

CURRICULUM VITAE

WATANABE Satoshi

School of International Relations

University of Shizuoka

52-1 Yada, Suruga-ku

Shizuoka 422-8526

JAPAN

e-mail: watanabs#u-shizuoka-ken.ac.jp

* replace # with @

CURRENT RANK:

Professor, University of Shizuoka

EDUCATION:

1985-1990 Doctor Course, Graduate School of Sociology, University of Tokyo

1985 Master of Sociology, Graduate School of Sociology, University of Tokyo

1982 B.A. in Social Psychology, University of Tokyo

APPOINTMENT AND AFFILIATIONS:

2002- Professor, School of International Relations, University of Shizuoka

1997-2002 Associate Professor, School of International Relations, University of Shizuoka

1994-1997 Senior Assistant Professor, School of International Relations, University of Shizuoka

1991-1994 Assistant Professor, School of International Relations, University of Shizuoka

RESEARCH AND TEACHING INTERESTS:

Social Psychology, Stereotyping, Nation images

JOURNAL ARTICLES:

Ishii, K., Su, H., & Watanabe, S. (2014) Nation brand personality and product evaluation among Japanese people: Implication for nation branding. *Place Branding and Public Diplomacy*. 1-14.

Watanabe, S. & Ishii, K. (2012) The Korean wave and Japanese images of Korea: The relation to Nationalistic Attitudes. *Journal of International Relations and Comparative*

Culture. 11(1), 195-215. (in Japanese)

Ishii, K., Su, H., & Watanabe, S. (1999) Japanese and U.S. programs in Taiwan: New Patterns in Taiwanese Television, *Journal of Broadcasting and Electronic Media*, 43, 416-431.

PROFESSIONAL ASSOCIATIONS:

The Japanese Society of Social Psychology

The Japan Society of Information and Communication Research

Board of directors, The Japan Association for Social and Economic Systems Studies

SOCIAL ACTIVITIES:

Board of directors, Japan University Women's Football Association