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Our mission is to further 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 this inquiry.

Articles in She Ji address the creation, development, distribution, and use of goods and services by societies, organizations, and individuals; the creation and control of socio-technical systems; the strategic and managerial issues these entail; the way that organizations use design; and how design thinking informs wider social, managerial, and intellectual discourses. We also publish articles in research methods and methodology, philosophy, and philosophy of science that support our core journal area.

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