassador to the Republic of Korea

Crafting Grand Strategy

The twenty-first century invites nations to take advantage of global changes. EAI studies of peace and security have endeavored to show what enables South Korea to do this, assembling parts into a complete national grand strategy. The starting point was to understand the organizing principle of the twenty-first century. *Korea's Grand Strategy for a New Century* (2006) highlighted the complexity of challenges South Korea faced, revealing that the difficulties come from the temporal conflux of pre-modern, modern, and post-modern challenges as well as the spatial conflux of local, regional, and global challenges. In fact, the idea of "complex" diplomacy advocated in this work, was employed by Sung-hwan Kim, Minister of Foreign Affairs and Trade, to guide and educate diplomats in his ministry.

East Asian Community (2008) demystified both domestic and international discussions on the East Asian community which underestimated the perplexing issues of the past and overrated the prospects for the future. The Emergence of Complex Alliances in the 21st Century (2010) emphasized the importance of examining the complexity in transforming alliance networks in a rapidly changing security environment. Future of North Korea 2032 (2010) suggested that scholars and policymakers acquire a longer-term perspective on the issues, proposing a "coevolutionary" strategy to deal with North Korea. Crisis and Complexity (2011) reassessed the world order that had been going through changes since the 2008 financial crisis with a focus on the cooperation and conflict between a United States trying to devise a new outline for the twenty-first century and a China striving to suggest an alternative architecture. *Theory of* East Asian International Relations (2011) provided an innovative theoretical framework to examine international relations from a non-Western perspective.

The rise of China has been at the core of EAI studies of foreign affairs. The work 2020 China Risk (2007) was a systematic analysis of the long-term risks for the Chinese economy and the repercussions for South Korea. Global Superpower? (2011) widened the analytic focus on China to

cover the issue areas of domestic politics, social policy, and international relations in order to predict its future in a more comprehensive way. The impact China's ascendance had on Japan's efforts to pursue an East Asian community is examined in *Japan and East Asia* (2011), in which the main argument is that the rise of China placed Japan in a dilemma between expanding regional engagement in East Asia and establishing a foreign policy that transcends the region. *US-China Relations* 2025 (2012) forecasted the outcomes of interactions between the two great powers in the near future in security, economic, cultural, and environmental issue areas.

Korean-American Alliance (2006), North Korean Nuclear Crisis and Peace on the Korean Peninsula (2006), and Korea-US Security Partnership (2008) were published to tackle the most immediate issues of that time. The first research presented a complex alliance that goes beyond the simplistic perceptions of a Cold War alliance. The second study examined in depth the U.S.-DPRK joint statement in 2005 and revealed the structural problems inherent in the North Korean nuclear crisis. The third proposal predicted that transfer of wartime operational control must be dealt with a joint vision for the alliance between the United States and South Korea first. Together these works emblematize the enduring efforts of EAI to present non-partisan policy recommendations.



Dongho Jo
Chair of Conter for North Korea Studies



March 18, 2008 GlobalNet21 Forum T.J. Pempel Professor of University of California, Berkeley



February 15, 2011 EAI Supporters' Meeting Muto Masatoshi Japanese Ambassador to the Republic of Korea



January 10, 2007 ROK-U.S. Dialogue 21 Burwell B. Bell Commander of the ROK-U.S. Combined Forces Command,

Yeo Ok Cheon Assemblywoman of the Grand National Party, and Hong-Koo Lee EAI Chairman

Analyzing Public Opinion



November 10, 2011
New Pyeongtaek City Forum
Han Wool Jeong
EAl Senior Research Fellow





October 29, 2007

Public Lecture on "National Grand Strategy of Korea"

Jaeyeol Yee Head of Social Trust Research Panel



December 11, 2008

International Conference on "Soft Power: Identity and Public Diplomacy in East Asia" Jan Melissen Director of the Netherlands Institute of International Relations and Peter J. Katzenstein Professor of Cornell University

Analyzing Public Opinion

Without understanding what citizens really want, it is impossible to come up with policy ideas that can address their true interests. EAI studies of public opinion have charted the hearts and minds of the people accurately and clarified the policy issues effectively. Elections are ideal opportunities for revealing the policy preferences of the public. Targeting the 2002 presidential election in South Korea, a set of large-scale surveys were conducted and the outcomes were thoroughly analyzed in Evaluation of 2002 Presidential Election and Tasks of Roh Moohyun Government (2003) and Dilemma and Choice of Roh Moohyun Government (2003). The former included a collective evaluation of over 400 experts while the latter explored the expectations and concerns of the public for the new administration. EAI has established a tradition of publicizing its survey data at no cost in the expectation that policymakers will carefully examine the trends of public opinion in making critical decisions. EAI Issue Briefings on Public Opinion, which followed this principle, has been released up to 109 times and has even been cited internationally by various media outlets including the New York Times, Washington Post, and Wall Street Journal.

EAI marked an epoch in survey research on public opinion and elections with the publishing of *Changing Korean Voters I* (2007). For the first time among South Korean research institutes, this research used a panel survey method to analyze changes in the perception and attitude of voters. In addition, EAI became a case model to disseminate its research products within South Korean society through newspapers and television broadcasting by establishing a strong partnership with Hankook Research, JoongAng Ilbo, and Seoul Broadcasting System. Innovative research methods synchronized with rapid dissemination tools continued with subsequent research products such as *Changing Korean Voters II* (2008) on the 2007 presidential election, *Changing Korean Voters III* (2008) on the 2008 legislative elections, and *Changing Korean Voters IV*: *Analysis of the 2010 Korean Local Election Panel Studies* (2011).

Conventional wisdom in South Korean politics has been challenged by the *Changing Korean Voters* series. Significant

questions the series has addressed include whether a change in party identification is transient or permanent; which factors are critical to explain the emergence of the "386 Generation," which refers to those people in their thirties who attended university in the 1980s, and who were born in the 1960s; and whether ambivalent voting behavior is helpful or harmful for the development of democracy in South Korea.

EAI studies of public opinion also pay attention to more fundamental areas, such as national identity which has usually been regarded as empirically inaccessible. In *Korean Politics and National Identity* (2007) and *Understanding Korean Identity* (2011), EAI has tried to answer fundamental questions on national identity through empirical studies. The consecutive research surveys on national identity have helped to trace and compare the continuity and changes in Korean identity. The results show changing Korean perceptions on the past, the present, and the future. They also reveal an increase in ethnic and cultural diversity and changes in components of national identity. The research implies a new challenge for South Korea, which has been considered to have a mono-cultural and homogeneous society.



Nae-Young Lee Chair of Center for Public Opinion Research

October 29, 2007 Public Lecture on "National Grand Strategy of Korea" Won-Taek Kang Head of Citizen Politics Research Panel





September 11, 2009 East Asia Peace Conference Dong Ryul Lee Head of China Research Panel

August 19, 2005 International Conference on "Living under U.S. Leadership" Robert Shapiro Professor of Columbia University and Benjamin I. Page Professor of Northwestern University



Sharing Wisdom



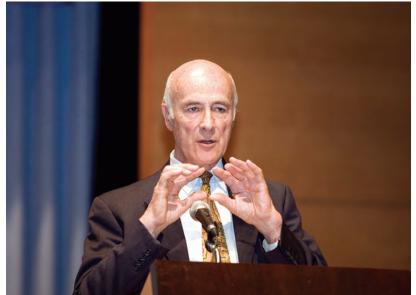
July 27, 2005

New Millennium Dorasan Lecture on "Peace and Human Security"

Mary Robinson Former President of Ireland



February 13, 2006 GlobalNet21 Forum Robert Einhorn Senior Advisor of the Center for Strategic and International Studies



February 12, 2008 Wisemen Roundtable on "Soft Power in Northeast Asia" Joseph S. Nye, Jr. Professor of Harvard University



November 3, 2009

ROK-U.S. Alliance Conference on "An ROK-U.S. Alliance for the 21st Century" Thomas J. Christensen Professor of Princeton University

Sharing Wisdom

As good ideas evolve from discussions among people, EAI has been providing open fora for experts in various fields to share and discuss their thoughts with one another. Insights from diverse perspectives can shed new light on issues and generate more effective policy solutions. In this regard, EAI regularly organizes a number of forums and conferences every year.

The ROK-U.S. Dialogue 21, launched in 2004, established a new type of public diplomacy channel, where members of South Korea's National Assembly and high-ranking officials from the U.S. Embassy, United States Forces in Korea (USFK), and the American Chamber of Commerce discuss EAI's policy suggestions. The New Pyeongtaek City Forum has been held since 2008, seeking measures for the joint prosperity and development of Pyeongtaek City and USFK. EAI also initiated the Northeast Asian Security Dialogue between China and South Korea, and the Korea-Australia Leadership Forum in 2008 to expand the scope of public diplomacy. The Smart Talk Forum, which was launched in 2009, offers opportunities for leading scholars in South Korea to meet and engage with prominent figures from around the world.

Policy ideas should be widely disseminated so they can benefit society. The GlobalNet21 Forum was organized in 2004 to bring together decisionmakers and experts in foreign affairs and security issues, and to seek a national consensus on policy through discussions among them. In addition, the InfraVision Forum, where EAI's policy suggestions are discussed with South Korea's political leaders, has been held since 2006 to expand knowledge of the political infrastructure of South Korea.

EAI's efforts to spread its policy ideas were also put into action in hosting international conferences. The international conference on "East Asia, Latin America, and New 'Pax' Americana," co-hosted by Harvard University, and the international conference on "Peace, Development, and Regionalization in East Asia," co-organized with the Gorbachev Foundation of North America in 2003, are notable examples. Following these two events, *Between Compliance and Conflict* (2005) and *Power and Security in Northeast Asia* (2007) were

published based on the outcome of their respective conferences. Another example is the international conference on "Varieties of Capitalism in Asia: The State, Corporate Governance, and Social Policy," co-hosted with the University of California, San Diego, and the international conference on "System Restructuring in East Asia" co-organized with Stanford University's Walter H. Shorenstein Asia-Pacific Research Center. The follow-up publication to the conference on "System Restructuring in East Asia" will be *Adapt, Fragment, Transform* (forthcoming).

For agenda requiring long-term analysis and in-depth discussion, EAI has held consecutive conferences. One of its signature conferences, the ROK-U.S. Alliance Conference has been organized since 2008. It continues to integrate the knowledge and insights of experts from home and abroad. The Wisemen Roundtable on Soft Power is another important conference which featured a public lecture by Harvard University professor Joseph S. Nye, Jr. Through collaboration with the Chicago Council on Global Affairs, EAI organized the international conference on soft power, which was held in Seoul in 2008 and again in Chicago in 2009. The end products of the conference are *Soft Power in Asia* (2009) and *Public Diplomacy and Soft Power in East Asia* (2011).



Stephan Haggard
Editor of Journal of Fast Asian Studie



July 3, 2008 ROK-U.S. Alliance Conference on "New Era, New Korea-U.S. Alliance" Jack D. Crouch

Former Deputy National Security Advisor of the National Security Council, United States and Hee-Sang Kim

Former National Defense Advisor to the President, Republic of Korea

November 5, 2009 Korea-Australia Leadership Forum Jong Hun Kim Minister of Trade, Republic of Korea



December 1, 2010 Smart Talk Forum

Strobe Talbott President of the Brookings Institution, Richard C. Bush Director of the Center for Northeast Asian Policy Studies, Brookings Institution, and **EAI Scholars**



Nurturing the Future





March 3, 2010 Public Lectures on "Intellectual Pioneers in Korean Diplomacy" Young-Sun Ha EAI Chairman-Elect



November 3, 2009

ROK-U.S. Alliance Conference on "ROK-U.S. Alliance for the 21st Century" Thomas J. Christensen Professor of Princeton University, Victor Cha Professor of Georgetown University, Qingguo Jia Professor of Peking University, and EAI Interns

Nurturing the Future

The future lies in the hands of the young, and good ideas can be a source of inspiration for them. Talented youth should lead the future, for which EAI invests in education and human development.

Communication is one of the best methods for education, and to share good ideas and comprehensive knowledge, EAI continues to make strong efforts in communicating with the public. The New Millennium Dorasan Lecture on "Peace and Human Security" in 2005, which invited Mary Robinson, who served as the first female President of Ireland and the United Nations High Commissioner for Human Rights, was a part of such endeavors. In the Public Lecture on "National Grand Strategy of Korea" in 2007, EAI's policy suggestions were presented to the public.

In 2010, EAI hosted eight sessions of Public Lectures on "Intellectual Pioneers in Korean Diplomacy" by Young-Sun Ha. The lectures dealt with the history of modern Korea from the perspective of studies on international relations. The verbatim

record of the lectures was published as a book in 2011.

EAI's knowledge and ideas are utilized as a tool for education as well. Undergraduate and graduate students in South Korea can participate in the Global Academy, where scholars of EAI's Fellows Program inspire students by delivering lectures and sharing insight and wisdom.

Another program service for students is the internship program. Since 2004, more than 200 students have cultivated their talents by experiencing many policy research programs and conferences. For graduates of the EAI's internship program, there is the Exchange Panel for Interdisciplinary Knowledge (EPIK) Spiders, a network of students which encourages comprehensive exchanges in various fields. EPIK Spiders have been organizing the EPIK Young Leaders Conference since 2010. It is an academic conference, supported by EAI scholars, that provides the opportunity for students to develop their academic abilities and express their ideas and share their visions.





May 25, 2011 Field Trip for EAI Supporters' Children







July 8, 2010 MacArthur Asia Security Initiative 2010 Annual Meeting EAI Interns

Supporting EAI



February 26, 2010 EAI Supporters' Meeting







December 12, 2006 EAI Supporters' Meeting



August 25, 2009 EAI Supporters' Meeting



August 29, 2007 EAI Supporters' Meeting

Supporting EAI

One of the crucial factors for a nonprofit organization is financial independence. To ensure its autonomy and to decrease the risks that come from conflicts of interest, EAI has diversified its financial sources. Many think tanks in South Korea are affiliated either with government agencies or with major business conglomerates, but EAI has organized an association of supporters to cover its financial challenges.

The supporters are the pillar of hope for EAI. In 2003, there were only seven supporters. Now the number has increased to 250. Their monthly donations have helped to foster policy ideas, and recently funding for EAI's long-term development was also raised to ensure financial stability.

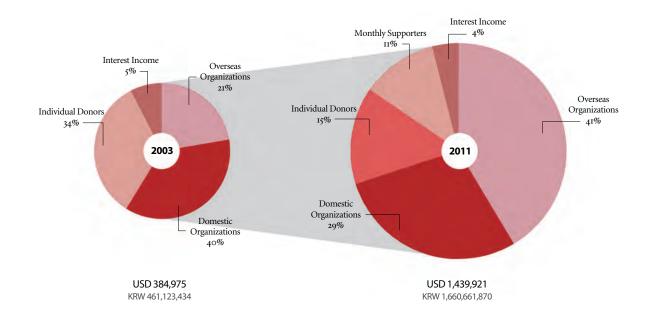
EAI has adopted a strategy of proactive international project financing. The MacArthur Foundation has supported the Asia Security Initiative Program, and the Fellowship Program has been financed by the Henry Luce Foundation, the Chiang Ching-kuo Foundation for International Scholarly Exchange, and the Japan Foundation. A number of forums and conferences have also been supported by the Asia Foundation, the Embassy of the United States in Seoul, the Gorbachev Foundation of North America, the Himalayan Foundation, and many others. The projects on international public opinion surveys are financed by GlobeScan and World Public Opinion.

There are many domestic organizations supporting the EAI's policy research. Pyeongtaek City has sponsored the ROK-U.S. Alliance Conferences and the New Pyeongtaek City Forum since 2008. The Korea Foundation has funded the international conference on soft power and other international public opinion surveys. From JoongAng Ilbo and Seoul Broadcasting System, studies on elections have been financed and Samyang Holdings Corporation has supported the EPIK Young Leaders Conference. YBM/Korea International School has begun recently to finance the Fellows Program and various projects on policy research were conducted with the support from more than fifty domestic organizations including National Research Foundation of Korea, GyeongGi Culture Foundation, Governors Association of Korea, the Chosunilbo, MK Business News, and National Research Council for Economics, Humanities, and Social Sciences.

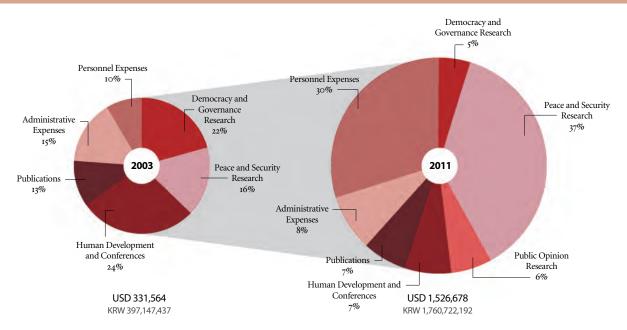
The fact that so many organizations at home and abroad have actively supported EAI shows its capacity and potential. In addition, this model visibly demonstrates an alternative to the think tanks affiliated either with government agencies or major conglomerates. EAI stands where it is now because it has strived to be a research institution independent from government agencies, business enterprises, and universities.



Operating Revenue



Operating Expenditure



MacArthur Asia Security Initiative at EAI



"The panels were excellent, with well-chosen presenters, and all the details of the [fifth ROK-U.S. Alliance] conference ran smoothly. EAI is to be commended for putting on such a high-quality program."

- Mark Manyin Congressional Research Service

EAI is setting the global standard for research on peace and security through the Asia Security Initiative, established by the MacArthur Foundation in 2009. As a core institution leading the "Northeast Asia" cluster, EAI has sought to construct a network of think tanks in the region, undertaking research collaboration with eight other institutions from China, South Korea, Taiwan, and the United States. The Initiative has enabled us to expand our research facilities and distribute main findings of diverse studies on various security issues, encompassing "Alliance Networks in Northeast Asia," "The Future of North Korea," and "National Identity Rivalry and Regional Stability in East Asia," to a global audience.

EAI has published a number of *Working Papers* and *Issue Briefings* through the Asia Security Initiative Scholars Program, which invites scholars with cutting-edge expertise on security and foreign policy to participate. EAI Security Net, a prominent collection of security specialists, has been convened to produce timely *Commentaries* on current security issues. Smart Talk and InfraVision forums have been invaluable sites to exchange policy views among authoritative scholars and policymakers at home and abroad. The Asia Security Initiative Research Center, established by EAI to undertake the Initiative's mission, also organized the fifth ROK-U.S. Alliance Conference, one of the signature events at the Institute, among others. For more information, visit www.eai.or.kr/type/masi.asp.

"[T]his essay [EAI Commentary No. 15] is as a clearheaded assessment from the ROK as I have seen in quite a while."

> - Nicholas N. Eberstadt American Enterprise Institute

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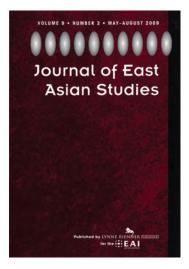
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- Victor Cha Georgetown University



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"This program truly helps foster cross-national ties of the sort that are important both for research and for policymaking." – David C. Kang University of Southern California

EAI Fellows Program on

Peace, Governance, and Development in East Asia

EAI invites established and next-generation East Asia specialists of the United States, Canada, Europe, Australia, and other non-Asian regions to give seminars and lectures based on unpublished articles submitted exclusively for the Fellows Program during their visit to two or more institutions of higher education in East Asia. The participating institutions include the East Asia Institute in Seoul, Fudan University in Shanghai, Keio University in Tokyo, National Taiwan University in Taipei, and Peking University in Beijing.

In 2005, the Henry Luce Foundation recognized that EAI would be capable of performing its role as an innovative knowledge hub for regional studies in East Asia. As



the first non-U.S. organization to become a recipient of the Foundation's funding, EAI has been holding Expert Seminars and Global Academies, selecting five to six East Asian specialists from non-East Asian regions as Fellows each year. From 2009, the Chiang Ching-kuo Foundation for International Scholarly Exchange of Taiwan, and from 2010 the Japan Foundation and YBM/Korea International School have been supporting the Fellows Program.

"I found the EAI
experience to be a
model of the way that
the program events
would ideally be
organized."

- Barbara Stallings Brown University

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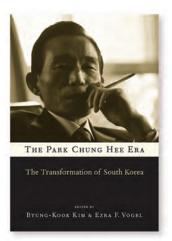
Publications

The Park Chung Hee Era

The Transformation of South Korea

Harvard University Press, 2011

Byung-Kook Kim and Ezra F. Vogel, eds.



In 1959 South Korea was mired in poverty. By 1979 it had a powerful industrial economy and a vibrant civil society in the making, which would lead to a democratic breakthrough eight years later. The transformation took place during the years of Park Chung Hee's presidency. Park seized power in a coup in 1961 and ruled as a virtual dictator until his assassination in October 1979. He is credited with modernizing South Korea, but at a huge political and social cost.

**C This remarkable book will establish itself as the most significant work on the Park period."

- Stephan Haggard University of California, San Diego

South Korea's political landscape under Park defies easy categorization. The state was predatory yet technocratic, reform-minded yet quick to crack down on dissidents in the name of political order. The nation was balanced uneasily between opposition forces calling for democratic reforms and the Park government's obsession with economic growth.

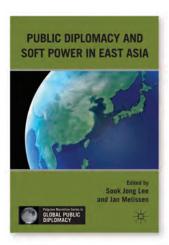
This landmark volume examines South Korea's era of development as a study in the complex politics of modernization. Drawing on an extraordinary range of sources in both English and Korean, these essays recover and contextualize many of the ambiguities in South Korea's trajectory from poverty to a sustainable high rate of economic growth.

**ET]his book is the most significant contribution in the English-language scholarship to date for understanding the South Korean case, one which must be considered seriously by any social scientist attempting to develop more general theories of modernization and economic development."

- Charles K. Armstrong Columbia University

Public Diplomacy and Soft Power in East Asia

Palgrave Macmillan, 2011 Sook Jong Lee and Jan Melissen, eds.



The importance of soft power is one of the most striking features of contemporary international relations. The concept of soft power has a strong appeal outside the Western world, most countries now make serious business of developing their public diplomacy, and the challenge of engaging with overseas audiences is under close scrutiny in foreign ministries everywhere. Soft power possesses an almost magical attractive quality in East Asia, to a degree that it never attained in the United States or Europe.

In the era of Asia's rise, this timely collection inquires into the various connections between soft power and public diplomacy. It offers a treasure trove of rich empirical data and incisive analysis that is indispensible for a full understanding of this vitally important subject."

- Peter J. Katzenstein Cornell University

This study shows the continuing importance of empirical measurement and critical examination of this analytical concept. The awareness of public diplomacy's centrality in international relations is also shared in East Asia and recent experience has something to offer to current thinking. *Public Diplomacy and Soft Power in East Asia* helps to fill in empirical gaps and informs broader conceptual and theoretical debates.

When Hu Jintao exhorted China to increase its soft power, he triggered wide interest at home and among China's neighbors. This book is a welcome exploration of what it takes to develop soft power in East Asia. The authors make important conceptual and empirical advances. Chinese leaders and others should read it."

- Joseph S. Nye, Jr. Harvard University

Future of North Korea 2032

Coevolutionary Strategy for the Advancement

East Asia Institute, Forthcoming

Young-Sun Ha and Dongho Jo, eds.



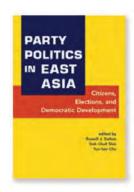
North Korea faces an uncertain and bleak future. Under the military-first politics instituted by the late Kim Jong-il, limited resources have been devoted to its nuclear program leading to a chronic under-investment in areas crucial for national development such as economy, culture, and the environment. The current survival strategy of North Korea based upon military-first politics and nuclear weapons is unsustainable in the long run. In what way can North Korea then pursue reforms and opening without provoking a sudden collapse of the state?

In answering this crucial question, Future of North Korea 2032: Coevolutionary Strategy for Advancement maps out the post-Kim Jong-il era by proposing that North Korea can only sustain the regime through giving up the military-first politics and changing its system of governance. Specifically, this strategy emphasizes that North Korea should "coevolve" with its surrounding countries whose cooperation is indispensible in the process of transforming North Korea.



Collective Violence in Indonesia

Lynne Rienner Publishers, 2009 Ashutosh Varshney, ed.



Party Politics in East Asia

Citizens, Elections, and Democratic Development

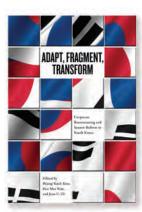
Lynne Rienner Publishers, 2008 Russell J. Dalton, Doh Chull Shin,

and Yun-han Chu, eds.

Adapt, Fragment, Transform

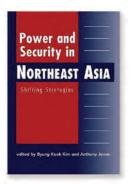
Corporate Restructuring and System Reform in South Korea

The Walter H. Shorenstein Asia-Pacific Research Center, Forthcoming Byung-Kook Kim, Eun Mee Kim, and Jean C. Oi, eds.



South Korea remains a puzzle for political economists. The country has experienced phenomenal economic growth since the 1960s, but its upward trajectory has been repeatedly diverted by serious systemic crises, followed by spectacular recoveries. The recoveries are often the result of vigorous structural reforms that nonetheless retain many of South Korea's traditional economic institutions. How, then, can South Korea suffer from persistent systemic instability and yet prove so resilient? What remains the same and what changes?

The contributors to this volume consider the South Korean economy in its larger political context. Moving beyond the easy dichotomies, equilibrium vs. disequilibrium and stability vs. instability, they describe a complex and surprisingly robust economic and political system. Further, they argue that neither systemic challenges nor political pressures alone determine South Korea's stability and capacity for change. Instead, it is distinct patterns of interaction that shape this system's characteristics, development, and evolution.



Power and Security in Northeast Asia

Shifting Strategies

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^{*} These titles are published in Korean.

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World Public Opinion

YBM/Korea International School



EAI President Sook-Jong Lee and Researchers

Global Networks



Agora Asia-Europe

n 2011, FRIDE, a leading European think tank, organized Agora Asia-Europe as a knowledge hub on EU-Asia relations. This online network connects think-tanks, analysts, policy-makers opinion leaders and other experts from both regions to discuss ways to guide the EU's approach toward Asia. EAI is one of a few Asian think tanks participating in this network www.fride.org/project/27/agora-asia-europe

MacArthur Foundation

Asia Security Initiative

In 2009, the MacArthur Foundation created the Asia Security Initiative network of 27 institutions from around the world. Selecting EAI as a core institution of the Northeast Asia cluster the Initiative has enabled us to strengthen our capacity to work with our counterparts across the globe to develop new ideas for fostering peace and security. With the Foundation's continued support EAI has been able to expand its research capacities and internationalize its dissemination activities asiasecurity.macfound.org



Council of Councils

The Council of Councils, initiated by the Council on Foreign Relations, aims to strengthen the international community's ability to respond effectively to the growing number of global challenges. EAI participates in the Council as one of twenty-one world-class think tanks.



GlobeScan Research Partners

BBC World Service Poll has been conducted by an alliance of respected research institutes in over 50 countries, which is organized by GlobeScan, a world-famous opinion research company based in Toronto. Selected on the basis of excellence in public opinion and stakeholder research, EAI has established formal partnership with the leading-edge research team and carried out numerous public opinion surveys in South Korea as a part of multinational polls since 2005. www.globescan.com.



International Relations and Security Network

Funded by the Swiss government and the Swiss Federal Institute of Technology, the International Relations and Security Network was established in 1994 as one of the world's leading open access information services for international relations and security professionals. EAI joined the Network in 2011 and develop close relationships with over 230 partner organizations. www.isn.ethz.ch.



The Network of Democracy Research Institutes

The Network of Democracy Research Institutes, established in 2001 as a functional network of the World Movement for Democracy initiated by the National Endowment for Democracy in Washington, D.C., is an association of organizations that conduct research on democracy, democratization, and related topics in comparative government and international affairs. Since 2002, EAI has been a part of the Network in which over 80 member organizations participate. www.ndri.ned.org.

Knowledge-Net for a Better World