She Ji is a peer-reviewed, trans-disciplinary design journal published by Elsevier in collaboration with Tongji University and Tongji University Press. The first issue will appear in September 2015.

She Ji focuses on economics and innovation, design process and design thinking. 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 this interdisciplinary inquiry.

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

She Ji invites papers on topics within our remit. Articles of interest might cover such issues as:
- Design-driven innovation for social and economic change
- Design practices in management, consulting, and public service
- Alternative economies and industrial transformation
- Design for smart and sustainable living
- Latest design theories
- Methods and methodologies for design research
- Design for social innovation, organizational change, and education
- Design, computation, and algorithms
- Cultural aspects of design and innovation
- Philosophy of design
- Philosophy of science in design research

In particular, She Ji encourages three new dimensions in the literature of design and innovation: (1) serious economic inquiry and management inquiry; (2) rigorous research in design using the methods of the natural sciences, social sciences, and economics; (3) methodological contributions that deploy innovative research methods and processes.

She Ji publishes seven types of articles:

1) Original research articles. She Ji welcomes conceptual, theoretical, and empirical articles. All research articles are subject to double-blind peer review. Following peer review, She Ji works with authors on a final round of copy editing to ensure highly readable articles that will reach and influence a wide audience of scholars, researchers, and professional designers, teachers and students, as well as leaders in business, industry, and government.

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She Ji is fully open access. Tongji University and Tongji University Press support She Ji as a contribution to the design field and a public service to design research. We do not charge author fees and all published articles are accessible free of charge from the journal web site.

To submit articles to She Ji, please go to the She Ji Web site at URL: http://www.elsevier.com/journals/she-ji-the-journal-of-design-economics-and-innovation/2405-8726

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