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The "characterization" of Japan : from merchandising to identity

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Curriculum Vitae

Ruobing Han was born in Zibo, China on January 22, 1988. Her educational endeavors began at Shandong University in China, where she received her B.A. degree in Japanese Studies in June, 2010. She then began her M.A. study at the School of History and Culture at the same university, and then from 2011 as an exchange student studied in Nihon University, Tokyo, Japan.

In 2012, she finished her M.A. study and was awarded the chance to begin her doctoral study at Leiden University, where she conducted her PhD research for four years. She will be assuming as an associate researcher at Shandong University, China, beginning from April, 2017.

Ruobing's publications have appeared in *Economic Research of East Asia* (in Japanese). Building on her PhD research, Ruobing's next project will focus on a comparative study on character consumption in China and Japan.