

## Zhouying JIN

Zhouying Jin is a senior researcher and professor, Institute of Quantitative-Economics and Technical-Economics of the Chinese Academy of Social Sciences; Director, Centre for Technology Innovation and Strategy Studies (CTISS), of the Chinese Academy of Social Sciences. She also is Chairman and founder for the Beijing Academy of Soft Technology and Director of Beijing Center for The Future; President of China chapter of World Future Society(WFS); Member of Global Advisory Council of WFS; Chairman and founder of the Future 500(China).



She was graduated from Chinese University of Science and Technology in 1965; a researcher, Institute of Mechanics, Chinese Academy of Sciences (1960s); Deputy Chief Engineer of Changchun Electric Industrial Administration (1970s); Vice secretary-general, China enterprise Directors (Managers) Association of State Economic Committee of China (1980s). From 1988 (to present), she serves for the Chinese Academy of Social Sciences.

**SERVINGS FOR NATIONAL S863 PLAN:** In 1996-2000, she has been appointed by MOST (Ministry of Science & Technology) as a key member of Nation's S863 Plan and appointed as the Experts Team Leader of Strategy for the S863 Plan (China High-Tech Research & Development Plan for 2001-2010) of China.

**OVERSEA EXPERIENCES:** She studied Management and Consultant in Japan Productivity Center (1980. 8-11 and 1984), awarded the title of Management Consultant by JPC; Visiting professor of Case Western Reserve University and University of Nebraska-Lincoln, U.S.A (1993-1994); Senior Research Fellow, Institute for The Future (IFTF, U.S. CA, Menlo Park 1996); Special researcher, Institute of Science and Technology policy of Japan (2000.12-2001.4); visiting professor of University of Aix-Marseille III of France (2003.9-10).

**MAJOR FIELDS OF RESEARCH** include Soft technology — new paradigm of technology, Future research, Long-term strategy management system and sustainable development, Green business model and the Future 500, Beyond GDP, the Genuine Progress Indicator (GPI) system of China, etc.

**SOFT TECHNOLOGY:** Since the past 15 years, she has been bending herself to research on “soft technology” and founded the Beijing Academy of Soft Technology. She was invited by nineteen countries and over 30 universities, research institutes, companies and international conferences to present about the theory and application of the soft technology, for instance, she was invited as a speaker for the First ‘Festival of Thinkers’ as one of the ten World Thinkers with ten Nobel Laureates in 2005.

**FUTURE RESEARCH & LONG-TERM STRATEGIC MANAGEMENT:** She keeps contact or work with more than 20 future research organizations. She commits herself to

combine future research with China's practice of socio-economic sustainable development. She has designed a model—"China 2050 and early warning system in 1997. During the last 16 years her research group and she persevere in implementation and improve this model, and serve for those decision-Makers through different case studies such as 《Sustainable Development and Long-Term Strategic Management》, 《Green Economy & Long-term Strategic Management System-a case study in a resource-based city》, 《Systematic solution to meet green economic growth and sustainable development》.

**THE FUTURE BUSINESS MODEL:** In order to meet new economic era and green development, she has introduced The Future 500 mechanism which is aiming at improving sustainability and harmonizing economic profits with social and environmental benefits in enterprises dimensions (triple bottom line), and setting up examples of "good company" in the 21st century.

**CHINA'S GENUINE PROGRESS & MEASUREMENT SYSTEM of POLITICAL PERFORMANCE:** She is endeavoring to Beyond GDP and establishing Genuine Progress Indicator (GPI) system and improving performance measures of administrative achievements in China. This study and practice are promoted in domestic regions, and the results are broadly published by various medium.

**AMONG HER PUBLICATIONS,** there are 15 monographs, 6 translated books, more than 20 joint publications; more than 30 research reports and hundreds of thesis.

**1. MAJOR MONOGRAPHS** include: 《Management and Enterprises Diagnosis, two volumes》, Beijing;《Management Consultation on Industrial Enterprises》;《The Formulation, Methods and Cases of Management Strategy of enterprises》; 《Soft Technology》, Tokyo; 《Soft Technology -- The Essence and Space of Innovation》, Beijing and U.S.A; 《Service Innovation and Social Resource》, Beijing; 《Long-term strategy integration and sustainable development》, Beijing; 《Global Technological Change--From Hard Technology to Soft Technology》 (First Ed. & Second Ed.), UK, U.S.A and China, etc.

**2. MAJOR JOINT PUBLICATION BOOK:** 《Productivity and Economic Growth in China, USA and Japan》, Beijing; 《Knowledge Economics: Emerging Principles, Practices and Policies, Knowledge Economics》, U.S.; 《Protocol, Standard and Implement Guideline for Computer Integrated Manufacturing System (CIMS)》; 《Integrated evaluation of advanced manufacturing system in "Plan and design of advanced manufacturing system》; 《Knowledge Economy and Development of China》; 《Repot on robot development strategy study, -History, Technology, Industry, Standard and Policy, two volumes》, etc.

**3. MAJOR THESIS:** 《Virtual Institute and Organization innovation》, London; 《Technology Driving Force for Sustainable Development—Principle of harmony and balance》, London;

《Technological Institution and Soft Technology》, Beijing; 《Passer de la representation du present a la vision prospective du future--<technology foresight>》, France; 《Technological Progress in History: Survey of Evolution and Shift of Emphasis From ‘Hard-tech’ to ‘Soft-tech’ Development》, London; 《Institutional innovation on Coal bed Methane industry》; 《The policy of robot development in China》;《Soft Technology and Technology Innovation》; 《Soft technology, soft infrastructure and Knowledge economy》; 《From nation’s soft power to soft power of enterprises》; 《Change the thinking model, to open another door of creative industries—opportunities and challenges》; 《Global Technological Change and Business Mode Innovation—The abuliding Fourth Industrial Revolution》; 《From national soft power to corporate soft power》; 《A New Mindset for Corporate Sustainability》; 《Beyond the financial crisis: a way forward with development paradigm》, UK; 《Sustainable Development and Long-Term Strategic Management》, U.S.; 《Strengthening Public Sector Foresight》; 《Systematic solution to meet green economic growth and sustainable development》, U.S.; 《Beyond GDP, Genuine progress indicators in China》;

**4. IN CHARGE OF RESEARCH PROJECTS** :In the recent fifteen years she led more than 30 important projects within 20 projects has asked by central government, ministry, Chinese academy of social sciences, or international organizations, e.g. in 1996-2000, She had been in charge of “ the Strategy Research for the Nation’s S863 Plan”; in 2001-2005, she organized a cross-discipline team to led the project of ”Long-term strategy integration and sustainable development” asked by CASS; “National strategy for Petroleum and Natural Gas”; “Evaluation of Nation’s High-Tech Research & Development Plan”, “Assessment for The Breakthrough Project”; “Service innovation and NGO organizations in China”; “Strategic Management and Institutional Innovation on Coal bed Methane Industry”; “Green Car Development Guideline and Environmental Policy in China”; “Environmental strategy for transnational Auto companies”; “The water problem in China”; “ Robot Development Strategy Study of China”; “The water crisis (An advice to center government)”, “China GPI—genuine progress indicator”, “GPI—genuine progress indicator of Beijing City”, “Green Economy & Long-term Strategic Management System-a case study in a resource-based city” asked by local government, etc.

**5. MAJOR COOPERATIVE RESEARCH PROJECT:** more than 30 important projects including 《State of the Future》, The Millennium Project (Chinese version published every year from 1997-2011); 《National strategy for development of Petroleum and Natural Gas Industry》; 《Productivity and Chinese Economic Growth, Comparative Study of Productivity Among China, USA and Japan》; 《Technology Horizon Map of China》 (IFTF); 《Market economic environment and reforming of scientific research institutes》 (Asia Bank); 《Research on Zhongguancun (Beijing high tech park) innovation service system》;

《Development of West Region and China》; 《Global water scenario analysis》; 《World education for the future 30 years》; 《SOFI-State of the Future Index》; 《The Industrial transition of Natural mine resource type of cities》 (MOST); 《Long term strategy and sustainable development for \*\* city》 ,etc.

**6. COPYRIGHTS:** She holds **two personal copyrights** on Enterprises Evaluation as well as Benefit and Risk Evaluating System for Technological Project.

**7. CONSULTING AND DIAGNOSES:** she was consulted and diagnosed over 40 Medium and Large Scale Companies; Vice President, Chinese Research & Consultation Corp. of Economic & Technology (1990-1993); Senior Advisor for over ten large and medium State-own companies.

**8. VOLUNTEER FOR POVERTY ALLEVIATION:** During 1989-1999, as a volunteer, she worked with Care Japan to help China's depressed area such as Tong County of Hubei Province, NanChong County of Sichuan Province, etc.

**9. ACADEMIC EXPERIENCE:** Jin is a Guest Professor of Hohai University (Nanjing); Academic member of Shanghai Academy of Systematic Science.; Adviser for Soft Power Research Center of JINAN University; Vice chairman of China National Committee for Pacific Economic Cooperation Business Forum.

She was a Member of Professional Committee of Chinese Academy of Social Sciences (1992-2000), Guest Professor of Chinese University of Science and Technology, Tsinghua University (Beijing).

She is President of China chapter of World Future Society(WFS); Member of Global Advisory Council of WFS; Planning Committee Member and Chair of China node of the Millennium Project; Member, The Club of Rome EU-Chapter; Research Fellow of World Business Academy (Ojai, CA, U.S.) ;Senior Research Fellow of IC2 Institute At Austin; Fellow of the WIF (World innovation Foundation); Member of the Research Advisory Board for "ETHICAL MARKETS " ITV; Member of Editorial Board, AI & Society, in British and International Journal of "Technology Intelligence and Planning" in France, etc.

BAST's Web: [www.soft-technology.org](http://www.soft-technology.org)

Future 500 (China)'s Web: [www.future500china.org](http://www.future500china.org)

Chinese Academy of social sciences (CASS)

CASS's web: <http://iqte.cass.cn/read.asp?id=2324>

E-mail: [jinyz@soft-technology.org](mailto:jinyz@soft-technology.org)