

Public Diplomacy in Other Words... Russian Words: Systematic Literature Review on Public Diplomacy in the Russian Language

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Abstract

Public diplomacy is not a foreign concept to Russian-speaking authors. Nevertheless, there has been no systematic, comprehensive analysis of the Russian language-based academic literature on public diplomacy. This article attempts to fill this research gap. Thanks to the systematic literature analysis of 1002 articles included in the main data set, it was possible to identify a number of specific trends and characteristics of public diplomacy scholarship in Russian language for the period from 2000 to 2023. Among the main aspects analyzed were the number and distribution of articles by authors, gender distribution of authors, main keywords, and journals publishing articles on public diplomacy in Russia and abroad among others. The discussion suggests a critical approach to the data obtained and invites exploration of more specific aspects in the future.

Keywords: Public diplomacy, Russian public diplomacy, systematic literature review, Soft power, elibrary

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Introduction

Today, English is the most commonly used language on the Internet (“Most Used Languages”, 2023) and in academic circles where it serves as the lingua franca. Russian is in the top five of the most frequently used languages online depending on criteria, though it is estimated to rank eighth to tenth in terms of total number of speakers and is spoken by even fewer households (“Most Used Languages”, 2023; Ethnologue, 2023). According to a recent report by the Pushkin Institute, in terms of the number of academic publications in the Scopus and Web of Science databases for the period of 2019-2022, Russian is ranked fifth, with English, Chinese, Spanish and German ahead of Russian; French was ranked behind Russian. It is noteworthy that English is the dominant language in academic publishing, as it is the standard for scientific activity and there are more journals publishing materials in English compared to Russian or any other language. Despite the existence of international citation indices, Russia stands as the major provider of Russian language academic articles with its own national citation index: Russian Science Citation Index (RSCI). RSCI features 930 journals that are exclusively published in Russian and 516 journals that are published in Russian and English or Russian and other foreign languages¹).

Though the RSCI functions imperfectly and sometimes takes into consideration low quality publishers (so-called “predatory” journals) (Kotlyar, 2017) the database provides the most full currently available digital collection of academic texts written in Russian.

It would be unjust to omit previous attempts at scholarship that have examined public diplomacy in the Russian language. Some previous studies in Russian have developed literature reviews of public diplomacy works focusing on Russian language scholarship (for example, see Antyukhova et al., 2017; Astakhov et al., 2018). The study on public diplomacy delivered in English by M.M. Lebedeva (2021) on Soviet and Russian public diplomacy provides a comprehensive overview of Russian language scholarship in public diplomacy. However, given that literature review of Russian language scholarship of public diplomacy was not the primary objective of Lebedeva's work, the entire corpus of Russian academic literature on public diplomacy could not be covered.

It would be erroneous to assert that Russian-speaking scholars engaged in the study of public diplomacy do not produce literature reviews on the subject. In fact, they do. Nevertheless, it is evident that scholars tend to prioritize either English-based works as a reference point for the evolution of the field, or include both Russian and English works in their literature reviews. Moreover, even when Russian-speaking scholars publish in English, they tend to prioritize English or a combination of English and Russian sources in their literature reviews (for example, see Velikaya & Simons, 2020; Lebedeva, 2021).

1) As of 2023 in the elibrary.ru. eLibrary.Ru — Russian scientific/academic library integrated with Russian National Citation Index (RSCI).

The given systematic literature review on public diplomacy in Russian language aims to address the above-mentioned gap about limited existent literature review of Russian language-based public diplomacy scholarship to the fullest extent possible.

The methodology employed in this study involves the use of descriptive statistical analysis and a systematic literature review. This study addresses two research questions:

RQ1. How did scholarship of public diplomacy in the Russian language develop from 2000 to 2023?

RQ2. What are specific features of public diplomacy scholarship in the Russian language?

This study further develops in the respective way: section two extensively explains the methodology, including data collection methods, data analysis methods, as well as data profile and methodological shortcomings. The third section talks about research results divided into several sub-topics. The fourth section discusses research results and suggests further research paths in the selected field. The final section is devoted to concluding remarks.

Methodology

The overall methodology employed for the given research can be described as descriptive data collection and descriptive statistical analysis. Nevertheless, it is worth mentioning that significant methodological amendments were applied in order to match the elastic uniformity model elaborated in cooperation with the scholars working on the other segments of the “Public Diplomacy in Other Words” project (Ayhan, 2022; Ayhan et al., 2023).

In order to ensure consistency, it was determined that the focus of this research would be on research articles, with books, chapters, and dissertations excluded. This approach differs from the previous iteration of the research. The study focuses on articles published in the Russian language, as the project's objective is to examine how public diplomacy is covered in specific languages, rather than countries.

2.1. Data collection method

2.1.1. Preliminary stage

The preliminary stage of data collection involved the selection of a database and a search engine from which the information was to be extracted, along with the formulation of search terms. Three major options were considered: Google Scholar, Cyberleninka (a Russian open access electronic library), and elibrary.ru. A series of trials indicated that elibrary.ru offers more straightforward and structured search capabilities, providing more comprehensive information; moreover, this engine has several embedded analytical functions useful for the given research.

Another preliminary task was to define the search term on which the study will be based. The preliminary analysis revealed that the Russian-speaking academic community has not fully adopted the term “public diplomacy” (ru: публичная дипломатия, transliteration: publichnaya diplomatiya). Instead, equivalents such as “people’s diplomacy” (ru: народная дипломатия; transliteration: narodnaya diplomatiya) and “societal diplomacy” (ru: общественная дипломатия; transliteration: obschestvennaya diplomatiya) are often used. These two extra terms conceptually overlap with or partially imply “public diplomacy.” Other less prominent concepts, such as “civil diplomacy” (ru: гражданская дипломатия; transliteration: grazhdanskaya diplomatiya) and “humanitarian policy” (ru: гуманитарная политика; transliteration: gumanitarnaya politika) appeared less popular according to preliminary research stages.

For uniformity purposes I concentrated on the term “public diplomacy” with its direct equivalent in Russian (ru: публичная дипломатия; transliteration: publichnaya diplomatiya). The other two terms, “people’s diplomacy” and “societal diplomacy”, appeared approximately five times less popular than “public diplomacy”, as a search in elibrary.ru demonstrated for the period 2000-2023.

2.1.2. First stage: building the main corpus of articles

To determine the quantity of public diplomacy publications and include them in the dataset, searches were conducted on the elibrary.ru search engine. Search terms in Russian for “public diplomacy” were specified for each year from 2000 to 2023. The timeframe was defined as a result of consultations with colleagues working on similar research within the “Public Diplomacy in Other Words” project. A larger time frame for this specific term did not prove useful. Even though the term public diplomacy existed in English academic literature (Cull, 2008), in Russian academic literature it appeared relatively recently. The first search attempts via elibrary.ru did not provide any results for the search term “public diplomacy” in the Russian language until 2006.

The relevant term was searched for in the title, keywords, and abstract of articles. Other potential sources such as academic books, chapters, and dissertations were purposefully excluded. A search of the “public diplomacy” term in the texts of articles was not conducted for several reasons: access to the elibrary.ru Application Programming Interface (API) is not free, so it is impossible to withdraw this kind of information for free. Access to the API of elibrary.ru would necessitate a financial commitment of at least 30,000 rubles (~USD 320), in addition to the completion of authorization procedures. The license to utilize the API for elibrary.ru is exclusively available to organizations such as universities.(eLibrary, n.d.a).

Furthermore, the rapid and massive manual downloading of data from the elibrary.ru website was impeded by the imposition of blocking and restrictions in the event of multiple simultaneous downloads. Consequently, it was necessary to input queries manually and download information with great care in order to avoid being blocked. Each of four instances

of account blocking resulted in a cessation of work for a minimum of three business days before the account was reactivated. In order to regain access to the account, it was necessary to contact the support department of elibrary.ru via email, providing a detailed explanation of the circumstances and a request to unblock the account and allow further use of elibrary.ru. It would appear that such claims are addressed manually, which resulted in a delay before the staff member reached my email and unblocked my account.

During the search queries, I considered the Russian language morphology and included articles where “public diplomacy” changed due to declension and/or grammatical cases.

The search for articles yielded 1,086 items, which were subsequently transferred to a specific collection at elibrary.ru. This collection was manually cleansed of articles that did not meet the criteria for inclusion. The excluded items were either written in a language other than Russian (even though they could have titles, abstracts, or keywords in Russian) or the words “public” and “diplomacy” appeared separately from each other, thereby indicating that the article neither mentioned nor discussed public diplomacy per se. A manual analysis of the articles for the aforementioned criteria allowed for the exclusion of 84 items, resulting in a final dataset of 1,002 items. The items met the necessary criteria, including publication between 2000 and 2023, inclusion of “public diplomacy” in the title, keywords, or abstract, and being written in the Russian language.

After the cleaned-up dataset was formed, the analytical procedures followed. Analytical mechanics are explained in the respective section.

2.1.3. Second stage: search within the main collection

In order to address the limitations of the search engine, it was necessary to establish sub-datasets through the implementation of additional analytical procedures. For instance, as indicated in the email from the elibrary.ru staff, the interface exhibits certain imperfections and limitations (Olenich, 2024): thus, it is not feasible to present more than 500 authors' names in research analysis results, nor is it possible to display more than 1,000 keywords as analytical results. To address these issues, I have divided the collection of articles into two sections (2000-2018 and 2019-2023) and analyzed them separately, comparing and incorporating them into a manually generated dataset in Excel.

Additional manipulations with data withdrawn from the elibrary were necessary for figuring out the number of authors. It appears that the in-built analytical tool of elibrary.ru may incorrectly deliver the number of authors when asked to provide analysis results by authors. Three major issues occur: first, as mentioned above, the interface allows display of only a limited number of authors (maximum 500 per inquiry); secondly, the automatic analytical tool does not count authors properly and a combination of authors may appear as different authors (e.g., Ivanova A.A. is counted as author number 1, Petrov B.B. is counted as

author number 2, and if they produce a paper together and are registered as authors of the paper as Ivanova A.A. and Petrov B.B., then the algorithm counts them as author number 3); finally, a significant number of authors were not displayed in the analysis by authors report, while their names could be seen in a manual check of articles.

A manual check revealed that the number of authors was not 1054 but 868, not including four corporate authors or papers that had undefined authorship. Hence, there are 868 individuals who produced or co-produced at least one paper on public diplomacy in the Russian language that qualifies for inclusion in the dataset for this study.

2.2. Data analysis methods

Overall, the data analysis method can be described as descriptive statistical analysis in a systematic descriptive literature review (Haneem et al., 2017; Paré et al., 2015). The objective of this paper is not to utilize complex models for analysis; rather, it aims to identify frequencies that would allow readers to gain a general understanding of the phenomenon of Russian language-based scholarship in the field of public diplomacy.

2.2.1. Elibrary.ru analytical instruments

Elibrary.ru is among the most distinctive databases in terms of its ability to provide descriptive and analytical statistics on a wide range of issues within a structured collection of articles. Among the data that elibrary.ru's analytical tools can calculate are the distribution of articles by themes, keywords, publishing journals, publishing organizations, years, authors, and the number of citations. Information pertaining to author gender, language, the country of origin of the journal, and the quality of the journal can be extracted from the elibrary.ru database. However, this information is not subjected to analysis, and thus, the data on the aforementioned indicators was collected, coded, and calculated manually by myself. The subsequent paragraphs present the coding categories in the respective sections.

2.2.2. Analysis beyond elibrary.ru capabilities

2.2.2.1 Gender

To conduct gender-related analysis, additional coding exercises were needed since elibrary.ru does not automatically identify genders. Nevertheless, it is possible to identify the gender of the author through several name-related indicators or lexical markers (Bamman et al., 2014). For example, in Russian (as in most Slavic languages) the gender could be distinguished by the ending of the surname (e.g., Petrov for males and Petrova for females) or patronymic names where the name of the father usually appears as a part of the official name of the individual (e.g., if the father's name is Ivan, then the patronymic name for a male will

be Ivanovich; for a female, Ivanovna). Furthermore, typical Russian names for females finish with a vowel (e.g., Irina, Ekaterina) while males' end with a consonant (e.g., Ivan, Igor). These three markers were major identifiers of gender for an author. Some authors used different formats of patronymic names that are more typical for Turkic languages - ogly-kyzy (e.g., if a father's name is Ildar, then a son would write his patronymic name as Ildarogly, while a daughter would write Ildarkyzy). Typically, elibrary.ru collects and provides details on the full names of authors including the first name, patronymic name, and surname. Nevertheless, there were multiple cases when it was impossible to identify the author by surname (e.g., Petrenko or Benitez) and the first name and patronymic name were registered and appeared as initials only (e.g., O.B.). In these cases, I accessed the full text of the article and searched for short biographies of authors. Typically, their names appeared in full, not as initials, so it was possible to identify their gender. If still no proper information could be found, I searched for a profile on the websites of organizations to which that person belonged (e.g., a university), and there could be found pictures, full names, or alternatively professional gendered terms that could be used as markers (e.g., the male term for PhD candidate is aspirant, while the female term is aspirantka). Furthermore, some verbs may indicate gender. For instance, the male form of the verb "published" is "opublikoval", while the female form is "opublikovala." Despite the application of the aforementioned measures to ascertain the gender of the authors, 16 authors could not be classified as either male or female due to the unavailability of sufficient data to determine gender based on semantic analysis of names. Consequently, they were categorised as "undefined". Four articles were not attributed to individual authors, but rather were authored by institutions or corporations.

Awareness of the backgrounds of authors may prove beneficial in tracing and understanding trends occurring in both academia in general and public diplomacy in particular. Gender is a significant demographic factor that may influence the productivity (Mauleón & Bordons, 2006; Puuska, 2010) and patterns of publication (Mayer & Rathmann, 2018). Ultimately, gender-related metrics may prove useful in anticipating the trajectory of academic Russian-language public diplomacy.

2.2.2.2. Language of the article

Some of the articles had a Russian-language title, abstract, and Russian keywords, but were written in a language other than Russian. To exclude these articles from the dataset, I have opened the profiles of the articles at the elibrary.ru website and manually checked the language of the article indicator that elibrary provides. Articles in languages other than Russian have been excluded from the dataset.

2.2.2.3. Publishing country

Not all articles were published in Russia, since Russian is one of the communication

means in academia beyond Russia. The primary indicator of the fact that an article was published elsewhere but not in Russia was the name of the journal that signified that the publishing organisation is not a Russia-based institution but is an institution located outside of Russia. Some publishing organizations were among Russia-linked transnational higher education institutions (e.g., en: Herald of Kyrgyz-Russian Slavic University; ru: Вестник Кыргызско-Российского Славянского университета) (Varpahovskis, 2021), or were just institutions based outside of Russia but where Russian is accepted as a means of academic communication and publication (e.g., an academic journal published by the Belarusian State University). An additional indicator was the name of a journal being in a language other than Russian (e.g., Concorde), signalling that a manual check is necessary, so I visited the official website of the journal to figure out the publishing country. The results of this analysis allowed for coding the article as one that is published by Russia-based or outside-of-Russia-based journals.

2.2.2.4. Journal field (Theme/Rubric)

The elibrary.ru analytical engine allows analysis of the publications by thematic rubric that typically represents an academic field. This rubric is assigned by the elibrary automatically based on several factors or parameters. The dominant indicator is the Universal Decimal Classification (UDC)²⁾ mentioned in the journal; UDC is a universal bibliographic classification tool that allows systematic arrangement of literature by the codes (or branches) attributed to specific types of knowledge. Alternative parameters are the rubrics (themes) of publications that are cited and that cover the selected study. Moreover, journals also have rubrics, so they are also taken into consideration according to the elibrary.ru (eLibrary, n.d.b.). In simple words, this kind of analysis allows for figuring out the major academic discipline to which the article mainly belongs. This method is imperfect and may include minor errors (eLibrary, n.d.b) but for generalizable results it is one of the most suitable approaches, especially if we take into consideration that API is not available. Journal field (thematic/rubric) analysis is useful for understanding the academic fields and backgrounds of journals that tend to publish public diplomacy articles in Russian. This knowledge may give some hints about authors' backgrounds as well as methodologies that are used because scholars representing different fields are trained in different research methodologies.

2.3. Data profile

The data preparation procedures enabled the identification of a set of 1,002 articles that met the specified criteria and were published between 2000 and 2023. Table 1 provides a summary of the dataset. Among the 1,002 articles that qualified for the final dataset, 959 (96%) were published in outlets located in Russia. The remaining 43 articles (4%) were published outside of Russia in Armenia, the Republic of Belarus, Kyrgyzstan, Kazakhstan,

2) In Russian: Код УДК (Универсальная десятичная классификация)

Tajikistan, Uzbekistan, Ukraine, Sweden, Poland, Bulgaria, and France. In total, 26 non-Russian-based journals published articles on public diplomacy in the Russian language during the designated period. In total, 868 individuals authored or co-authored at least one article on public diplomacy in the Russian language. The dataset includes 422 names of the journals that have at least one article matching the specified criteria.

Table 1. Summary of the dataset

Number of articles in the dataset	1002
Timeframe	2000-2023
Articles in Russia-based journals	959
Articles in journals published outside of Russia	43
Number of authors	868
Number of journals that published at least one article matching criteria	422
Number of journals based outside of Russia	26
Criteria for inclusion of an article in the study	“Public diplomacy” mentioned in title and/or keywords and/or abstract; the article is written in Russian; the article is published between 2000-2023; the article is registered in elibrary.ru; the publication is a journal article. Books, chapters, dissertations and manuscript types other than a research article were not included in the study

Note: composed by the author

2.4. Methodological shortcomings

The study in question is subject to a number of methodological shortcomings that may have influenced the final outcome. It is therefore recommended that scholars engaged in research in this field give due consideration to these limitations should they choose to cite the study or build upon it with their own research. Due to the constraints imposed by elibrary.ru, the access to the data and the amount of data that can be extracted from the website are limited. Access to the API of elibrary.ru is granted on an exceptional basis for a fee. Due to financial and administrative constraints, I was unable to access the API, necessitating a significant reliance on the analytical services of the website. As previously highlighted, I was compelled to code data manually in instances where these sections could not be analyzed by the built-in analytical tools in the elibrary, or where the analysis was incomplete or erroneous. Furthermore, it is worth noting that in Russia, there is a tradition that after marriage, the wife takes her husband’s surname. This factor could not be taken into account in this study to the fullest extent, as it cannot be verified manually. Consequently, there is a possibility that female authors may have chosen to be published under a new surname, resulting in their

appearance as two distinct authors. The elibrary.ru database tracks changes in authors' surnames and may display previous surnames in brackets. However, the author herself must indicate this information while using the library.

The existing timeframes and opportunities do not take into consideration other equivalents and translations of "public diplomacy." Further studies can expand the focus and include alternative translations of public diplomacy and compare the results.

Finally, the proposed analytical approach lacks the requisite rigor for extensive research. Consequently, further studies may expand the findings by applying regression or alternative modeling to ascertain the relationship types among the variables.

Research results

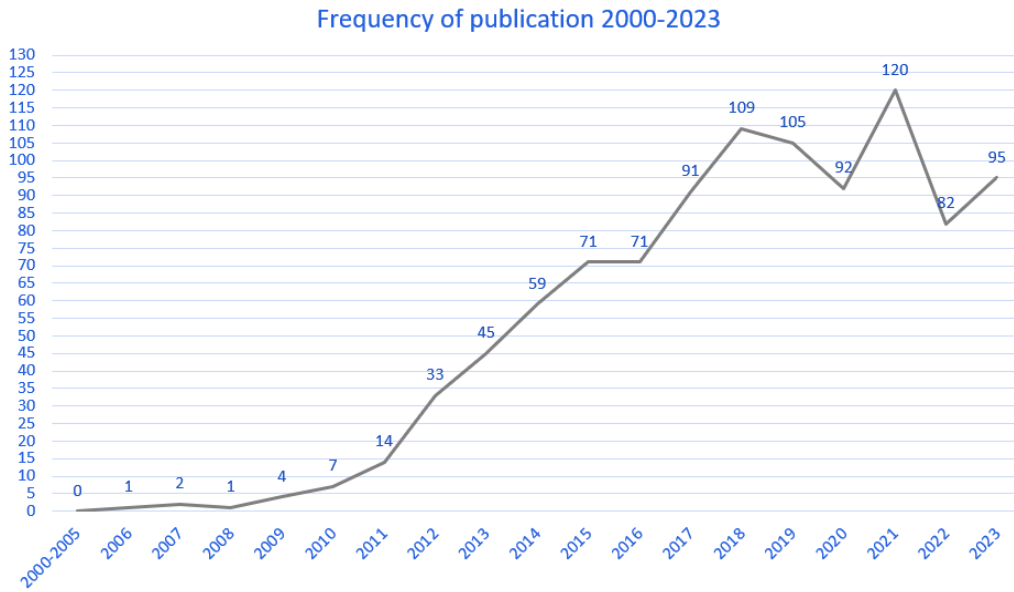
3.1. Publication trends: growth and fluctuations

The average number of academic articles published on public diplomacy in Russian has increased significantly in the last decade. From 2017 to 2023, an average of 99 articles per year were published, compared to the 2000s. Figure 1 illustrates this trend, with the highest number of publications occurring in 2021, when 120 articles were published. Following the peak in 2021, the number of articles published annually declined, reaching 82 in 2023. However, this figure represents a three-article increase in 2023 over the 2020 level. Moreover, it is noteworthy that over the seven-year period from 2017 to 2023, 694 articles were published, which represents 69% of the total number of articles on public diplomacy in the Russian language. It is challenging to identify the precise factors that contributed to the accelerated growth and subsequent fluctuations in these indicators. The rapid growth in popularity of the term can be attributed to its increased use in both global and Russian-speaking academic circles (for example, see Sevin et al., 2019), as well as advancements in technology that have simplified data access and accelerated the publication process (Chubb et al., 2022).

On the other hand, external political and social factors may also contribute to the fluctuation. For example, Covid-19 may have caused disruptions in 2020, and accumulated unpublished articles were published in 2021 (Añazco et al., 2021). External political factors may have affected publication activity in 2022 and 2023.

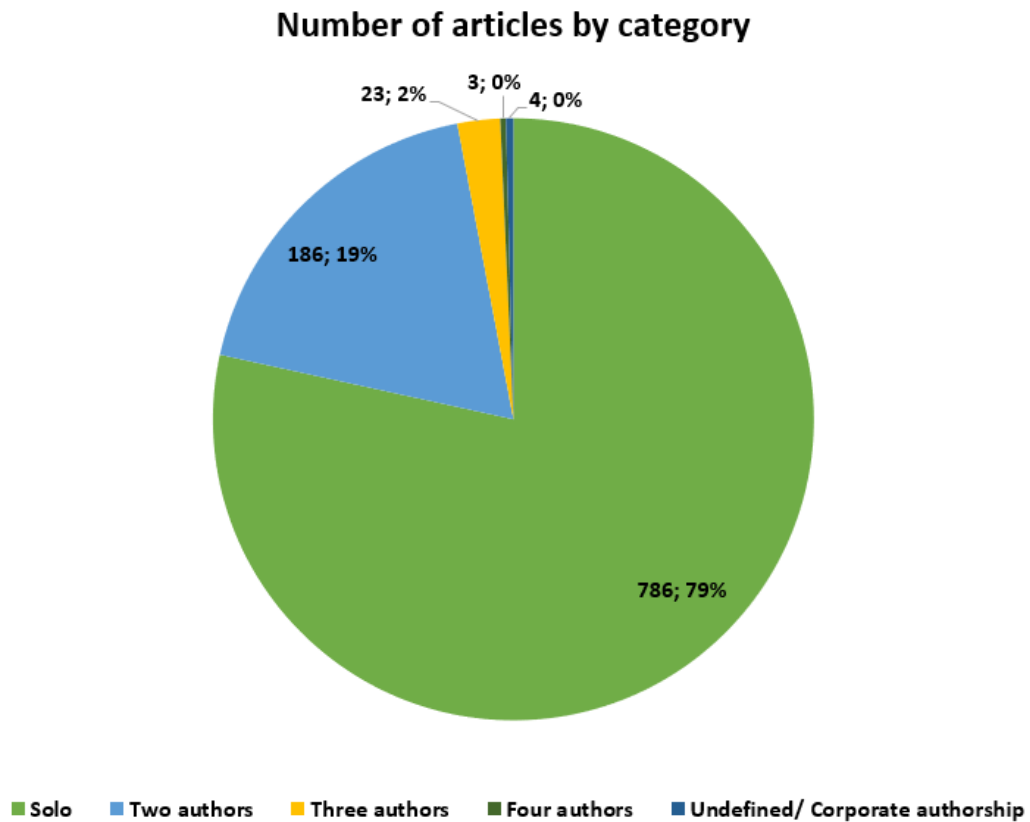
3.2. Authorship and citations

The descriptive statistics of the authorship of articles on public diplomacy in Russian indicate that 78% of articles (786 articles) were written by solo authors. Furthermore, 18% of articles were co-authored by two researchers (186 articles), 2% by three researchers (23 articles), less than 1% (3 articles) were written by a team of four people, and four articles did not have individual authors mentioned and appeared under corporate authorship (see Figure 2).



Notes: composed by the author based on elibrary.ru materials (eLibrary, n.d.c). N=1002

Figure 1. Number of published articles on Public Diplomacy in Russian language per year



Note: composed by the author based on calculations and elibrary.ru materials (eLibrary, n.d.c.). N=1002

Figure 2. Number of authors and co-authors

Despite the large number of authors (868 people), only eleven scholars authored or co-authored 121 articles. During the period under study, the authors who produced or co-produced the highest number of articles were Tsvetkova, N.A. (32 items), Artamonova, U.Z. (15), Naumov, A.O. (11), Marchukov, A.N. (10), Bartosh, A.A. (9), Bakhriev, B.Kh. and Fominykh, A.E. (both with 8 articles each); Velikaya, A.A., Tabarintseva-Romanova, Ks.M., Rustamova, L.R., and Yarygin, G.O. (all four have 7 articles each) (Table 2). This data hints that there are constant contributors to the field of public diplomacy, as well as emerging authors among scholars. There are 715 authors who have published or co-published only once on public diplomacy, but some of them may turn into more frequent contributors to the field of public diplomacy. From the perspective of collaboration it is worth mentioning that single-authored works dominate the field (786 works or 78%), which on the one hand may contribute to the quantity of works; on the other hand, there might be room for collaboration among authors who can generate more quality work in cooperation. Additionally, the data indicates that more than 41% (415 articles) have never been cited, 17% (175 articles) were cited once, 8% (89 articles) were cited twice, and 7% (72 articles) were cited three times. The most cited work by M. M. Lebedeva (2017) collected 212 citations which accounts for almost 5% of all citations (3835) of articles included in the dataset. The second best article by citations, which collected 92 citations (about 2%), was published in 2012 by Radikov and Leksyutina (2012).

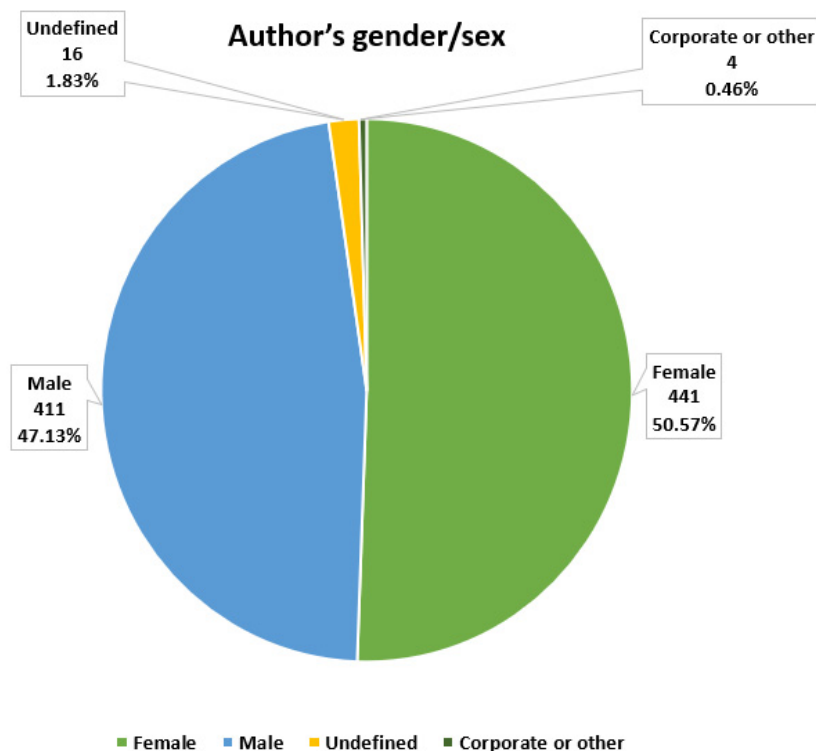
Table 2. Number of of authors with number of articles about public diplomacy

Name(s)/number of author(s) with specified papers under their (co-)authorship	Number of articles authored or co-authored per individual
Tsvetkova NV	32
Artamonova UZ	15
Naumov AO	11
Marchukov AN	10
Bartosh AA	9
Bakhriev BKh; Fominykh AE (2 authors)	8
Velikaya AA; Tabarintseva-R. KsM; Rustamova, LR; Yarygin GO (4 authors)	7
6 authors	6
10 authors	5
21 authors	4
30 authors	3
75 authors	2
715 authors	1

Note: composed by the author based on calculations and elibrary.ru materials (eLibrary, n.d.c.).

3.3 Gender

This segment presents the results of the analysis of semantic markers that indicate the gender of authors. The analysis enabled the identification of the gender of the authors and the examination of the intersection between authors' gender and their participation in collaborative efforts on papers. The data revealed that 441 authors (50%) were female, while 411 authors (47%) were male. For 16 individuals (less than 2%), gender was unable to be identified. Additionally, four articles appeared without authorship or under corporate authorship (see Figure 3). This balanced distribution of authors by gender suggests that currently there is no explicit gender dominance in this field.

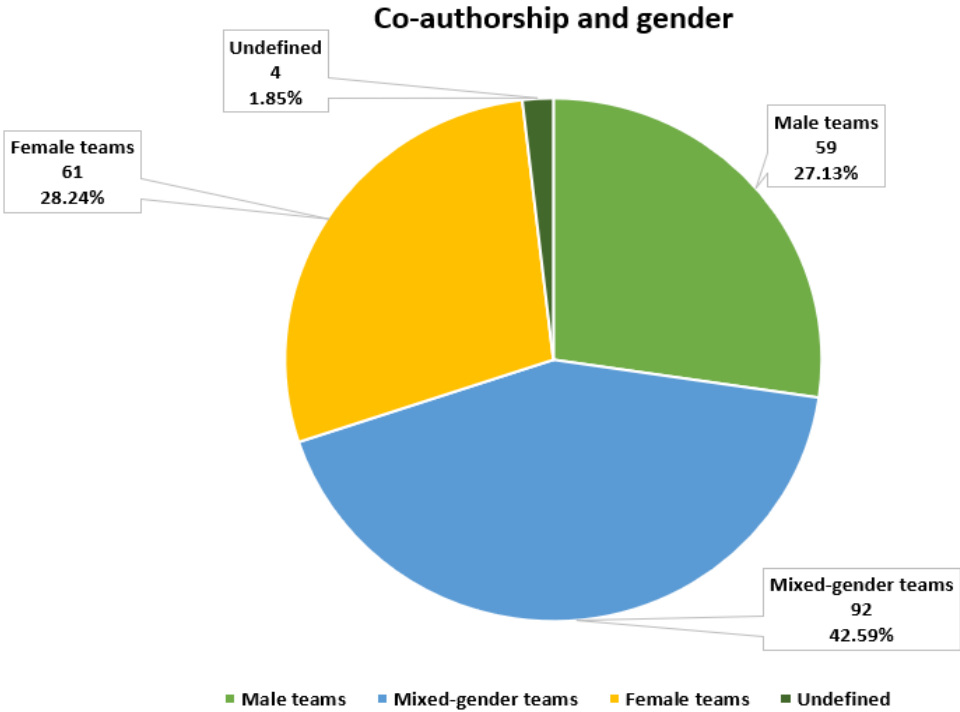


Note: composed by the author based on calculations and eLibrary.ru materials (eLibrary, n.d.c.). N=872 (including four corporate-authored papers)

Figure 3. Author's gender/sex

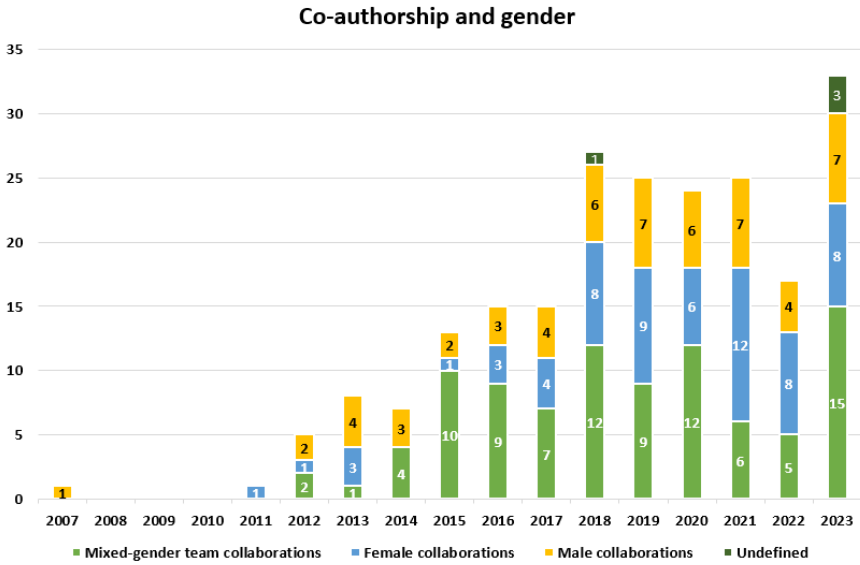
The analysis of co-authored works from an authors' gender perspective revealed that approximately half of co-authored works (42%) are produced by mixed teams. A comparison of single-gender author teams reveals that female authors have slightly more co-authorships (28%) than male-only teams (27%). Additionally, four collaborations were unable to be classified due to a lack of information regarding the gender of at least one author, and thus were categorized as "undefined" (2%). For a visual representation of this data, see Figure 4.

At this juncture, the analysis is unable to discern whether the observed discrepancy is attributable to a greater prevalence of female authors in the public diplomacy field as a whole, or to other factors.



Note: composed by the author based on eLibrary.ru materials (eLibrary, n.d.c). N=216

Figure 4. Author’s gender/sex in teams



Note: composed by the author. N=216

Figure 5. Collaboration dynamics by gender

A descriptive analysis of co-authorship in the field of Russian language-based scholarship of public diplomacy indicates that authors tend to produce more collaborative works in general. For instance, at least 20% of all published articles have been collaborative since 2018. In 2023, the maximum number of collaborations was reached with 33 articles (see Figure 6), which constituted over 33% of all works produced that year. A descriptive analysis of collaborations across gender indicates that mixed-gender teams are the most prevalent, while female-only teams are becoming increasingly frequent. These teams either remain in proportion to male-only teams in terms of the number of published papers or surpass them.

3.3.1 Citations and gender

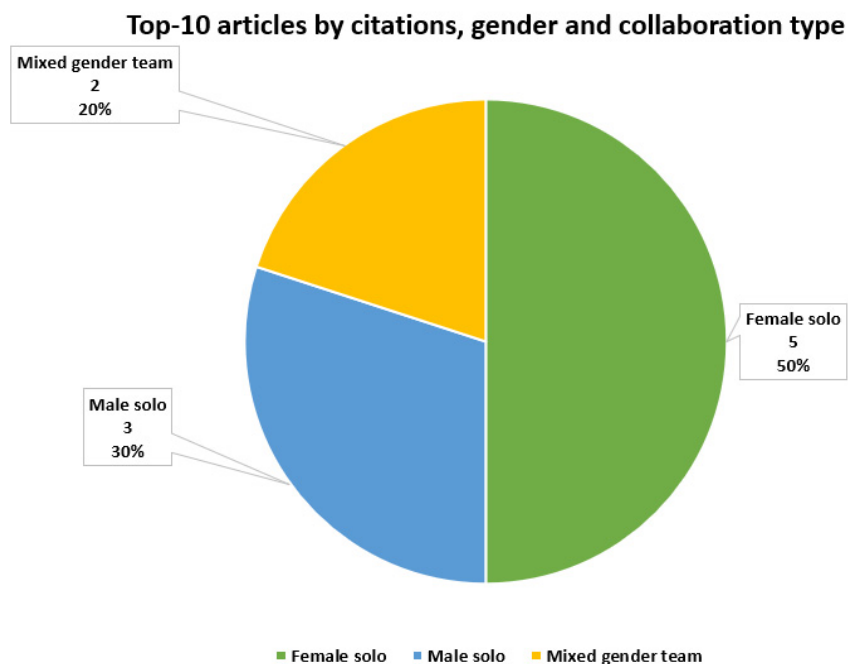
Analysis of author gender markers for the top ten articles by citations (Table 3) represented in the dataset, which collected from 49 to 212 citations and a combined total of 776 citations (23% of all citations of articles assembled in the given dataset - 3385), hints that articles solo-authored or co-authored by female authors accumulate the lion's share of citations (see Figure 6).

Table 3. Top 10 articles by number of citations

Order	Russian title	Title translated to English	Number of citations in eLibrary.ru (eLibrary.ru, n.d.c.)
1	Лебедева, М. М. (2017). «Мягкая сила»: понятие и подходы. Вестник МГИМО университета, 3(54), 212-223.	Lebedeva, M.M. (2017). Soft Power: The Concept and Approaches. <i>MGIMO Review of International Relations</i> , 3(54), 212-223.	212
2	Радиков, И. В., & Лексютина, Я. (2012). «Мягкая сила» как современный атрибут великой державы. Мировая экономика и международные отношения, 2, 19-26.	Radikov, I. V. & Leksyutina, Y. (2012). “Soft Power” as a modern feature of a great power state. <i>World Economy and International Relations</i> , 2, 19-26.	94
3	Сурма И. В. (2015). Цифровая дипломатия в мировой политике. Государственное управление. Электронный вестник, 49, 220-249.	Surma, I. V. (2015). Digital Diplomacy in Global Politics. <i>Gosudarstvennoe Upravleniye. Elektronniy Vestnik</i> , 49, 220-249.	75
4	Долинский, А. В. (2011). Дискурс о Публичной Дипломатии. Международные Процессы, 1, 165-179.	Dolinsky, A. V. (2011). Public Diplomacy Discourse. <i>Mezhdunarodnye protsessy/ International trends</i> , 1, 165-179.	68
5	Цветкова, Н. А. (2011). Программы Web 2.0. в публичной дипломатии США. США и Канада: экономика, политика, культура, 3 (495), 109-122.	Tsvetkova, N. A. (2011). Programs Web 2.0 in the US Public Diplomacy. <i>USA & Canada: Economics, politics, culture</i> , 3(495), 109-122.	61
6	Панова, Е. П. (2010). Сила привлекательности: использование “мягкой власти” в мировой политике. Вестник МГИМО Университета, 4(13), 91-97.	Panova, E. P. (2010). Attraction power: use of “soft power” in world politics. <i>MGIMO International Relations Review</i> , 4(13), 91-97.	58

Order	Russian title	Title translated to English	Number of citations in eLibrary.ru (eLibrary.ru, n.d.c.)
7	Коньков, А. Е. (2019). Цифровизация политических отношений: грани познания и механизмы трансформации. Контурь глобальных трансформаций: политика, экономика, право. 12(6), 6-28.	Konkov A. E. (2019). Digitalization in Political Relations: Planes for Perception and Mechanisms for Transformation. <i>Outlines of Global Transformations: Politics, Economics, Law</i> , 12(6), 6–28.	57
8	Цветкова, Н. (2015). Публичная дипломатия США. Международные процессы. 13, 3(42), 121-133.	Tsvetkova, N. A. (2015). New Forms and Elements of US public Diplomacy. <i>Mezhdunarodnye Protessy</i> , 13, 3(42), 121-133.	53
9	Матвеевко, Ю. И. и М. Г. Галаева (2015). “Мягкая сила” как фактор современной геополитики PolitBook. 1, 165-179.	Matveenko, Y. I. & Galaeva M. G. (2015). “Soft Power” as a Factor of Modern Geopolitics. <i>Politbook</i> , 1, 165-179.	49
10	Лебедева, М. (2015). Публичная дипломатия в урегулировании конфликтов. Международные процессы. 13, 4(43), 45-56.	Lebedeva, M. (2015). Public Diplomacy in Conflict Resolution. <i>Mezhdunarodnye Protessy</i> , 13, 4(43), 45-56.	49

Note: composed by the author based on eLibrary.ru materials (eLibrary, n.d.c.).

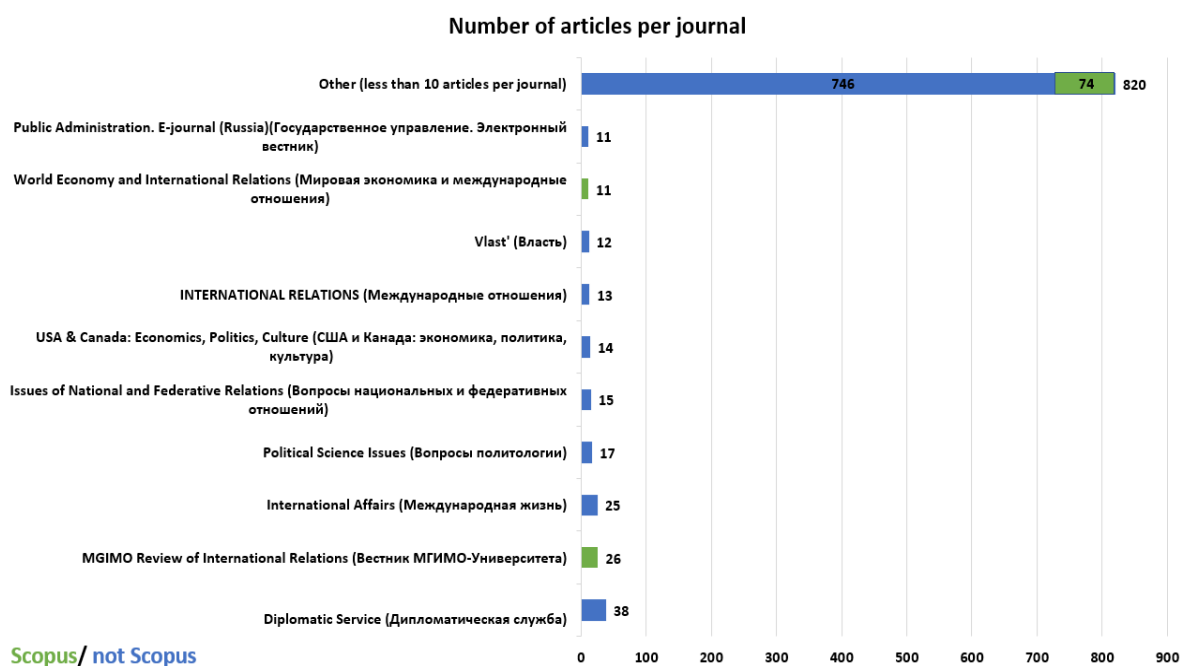


Note: composed by the author based on calculations and eLibrary.ru materials (eLibrary, n.d.c.). N=10

Figure 6. Top 10 articles, authors' sex/gender and collaboration type

3.4. Distribution of articles by journals

Analysis of the number of papers published by journal reveals several leading journals by number of public diplomacy-related publications, like “Diplomatic Service” (38 items from the dataset), “MGIMO Review of International Relations” (26), and “International Affairs” (25)³⁾ (see Figure 7). The publications are spread over a total of 422 journals, which can be of varying quality. The analysis of publication counts by journal reveals several leading journals, including those shown in Figure 7.



Note: composed by the author based on eLibrary.ru materials (eLibrary, n.d.c.). N=1002

Figure 7. Number of articles per journal

Among all publications, around 11% (111 out of 1002) appear in journals indexed by SCOPUS. The top journal for publications on the topic of public diplomacy is “Diplomatic Service”, although it is not indexed in SCOPUS. It is important to note that being included in the SCOPUS index does not necessarily indicate the quality of a journal and an article. At the national level, there may be alternative indicators of reputation (Kurt, 2018; Brooks et al., 2023), such as inclusion in local indices, the authority of authors who have published in the journal, and the range of topics covered. As for “Diplomatic Service”, it should be noted that it is curated by the Ministry of Foreign Affairs of the Russian Federation. Additionally, it should be taken into consideration that some journals have only recently been added to SCOPUS (e.g., Vestnik RUDN, International Relations), while others may still be in the

3) Do not confuse Russian International Affairs (Международная Жизнь) <https://en.interaffairs.ru/> with International Affairs by Oxford University Press <https://academic.oup.com/ia>

process of obtaining this status. Alternatively, some can be removed from this index (e.g., Central Asia and the Caucasus). During the period analyzed, at least 26 non-Russian-based journals published articles in Russian on public diplomacy. The analysis of the origin of these journals identified nine countries, including Armenia, Republic of Belarus, Kyrgyzstan, Kazakhstan, Tajikistan, Uzbekistan, Ukraine, Sweden, Poland, Bulgaria and France. A total of 43 articles were published in these non-Russian public diplomacy journals.

3.5. Keywords

In order to enhance the available results of the keyword analysis provided by elibrary.ru, I have manually assigned several codes to the various types of keywords. Among the codes were “concepts”, which were defined as major concepts that authors wished to associate with their work through keywords. “Disciplines” were also included, representing the various branches of study and research fields. Finally, “countries” and “regions” were added, indicating the countries and regions under investigation, respectively.

Keyword analysis on the elibrary.ru database revealed (see Table 4) that the term “public diplomacy (ru: публичная дипломатия; transliteration: publichnaya diplomatiya), which is a direct translation from English, is the most commonly used keyword (65.7% of articles use it). Additionally, the term public diplomacy in English is the second most popular keyword (53.4%). Soft power is one of the most frequently mentioned words, too. It may appear in various formats - in Russian (ru: мягкая сила; transliteration: myagkaya sila), the same term in Russian but in quotation marks, and in English. At least 21% of the works have one of its variants mentioned as a keyword. It is noteworthy that the most frequently mentioned countries in the keywords are the USA (10.5% articles) and Russia (appears in more than 9% of works as a keyword). Other countries such as China (PRC), USSR, Republic of Korea, Germany, and Ukraine also appear in the top 100 keywords in several variations. Also noteworthy is that geopolitical regions such as Central Asia and the European Union are found among the top 100 keywords. Analysis by keywords is imperfect since authors may include multiple words or not include keywords at all, but it gives some superficial understanding of major conceptual, discipline-, or country-oriented interests that authors have when they work on public diplomacy articles in Russian. Moreover, use of keywords not in Russian hints that either the journal or authors may seek some international recognition and indexing.

Observations from keyword analysis indicate that not all authors may be satisfied with the existing translated term, so at least a third of authors do not find it relevant to include it in the keywords. There are signs that authors are interested in the concept of soft power that may reflect the overall existing trend of seeing soft power as a major conceptual framework in public diplomacy scholarship (Sevin et al., 2019). Another observation suggests that public diplomacy in the Russian language is tightly linked to the discipline of International Relations and Foreign Affairs, making other disciplines such as Communication or Cultural studies

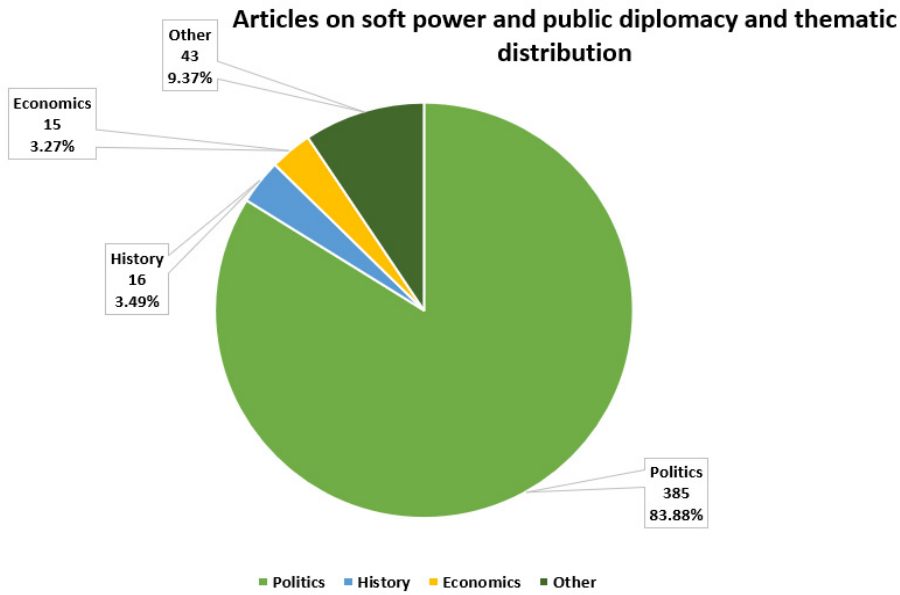
rather marginal. Finally, for Russian language scholars of public diplomacy, major cases for analysis are the USA and Russia, and to a lesser extent China. The in-depth analysis of works may reveal that the USA, Russia, and China appear more frequently in articles than they are mentioned in keywords.

Table 4. The most frequently used keywords

Original search words	Translation from Russian to English (if needed)	Frequency of use	Frequency of use by number of articles (in % of articles)	Codes
ПУБЛИЧНАЯ ДИПЛОМАТИЯ	public diplomacy	665	65.7%	Concept: Public diplomacy
PUBLIC DIPLOMACY		540	53.4%	Concept: Public diplomacy
SOFT POWER		212	20.9%	Concept: Soft Power
“МЯГКАЯ СИЛА”	“Soft power”	200	19.7%	Concept: Soft Power
МЯГКАЯ СИЛА	Soft power	158	15.6%	Concept: Soft Power
ВНЕШНЯЯ ПОЛИТИКА	Foreign Affairs	111	10.9%	Discipline: Foreign affairs/IR
США	USA	107	10.5%	Country
МЕЖДУНАРОДНЫЕ ОТНОШЕНИЯ	International Relations	104	10.2%	Discipline: Foreign affairs/IR
FOREIGN POLICY		91	9%	Discipline: Foreign affairs/IR
РОССИЯ	Russia	91	9%	Country
“SOFT POWER”		83	8.2%	Concept: Soft Power
RUSSIA		78	7.7%	Country
КУЛЬТУРНАЯ ДИПЛОМАТИЯ	Cultural Diplomacy	76	7.5%	Concept: Cultural diplomacy
INTERNATIONAL RELATIONS		76	7.5%	Discipline: Foreign affairs/IR

Note: composed by the author based on eLibrary.ru materials (eLibrary, n.d.c), codes assigned by the author

The dominance of the political field is supported by the extensive mention of and focus of the selected articles on “soft power”, which is a political concept in the Russian-speaking academic world. In fact, 45% (459) of the 1002 articles analyzed mention the most popular translation of “soft power”, *myagkaya sila*, in the title, keywords, or abstract (see Figure 8). Among the 459 articles that mention both ‘public diplomacy’ and ‘soft power’, 379 were published on the topic of political science. The previous keyword analysis revealed that ‘soft power’ is the most frequently used term, indicating a strong correlation between public diplomacy and soft power in the discourse. Additional analysis could shed light on the extent to which Russian-speaking scholars use and interchange ‘public diplomacy’ and ‘soft power’.



Note: composed by the author based on elibrary.ru materials (eLibrary, n.d.c.). N=459

Figure 8. Articles on soft power and public diplomacy and thematic distribution

3.6 Thematic analysis

The website elibrary.ru automatically conducted the thematic distribution based on data provided by publishers. As can be observed (Figure 9), out of 1002 articles, 74% (741 articles) were assigned to the topic of Politics and Political Science, 8% (79 articles) to History and Historical Sciences, 4% (43) to Economics and Economic Sciences, 3% (29 articles) to State and Law, 3% (23 articles) to Linguistics, and 2% (20 articles) to Public Education. The remaining categories received less than 2%. This indicator may suggest that the primary group involved in public diplomacy consists of researchers and journals focused on politics and history. Public diplomacy is an interdisciplinary subject that encompasses various fields, including cultural studies, linguistics, sociology, sports, and physical culture. However, politics and history dominate the field in the case of Russian-speaking academia.

The prevalence of political and historical subjects in journals that publish articles on public diplomacy implies that changes in the quantity of published articles on Russian public diplomacy may be influenced by the current political and historical agenda covered in the journal. This, in turn, may be influenced by the political agenda of the state, as scholars may be bound to grants and may adjust their scopes to get published. This statement is not supported and can be considered a hypothesis for future research on the publication activity of Russian-speaking public diplomacy scholars.

Number of articles attributed to the theme/rubric	Thematic rubric distribution
741	Politics. Political Science
79	History. Historical science
43	Economics. Economical Science
29	State and law. Judicial Sciences
23	Language studies/ linguistics
20	Public education. Pedagogics
14	Sociology
9	Mass Communications/ Journalism
8	Culture/ Cultural Studies
7	Social Sciences in general

Note: composed by the author based on elibrary.ru materials (eLibrary, n.d.c.). N=1002

Figure 9. Thematic distribution of PD articles

Discussion

This article represents the inaugural comprehensive examination of the corpus of literature on public diplomacy authored by Russian-speaking scholars. The findings, organized into distinct sections, elucidate the evolution of this body of literature and prompt further inquiry. The final dataset included 1,002 articles written between 2006 and 2023. Virtually no articles from 2000 to 2005 qualified to be included in the dataset for this study. Over two-thirds of all papers included in the analyzed set were published in the last six years (from 2017 to 2023). Moreover, at least 82 articles have been published per year since 2017. It is evident that the topic of public diplomacy is of interest to authors, with numerous journals publishing dozens of studies. This situation and the interest among Russian-speaking authors demonstrate that the field of public diplomacy can develop in a non-English-speaking environment, generate a rich corpus of data, and crystallize specific characteristics. It can be reasonably anticipated that further growth in publications in Russian will occur, both in journals originating from Russia and other countries. However, the current research does not permit the identification of potential factors that may influence fluctuations in the number of articles published and the productivity of authors. It is reasonable to assume that scholars publishing in Russian on public diplomacy are also influenced by individual, national, and institutional factors (Heng et al., 2020), but nuances are yet to be studied. This article is the first full-fledged systematic analysis of the literature on public diplomacy written by Russian-speaking authors. The results of the analysis, divided into several sections, demonstrate a number of findings that

describe the development of the literature in this field and raise questions that could be covered in subsequent studies.

It is reasonable to assume that the situation will be complex because Russian-speaking authors belong to more than one country. For example, Russian-speaking authors from Russia and Tajikistan may find themselves in very different individual, institutional, and national contexts. Moreover, it is important to consider that the distribution of universities, networks, scholars, and access to grants is not uniform even within a single country. For instance, in Russia, over a third of higher education institutions are located in Moscow. This disparity in distribution may potentially lead to inequalities in publication activities.

A significant portion of the article is devoted to gender-related statistics in the selected field. The analysis of gender markers of authors in this collection of articles yielded results that were thought-provoking. It is notable that the discipline is slightly dominated by female authors in terms of numbers, and their contribution to the discipline's development, as evidenced by citations, is significantly higher than that of male authors. This is particularly evident in the case of the most highly cited articles. The data indicates that authors of different genders collaborate actively with each other. Nevertheless, this study does not address the nature of collaboration and cooperation between authors of different genders. In subsequent stages, it may be possible to ascertain the identity of the first and second authors, as well as the status of the collaborating parties (e.g., supervisor-student; senior collaborator-junior collaborator).

The knowledge about gender-related distribution among authors as well as collaboration patterns is crucial for understanding whether an “academic glass ceiling” (Süßenbacher et al., 2017; David & Woodward, 1998) that impacts publication activities is present in the field. The current study demonstrates that, at the level of access to publication, as well as the recognition of female authors’ authority in the field (for example, through citations), biases against female authors are not present among Russian-speaking scholars of public diplomacy. Nevertheless, the present study cannot conclude that the “academic glass ceiling” is absent in the industry as a whole, in terms of remuneration, access to grants, career trajectories, and other factors.

The sections of the analysis that address keywords and themes are of great importance in comprehending the background of authors and the general paradigm of the concept of public diplomacy. These sections indicate that a significant proportion of articles focus on or are preoccupied with the concept of “soft power,” and that public diplomacy is primarily understood within the context of international relations and foreign affairs. The study does not delve into the methodological preferences of Russian-language public diplomacy scholars, but it does suggest that their preferred research methods may include traditional methodological approaches from political sciences and history. It is evident that further studies could be conducted to either substantiate or refute this assumption.

It is important to analyze the quality and contribution of articles. The elibrary.ru resource can be manipulated to narrow the sample of articles and journals, focusing only on those included in the ‘RINC core’, a special group of journals with the highest quality articles. As this is the first article of its kind, such an analysis was not possible without recalibrating the focus of the study.

This study revealed imperfections of one of the major academic search engines in Russian academia. The study has shown that even though the elibrary.ru website can be useful for both data collection and data analysis, some internal issues may damage the quality of analytical outputs; hence, manual checks are essential for systematic literature reviews that plan to employ the methodology introduced in this article. It is worth mentioning that even academic search engines like Google Scholar have some imperfections (e.g., et al. is among the most cited authors ever according to Google Scholar). That may disrupt the quality of data withdrawn from this database.

In conclusion, it can be reasonably asserted that the research in question has made a significant contribution to our understanding of the major developments in the field of public diplomacy. However, it has also encouraged readers to embark on their own journey of discovery, enabling them to gain an initial insight into the academic cultures, in-depth issues, and tendencies that are present for authors writing in Russian on public diplomacy in a variety of countries.

Concluding remarks

The aim of my article was to explore the development of public diplomacy in Russian language and to answer, at least in part, two questions:

RQ1. How did scholarship of public diplomacy in the Russian language develop from 2000 to 2023?

RQ2. What are specific features of public diplomacy scholarship in the Russian language?

This systematic review of the literature on public diplomacy in Russian represents the first comprehensive and published study of its kind. Previous studies have included literature analyses, but none have focused on literature studies with a Russian language focus. This study has provided a characterization of the current state of academic literature on public diplomacy in Russian, as well as its historical evolution.

First, the field is evolving, with the body of literature gaining dozens and sometimes even hundreds of new works yearly. Second, more than 800 authors are engaged in the advancement of this field, disseminating their works in Russian not only in Russian journals but also in journals from over 20 other countries. Third, despite the considerable number of authors, there is a cohort of authors who consistently publish their work and push the field forward.

Fourth, with regard to gender, the number of female authors is slightly predominant, while both male and female authors successfully collaborate in same and mixed-gender teams, as evidenced by at least one-fifth of the papers being written jointly. Sixth, a significant proportion of works on public diplomacy employ the concept of “soft power,” with the majority of these works being published in political or historical science journals. It is evident that this paper provides only a general overview of the current state of public diplomacy within the Russian-speaking academy. Further research is required to gain a more nuanced understanding of the existing trends.

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