

CCSSR
Research & Education on
Service Economics & Management

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Topic

- I. Chief Expert
- II. Research Team
- III. Projects
- IV. Achievements
- V. Education
- VI. Plans

Sun Yat-sen University

- For memory of Sun Yat-sen, the Great man who overthrew Qing Dynasty Emperor
- China's 9th-10th top University
- In Guangdong Province which is most development in China and began Reform & Opening policy most early in China in 80s
- Campus 6.17 Sq.km
- 12,000 staff, 60,000 students, PhD students 3,400, Master students 12,000



China Center for Service Sector Research CCSSR

- **A research institution in Sun Yat-sen University**
- **Professional Institute for research service sector**
- **First institute for tertiary industry in China**
- **Leading level in service economic research in China**
- **30 special researchers & 35 Post D/PhD/ PhD students**
- **In charge of PRC Key Projects on Development of China's Tertiary Industry**

Main Research Topic

- 1. service economics**
- 2. development strategic of service sector**
- 3. service economy analysis & development**
- 4. operation management of service sector**

Main Research Fields

- **information, computer service**
- **trade, hotel and catering service**
- **finance, business service**
- **scientific research, technical service**
- **public facilities**
- **community service**
- **education, health, social security and social welfare services**
- **culture, sports, entertainment**
- **public management, social organization service**

Main Viewpoint of service sector

- Consumable in the form of service (1981)
- Tertiary Industry Equation(1982)
- Service Product Theory (1988)
- Tertiary Industry Economics(1988)
- Service Sector Value & Employment Model(1989)
- **China's Tertiary Industry development (1996)**
- **China's Tertiary Industry Economic Analysis(2000)**
- **Internal structure of China's service sector(2003)**
- **Information Revolution in Service Sector(2004)**
- **Production Service(2005)**

Director

Professor Jiangfan Li, PhD

Assistant Director

Dr. Guanlin Li, Associate Professor

Wangcheng Yang , Associate Professor

Dr. Meiyun Li, Lecturer

Members

30 special researchers

35 Post D/PhD/ PhD students

“七五”—“九五”时期

For the period from the Seventh Five-year Plan to the Ninth Five-year Plan **National Research Program**

- 中国第三产业发展战略与政策研究(国家社科规划“八五”重点课题1993-1996)
- **Tertiary Industry development strategy and policy in China (Key Planned Social Science Program in China in the Eighth Five-year Plan, 1993-1996)**
- 我国第三产业发展现状与发展战略研究(国家社科规划“九五”重点课题, 1997-2000)
- **Research on current situations and strategies for service sector development in China (Key Planned Social Science Program in China in the Ninth Five-year Plan, 1997-2000)**
- 第三产业内部结构与中国发展第三产业的政策研究(教育部规划重点项目 1998-2001)
- **Research on internal structure of the service sector and China policy for developing service sector (Key Planned Research Program by the Ministry of Education, 1998-2001)**

省级课题

Province-level Research Program

- 第三产业经济学（广东省社科规划“七五”重点课题1986-1988）
- **tertiary Economics (Key Planned Social Science Program in Guangdong Province for the Seventh Five-year Plan, 1986-1988)**
- 第三产业管理学(广东省社科规划“八五”重点课题1992-1996)
- **Service Sector Management Studies (Key Planned Social Science Program in Guangdong Province for the Eighth Five-year Plan, 1992-1996)**
- 中国第三产业结构的调整、优化研究(广东省社科规划“九五”重点课题1997-2000)
- **Research on the Adjustment and Improvement of Service Sector Structures in China (Key Planned Social Science Program in Guangdong Province for the Ninth Five-year Plan, 1997-2000)**
- 珠江三角洲第三产业的发展与管理研究(广东省高校社科研究课题1992-1995)
- **Research on the development and management of service sector in the Pearl River Delta Region (Social Science Research Program in Tertiary Institutions in Guangdong Province, 1992-1995)**
- 第三产业经济运行研究(广东省高校重点学科项目1993-1996)
- **Operational Research on Service Economy (Key Subject Studies in Tertiary Institutions in Guangdong Province, 1993-1996)**

For the period of the Tenth Five-year Plan

National Research Program

- 中国第三产业垄断行业改革战略及政策研究(国家社会科学基金项目,2002-2004)
- **Reform strategies and policies for monopoly in service sector in China (Funded by National Social Science Fund, 2002-2004)**
- 三次产业结构演变与服务经济前沿问题研究(国家社会科学基金项目,2005-2007)
- **Research on Three Industrial Structural Changes and Front Edge Questions in Service Economy (Funded by National Social Science Fund, 2005-2007)**
- 教育产业与教育服务产品理论研究(全国教育科学规划教育部重点课题, 2002-2005)
- **Education Industry and Education Service Product Theory (Key Program of the Ministry of Education as part of the national Planned Education Science program, 2002-2005)**
- 非营利组织运行机制与管理研究(教育部“十五”社科规划课题, 2001-2005)
- **Non-profit Organization Operational Mechanism and Management (Planned Research Program by the Ministry of Education in the Tenth Five-year Plan, 2001-2005)**
- 我国体育产业在国民经济发展中的地位和作用(国家体育总局课题, 2004-2005) **Role and Function of Sports Industry in the Development of China's Economy (Program by the National Sports Administration, 2004-2005)**

Province-level Research Program

- 广东率先实现现代化与第三产业升级优化(广东省社科规划项目, 2002-2003)
- **Guangdong took the lead in realizing modernization and upgrading service sector (Planned Social Science Research Program in Guangdong Province, 2002-2003)**
- 推进和完善广东垄断行业改革研究(广东省重大决策咨询研究课题,2004-2005)
- **Promote and Improve Research on Guangdong's Monopoly Industry Reform (Important Decision-making Consultation Research Program in Guangdong Province, 2004-2005)**
- 广东第三产业产业关联、波及与发展战略研究(广东省软科学研究计划项目,2002-2005)
- **Research on Industrial Correlations, Effects and Development Strategies for Service Sector in Guangdong (Planned Soft-science Research Program in Guangdong Province, 2002-2005)**
- 第三产业增长与服务管理新趋势研究(广东省高校人文社会科学研究重点项目,2005-2006)
- **Research on the Growth of Service Sector and the New Trend for Service Management (Key Cultural and Social Science Research Program in Universities in Guangdong Province, 2005-2006)**
- 广东省服务业发展政策研究(广东省计委项目,2003)
- **Research on Guangdong's Policies for Service Sector Growth (Program of Guangdong Committee for Planned Economy, 2003)**
- 改善服务业发展环境 促进服务业加快发展(广东省发展和改革委员会项目,2005-2006)
- **Improve the Environment for Service Sector Development and Speed up Its Further Growth (Program of Guangdong Committee on Development and Reform, 2005-2006)**
- 第三产业信息化研究(广东省科技厅课题2005)
- **Research on Information Revolution in Service Sector (Program by Guangdong Science Commission, 2005)**

OLD viewpoint

- Service = Non-production sector
- Service produce Nothing but consume product made by farmers and workers
- % of service should be kept in small %
- Service sector under-develop

New Viewpoint

- Products=Goods+Services
- Service Product is a product in form of service
- Service sector=produce product in form of service
- Service sector develop quickly

**Key planning program for social science
in China's 8th 5-year Plan**

**Strategy and Policy for development of
China's Tertiary Industry**

Assessment Opinions of Experts (1996)

**“of overall leading level in China and some part
of it of advanced level even in the world”**

*Economics Analysis on
China's Tertiary Industrial*

Guangdong People's Press 2004

**Final Result of Key Projects funded by National Social
Science Fund during 9th 5-year Plan**

Key Program for social science in China's 9th 5-year Plan

Current Situation and Strategy for Developing

China's Tertiary Industry

Assessment opinions of experts (2001)

**“took the lead in China and
of advanced level even in the world.”**

国家社会科学基金项目
National Social Science Fund sponsored program

中国第三产业垄断行业
改革战略及政策研究

Monopoly in China's Service Sector – Research on Reform
Strategies and Policies

2002年立项，2004年完成
Launched in 2002 and finished in 2004

国家社会科学基金项目

National Social Science Fund sponsored program

三次产业结构演变

与服务经济前沿问题研究

**Research on three industrial structural changes and
front edge problems in service economy**

2005年立项，预计2007年完成
Launched in 2005 and to be finished in 2007

教育部规划重点项目

Key Planning Program of the Ministry of Education

**第三产业内部结构与
中国发展第三产业的政策研究
(1998—2001)**

**Internal structure of service sector and research on
China's policy to promote service sector growth
(1998-2001)**

专家评审意见 (2001)

国内领先、国际先进水平

Assessment opinions of experts (2001)

“took the lead in China and of advanced level even in the world”

博士后/博士生/硕士生招生

Post D/PhD/Master students enrolment

- 企业管理专业
第三产业经济与管理

Major in Enterprise Management: Service sector economy and management

- 产业组织与管理专业
第三产业经济与服务管理

Major in industrial organization and management:
Service sector economy and management

- 培养博士生10+22人
- PhD students: 10+22 persons
- 硕士生24+13人
- MA students: 24+13 persons

Main courses

Tertiary Industry Economics

PhD students 60 hours

Master students 40 hours

Multimedia CD

Session 1: Service sector and its development (1 day)

Session 2: theories of service products (1 day)

Session 3: theories of service's four components (2days)

See <http://mns.zsu.edu.cn/ccssr/new/show.asp?id=436>

<http://msn.zsu.edu.cn/ccssr/new/show.asp?id=436>

Service Management

PhD students 60 hours

MA students 40 hours

Textbooks compiles and
to be published by a university press

博士论文主要选题

Main topics chosen by doctorate candidates for graduation papers(1)

- 1. 中国服务产业的崛起(魏作磊)
- **The rise of service sector in China (Zuolei WEI)**
- 2. 中国服务生产率演进(顾乃华)
- **The development of service productivity in China (Naihua GU)**
- 3. 中国服务业的区域发展(胡霞)
- **Regional development of service sector in China (Xia HU)**
- 4. 休闲服务与休闲产业的发展(卿前龙)
- **Leisure service and the development of related industry (Qianlong QING)**
- 5. 服务产业的融合与发展(李美云)
- **Integration and development of service sectors (Meiyun LI)**

博士论文主要选题

Main topics chosen by doctorate candidates for graduation papers(2)

- 6. 服务资源外置与服务业发展(陈菲)
- **Service resources outsourcing and development of the service sector (Fei CHEN)**
- 7. 生产服务业发展探析(毕斗斗)
- **Research on the development of producer service (Doudou BI)**
- 8. 服务业国际竞争力比较研究(孔云龙)
- **Comparative research on service sector's international competitiveness (Yunlong KONG)**
- 9. 信息经济与服务业发展(许晶华)
- **Information economy and service sector development (Jinghua XU)**
- 10. 非营利组织运行与管理(杨望成)
- **Operations and management of non-profit organizations (Wangcheng YANG)**
- 11. 制造业服务化的机理与演进(刘继国)
- **Mechanism and development of manufacturing Servitization (Jiguo LIU)**

中山大学中国第三产业研究中心网站建设

Website of China Center for Service Sector Research, Sun Yat-sen University



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第三产业论坛

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- 服务业与当代国际经济竞争
- 中国公共服务体制研究
- 中国高等教育扩招的问题与对策
- 中国教育服务产品成本补偿机制
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- 广东服务业发展改革研究
- 第三产业投入产出分析
- 中国公共服务体制研究
- 服务业与国际经济竞争
- 服务业发展：问题与展望
- 休闲服务的经济学分析
- 第三产业内部结构研究
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中山大学“985工程”创新研究基地

Creative Research Base of 985 Project, Sun Yat-sen University

- 项目名称:
- **Project Name**
- 服务经济与管理研究
- **Research on Service Economy & Management**
- 主要学科领域:管理学、经济学等
- **Covering the field of Management Studies and Economics**
- 主要建设内容
- **Including the following topics:**
- 1. 第三产业经济与服务管理
- **Service Economy and service management**
- 2. 电子商务与物流管理
- **e-commerce and logistics management**

IBM资助服务科学研究计算机网络建设
Service Science Research on Computer Network
Construction Sponsored by IBM

END

Thank You

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