

SHAORYU YUAN, Ph.D.

shaoyu.yuan@nyu.edu +1 859-420-3263

ACADEMIC APPOINTMENTS

New York University

Adjunct Professor

Sep 2025 –

Global Security, Conflict, and Cybercrime, the Center for Global Affairs

Rutgers University

Coadjunct

Sep 2025 – Present

Research Assistant

Sep 2020 – May 2025

Teaching Assistant

Sep 2020 – May 2025

Division of Global Affairs, Department of Economics

EDUCATION

Rutgers University

Ph.D. & M.S. in Global Affairs

2019-2025

Northeastern University

M.S. in International Relations

2017-2019

Centre College

B.A. in International Studies

2013-2017

PUBLICATIONS

Books

Yuan, S. (2026). *Reframing China: TikTok, soft power, and the battle for global narratives*. Palgrave Macmillan.

Peer-Reviewed Articles

**Corresponding Author*

Yuan, S.* (2026). Threading Influence: Fashion as a Medium for Chinese Soft Power. *Cultural Sociology*. Online First.

Xiang, J. & Yuan, S.* (2025). eSports and Gaming: China's Quest for Global Soft Power. *East Asia*, 3, 61–80.

Yuan, S.* (2025). Coexistence or competition? China's evolution in global institutional power. *Histories*, 5(2), 20.

Yuan, S.* (2024). From play to power: China's video games as instruments of soft power. *The Pacific Review*, 38(4), 728–749.

Yuan, S.* (2024). Goodbye Wolf Warrior: Charting China's Transition to more Accommodating Diplomacy. *International Affairs*, 100 (5): 2217–2232. [Editor's Choice]

Assamah, D. & Yuan, S.* (2024). Greenfield Investment and Job Creation in Ghana: A Sectorial Analysis and Geopolitical Implications of Chinese Investments. *Humanities and Social Science Communications*. 11, 487.

Yuan, S.* (2023). Unmasking the Wolf Warrior: Tracing China's Diplomatic Transition to the Wolf Warrior Diplomacy and its Implications. *Humanities and Social Science Communications*. 10, 837.

Yuan, S.* (2023). Government Legitimacy and International Image: Why Variations Occurred in China's Responses to Covid-19. *Journal of Contemporary Eastern Asia*, 22(2): 18-38.

Yuan, S.* (2023). The Health Silk Road: A Double-Edged Sword? Assessing the Implications of China's Health Diplomacy. *World*, 4(2), 333-346.

Assamah, D. & Yuan, S.* (2022). Can Smaller Powers Have Grand Strategies? The Case of Rwanda. *Insight on Africa*, 15(1), 108–127.

Media Publications

- Yuan, S (2026, January 29). Is America's Cyber Weakness Self-Inflicted?. *War on the Rocks*. <https://warontherocks.com/2026/01/is-americas-cyber-weakness-self-inflicted/>
- Yuan, S (2025, November 5). China's new 5-year plan: A high-stakes bet on self-reliance that won't fix an unbalanced economy. *The Conversation.com*. <https://theconversation.com/chinas-new-5-year-plan-a-high-stakes-bet-on-self-reliance-that-wont-fix-an-unbalanced-economy-268699>
- Yuan, S (2025, September 24). AI Propaganda and the China-US Race for Influence. *The Diplomat.com*. <https://thediplomat.com/2025/09/ai-propaganda-and-the-china-us-race-for-influence/>
- Yuan, S (2025, April 23). Is China the new cool? How Beijing is using pop culture to win the soft power war. *The Conversation.com*. <https://theconversation.com/is-china-the-new-cool-how-beijing-is-using-pop-culture-to-win-the-soft-power-war-254923>
- Yuan, S (2025, January 16). China's Soft Power Play: How Video Games Are Boosting Beijing's Global Influence. *The Diplomat.com*. <https://thediplomat.com/2025/01/chinas-soft-power-play-how-video-games-are-boosting-beijings-global-influence/>
- Yuan, S & Xiang, J. (2024, October 26). Black Myth: Wukong – how China's gaming revolution is fueling its tech power. *The Conversation.com*. <https://theconversation.com/black-myth-wukong-how-chinas-gaming-revolution-is-fueling-its-tech-power-239998>
- Yuan, S (2024, August 21). China leans into using AI – even as the US leads in developing it. *The Conversation.com*. <https://theconversation.com/china-leans-into-using-ai-even-as-the-us-leads-in-developing-it-236557>
- Yuan, S (2024, August 12). Gold Medal Rivalry: For China and the US, the Olympics Are More Than Just Sport. *The Diplomat.com*. <https://thediplomat.com/2024/08/gold-medal-rivalry-for-china-and-the-us-the-olympics-are-more-than-just-sport/>
- Yuan, S (2024, July 16). Vance's dangerous China rhetoric won't solve America's problems. *The Hill*. <https://thehill.com/opinion/international/4790600-jdvance-china-populist-rhetoric/>
- Yuan, S (2024, July 10). Tropical Tug-of-War: China and the West's Influence Battle in the Pacific. *The Diplomat.com*. <https://thediplomat.com/2024/07/tropical-tug-of-war-china-and-the-wests-influence-battle-in-the-pacific/>
- Yuan, S (2024, June 10). China's AI Gambit: Old Tricks for a New Game. *The Diplomat.com*. <https://thediplomat.com/2024/06/chinas-ai-gambit-old-tricks-for-a-new-game/>
- Yuan, S & Xiang, J. (2023, Dec 2). Beyond the Battlefield: China's Quiet Bid to Sway Taiwan's 2024 Election (and Future). *The Diplomat.com*. <https://thediplomat.com/2023/12/beyond-the-battlefield-chinas-quiet-bid-to-sway-taiwans-2024-election-and-future>
- Yuan, S (2023, Sept 13). De-dollarization Dreams: Why the US Dollar Won't Bow Out. *The Diplomat.com*. <https://thediplomat.com/2023/09/de-dollarization-dreams-why-the-us-dollar-wont-bow-out/>
- Yuan, S (2022, Feb 11). What can we do to help Asian Americans? *USA Today*. Print. Pg. 7A.
- Assamah, D. & Yuan, S. (2020, May 5). Elections in Africa: The Youth Vote and Implications for 2020. *Columbia Journal of International Affairs*. <https://jia.sipa.columbia.edu/news/elections-africa-youth-vote-and-implications-2020>
- Yuan, S. (2020, Feb 20). South China Sea Threat Assessment: Is China really a threat or a paper tiger in the region?, *Georgetown Journal of International Affairs*. <https://gjia.georgetown.edu/2020/02/20/south-china-sea-threat-assessment/>
- Yuan, S. (2020, Feb 2). Rethinking Cambodia: A New Strategic Interest. *The Global Affairs Review*. https://wp.nyu.edu/schoolofprofessionalstudies-ga_review/rethinking-cambodia-a-new-strategic-interest/

Research in Progress

Peer-reviewed articles

Hegemonic Whiplash and the Future of Global Order, with Xiang, J. (R&R, *International Affairs*)

World and War in the Age of AI: Deterrence, Decision-Making, and the Future of Great Power Competition

(R&R, Defence Studies)

Investing in the Future: Chinese Scholarship and Recruitment of International Students. with Xiang, J., Lee, Y., Han, S. (under review)

INTERVIEWS & COMMENTERIES

2026 March. Some Gen Z Americans can't stop 'Chinamaxxing'. *National Public Radio (NPR)*.
<https://www.npr.org/2026/03/13/nx-s1-5743795/chinamaxxing-gen-z-word-of-week>

2026 March. Why Japan thinks China's growing cultural clout is something it needs to counter South China Morning Post. <https://www.scmp.com/news/china/diplomacy/article/3346910/why-japan-thinks-chinas-growing-cultural-clout-something-it-needs-counter>

2026 March. Gen Z flocks to Chinese medicine as trust in US health system plummets: 'It's so personalized to being human'. *The Guardian*. <https://www.theguardian.com/lifeandstyle/2026/mar/04/chinamaxxing-influencers-chinese-traditional-medicine>

2026 February. Why Are People 'Becoming Chinese' on Social Media?. *The New York Times*.
<https://www.nytimes.com/2026/02/11/style/chinese-meme-social-media.html>

2026 January. Why China Cares About Being Cool All of a Sudden. *The Wall Street Journal*.
<https://www.wsj.com/world/china/labubu-youtube-influencers-gen-z-7271596a>

2025 December. How C-drama streams from China hooked millions worldwide. *DW.com*.
<https://www.dw.com/en/how-c-drama-streams-from-china-hooked-millions-worldwide/a-75308757>

2025 December. Soft power – hard work: can China harness social media apps to rewire its global image? *South China Morning Post*. <https://www.scmp.com/news/china/politics/article/3335401/soft-power-hard-work-can-china-harness-social-media-apps-rewire-its-global-image?>

2025 October. Influencers, Labubu and the Monkey King have started a Chinese party. *Information.dk*.
<https://www.information.dk/kultur/2025/10/influencere-labubu-abekongen-sat-gang-kinesisk-fest-kommunistpartiet-crashe>

2025 June. As U.S. Dismantles Voice of America, Rival Powers Hope to Fill the Void. *The New York Times*.
<https://www.nytimes.com/2025/06/24/business/media/us-china-russia-global-communications.html>

2025 May. How China became cool. *The Economist*. <https://www.economist.com/china/2025/05/20/how-china-became-cool>

2025 May. How did American influencer Ishowspeed go viral during his trip in China?. *SBS Australia*.
<https://www.sbs.com.au/language/chinese/zh-hans/podcast-episode/how-did-ishowspeeds-china-tour-go-viral/r46gz5xlf>

2025 March. Film's DeepSeek moment (and what it means for China's 'soft power'). *AFR*.
<https://www.afr.com/world/asia/film-s-deepseek-moment-and-what-it-means-for-china-s-soft-power-20250302-p5lg6c>

2025 January. How will Trump and Xi Compete in the AI Race?. Annahar. <https://shorturl.at/5yKPk>

2024 June. Xi eyes military supremacy as he reorganises China's armed forces. *Al Jazeera*.
<https://www.aljazeera.com/news/2024/6/24/xi-eyes-military-supremacy-as-he-reorganises-chinas-armed-forces>

2024 April. Media feel pressure to tell 'positive' China story as party tightens grip. *Al Jazeera*.
<https://www.aljazeera.com/news/2024/4/4/media-feel-pressure-to-tell-positive-story-as-china-tightens-grip>

2024 January. Money, power and the peril of courting Chinese nationalism. *Al Jazeera*.
<https://www.aljazeera.com/features/2024/3/2/money-power-and-the-peril-of-courting-chinese-nationalism>

2023 December. China looks for the diplomatic 'sweet spot' between panda and wolf. *Al Jazeera*.
<https://www.aljazeera.com/news/2023/12/26/china-looks-for-the-diplomatic-sweet-spot-between-panda-and-wolf>

TEACHING & ADVISING

- Dean's Dissertation Fellow at Rutgers University Newark, New Jersey 2024-2025
Supervisor: Dean Taja-Nia Y. Henderson & Dean Kinna Perry
- Teaching Assistant at Rutgers University Newark, New Jersey 2020-2025
Supervisor: Dr. Jun Xiang, Department of Economics, Division of Global Affairs.
ECON203: Statistics (2021-2024), DGA506: Quantitative Research Method (2021-2022).
- Research Assistant at Rutgers University Newark, New Jersey 2020-2024
Supervisor: Dr. Jun Xiang, Department of Economics, Division of Global Affairs.
- Adjunct Professor, SUNY Westchester Community College 2021-2022
Japanese 110
- Japanese Teaching Assistant at Centre College, Danville, Kentucky 2015-2016
Supervisor: Dr. Michael Dixon. Courses taught: Japanese 110, Japanese 210, Japanese 220.
- Chinese Teaching Assistant at Centre College, Danville, Kentucky 2014-2015
Supervisor: Dr. Kyle Anderson. Produced course materials for students of Chinese language courses and tutored students.

PRESENTATIONS & INVITED TALKS

- 2026 MAR The Emerging Global Soft Power Landscape. New York University. **Speaker**
- 2026 MAR Mapping Global China Initiative. Soft Power Working Group. Oxford University. **Speaker**
- 2025 SEP From Local Buzz to Global Boom: Chinese Consumerism and Its Global Appeal. The London School of Economics and Political Studies. LSESU China Development Forum 2025. **Speaker**
- 2021 APR Terrorism in Xinjiang & The Chinese Government's Countermeasures. New York State Political Science Association 75th Annual Conference, Virtual Conference. **Panelist**
- 2020 NOV The Belt and Road Initiative: Assessing China's Soft Power Diplomacy in Developing Countries. A session in the "Colloquium Speaker Series" graduate course at Division of Global Affairs at Rutgers University–Newark. **Speaker**
- 2019 OCT How can the United States adapt to a rising China? Fairbank Center for Chinese Studies, Harvard University, & Northeastern University **Speaker**
- 2019 APR Behind the Conflict of Senkaku Islands, the Pursuit of Asia Hegemony. *New York State Political Science Association 72nd Annual Conference*, Wagner College. **Panelist**
- 2017 MAR Analysis of Korean Popular Culture's Influence on China. *Kentucky Political Science Association Annual Conference*, Centre College. **Panelist**

HONORS & AWARDS

Fellowships

- 2024-2025 *Dean's Dissertation Fellowship*, Rutgers Graduate School
- 2023-2024 *Graduate School Dissertation Fellowship*, Rutgers Graduate School
- 2020-2025 *Teaching Assistantship*, Rutgers Graduate School
- 2019-2024 *Research Fellowship*, Rutgers Graduate School

Awards

- 2024-2025 *Dean's Scholarship*, Rutgers Graduate School
- 2024-2025 *Division of Global Affairs Summer Research Grant*, Rutgers Graduate School
- 2021-2022 *University Merit Graduate Scholars Award*, Rutgers University School of Arts and Science

2019-2020 *University Merit Graduate Scholars Award*, Rutgers Graduate School

2019-2020 *Newark Graduate School Dean's Award*, Rutgers University

2018-2019 *Academic Excellence Award*, Northeastern University

Scholarships

2020-2021 *Newark Graduate School Student Scholarship*, Rutgers University

2019-2020 *Newark Graduate School Scholarship*, Rutgers University

2017-2018 *Academic Achievement Scholarship*, Northeastern University

2013-2017 *The Founder's Scholarship*, Centre College

Grants

2020 *Travel Awards for Conference Presentations*, Rutgers Graduate School

2018 *Field Research Grant*, Northeastern University

2016 *Field Research Grant*, Centre College

PROFESSIONAL SOCIETIES

International Studies Association (ISA)

American Political Science Association (APSA)

Kentucky Political Science Association (KPSA)

The Chicago Council on Global Affairs

New York State Political Science Association (NYPSA)

American Educational Research Association (AERA)

Political Studies Association (PSA)

SERVICE TO THE PROFESSION

Invited Manuscript Review

Research in Comparative and International Education

Journal of Public Law and Diplomacy

International Affairs

Global Security: Health, Science & Policy

Political Science Research and Methods

East Asia Forum

China: An International Journal

Humanities and Social Science Communications

Chinese Public Administration Review

East Asia: An International Quarterly

Rethinking History

Journal of Current Chinese Affairs

Leadership

2020-2025 Secretary, Division of Global Affairs Student Association, Rutgers University

2021- Volunteer Firefighter at Cliffside Park Fire Department, Cliffside Park, New Jersey

2019-2020 Graduate Student Representative, Rutgers University

2017-2018 Team leader at American Red Cross Boston Food Pantry, Boston, Massachusetts

2016-2017 Student Group Leader at Kentucky Refugee Ministry, Louisville, Kentucky

PROFESSIONAL EXPERIENCE

Associate Editor at The Global Affairs Magazine, Remote

2018–2020

Managed and supervised the content produced for publication. Reviewed all content before publication, including articles and photographs, developed strategies and style guidelines.

Research Internship at SK Innovation, Seoul, South Korea

2016–2017

PROFESSIONAL SKILLS

Quantitative Analysis

Python, R

Qualitative Analysis

NVivo, Dedoose

Languages

Chinese Mandarin (*native*), English (*native*), Japanese (*proficient*), Korean (*intermediate*)

Software

Adobe Premier, Adobe InDesign, Adobe Photoshop, Stata, Adobe Lightroom

REFERENCES

1. Dr. Jun Xiang, Professor of Economics and Core Faculty at Global Affairs
Rutgers, The State University of New Jersey
Email: Jun.xiang@rutgers.edu
2. Dr. Carlos Seiglie, Professor of Economics and Chair of the Economics Department
Rutgers, The State University of New Jersey
Email: seiglie@newark.rutgers.edu
3. Dr. Ambassador. Friedrich Lohr, Professor in the Global Studies and International Relations
program, Fellow of the Weatherhead Center for International Affairs at *Harvard University*
Northeastern University
Email: f.lohr@northeastern.edu