DESCRIPTION

She Ji is a peer-reviewed, trans-disciplinary design journal with a focus on economics and innovation, design process and design thinking. She Ji is fully open access. Our mission is to enable design innovation in industry, business, non-profit services, and government through economic and social value creation. Innovation requires integrating ideas, economics, and technology to create new knowledge at the intersection of different fields. She Ji provides a unique forum for such inquiry.

She Ji addresses how societies, organizations, and individuals create, build, distribute, use, and enjoy goods and services, with added focus on strategy and management. It provides key articles in research methods and methodology, philosophy, and philosophy of science to support the core journal area. The journal also explores the way that organizations increasingly use design thinking to achieve success, and the journal examines how design thinking can inform wider social, managerial, and intellectual discourses.

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