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附录

1 ChatGPT 和其它生成式人工智能将如何影响领导力？

近期，ChatGPT 的横空问世引爆了社会各界的广泛讨论。国内外企业领袖对于这项新技术工具对未来业务的影响也予以了高度的关注。不论是科技巨头还是规模大小不一的企业和创业者，都对该技术展现出了乐观的态度，并积极加快了相关技术在自身业务上的部署和应用。

在国外，微软开始借助 ChatGPT 模型来驱动 Bing Chat 和 Copilot 为用户提供更高质量、更有趣且富有表现力的中英文文本生成服务；谷歌也刚刚放出基于大语言模型的对话式人工智能工具 Bard 的测试版，来为用户提供更加准确和更容易被理解的搜索结果。Facebook 也将开发自己的模型 LLaMA 来加强其在该领域的竞争力。

在国内，百度推出了基于规则和模板的中文文本生成工具“文心一言”，通过快速生成的简短、有趣、易懂的中文文本来增强用户的搜索体验。腾讯高管表示将投入各类资源来打造其自身的基础模型技术并在未来应用于各业务当中。创新工场也宣布成立 ProjectAI2.0 公司做中文版 ChatGPT。还有数不胜数的外中企业和创业者都在积极投身于 ChatGPT 和相关技术的部署和应用。

ChatGPT 是 OpenAI 最新也是最受关注的成果，被认为是有史以来进化最快的“应用”。但这种强大的人工智能进步真的能提高领导力吗？

若要深入了解 ChatGPT 真正能做些什么，首先需要了解它是如何运作的。作为新一代的生成式人工智能工具，ChatGPT 是一个大型语言模型

(LLM)，旨在以会话的方式对来自人类的自然语言输入进行理解和响应。通过利用大量的文本数据，并运行复杂的深度学习算法，它可以对广泛的问题和提示生成类似人类的响应。

在领导者为企业制定有效战略时，他们必须培养一种全新视角应对各种形式的生成式人工智能，掌握新技术不断演进的趋势，并思考如何在不会违背道德的前提下将新的独特的创新嵌入到他们的业务中，同时还应避免在这场对新工具铺天盖地的炒作中迷失方向。

领导者只有与技术生态的演化保持同步，并秉持一种时刻拥抱新技术的心态，在面对激变的潮流时才能有所胜算。领导者在对未来进行规划时需要重视以下几点：

- 不确定性是不可避免的，勇敢地正视这种不确定性将有可能实现业务的变革。

- 生成式人工智能可以是独立应用的，也可以是集成在业务中的，或者可以用来增强整个流程。每个选项都蕴藏挑战和机遇。但它的智能程度最终还是取决于你所提供给它的内容。

- 文化仍然是企业的核心，人工智能无法取代具备道德和伦理属性的人类领导力。

生成式人工智能是否能改善人类的领导力体验？

持续的信息爆炸意味着我们可以接触到比以往更多的信息。现在，用户可以使用生成式人工智能来筛选海量数据，并简明扼要地总结各个领域的关键信息。

通过输入特定的查询和条理清晰的数据点，个人或许可以利用生成式人工智能来提升其工作质量和速度。“重视忙碌”是企业推崇的文化，如果将生成式人工智能有目的地整合到业务流程中，尤其是那些高度重复性或耗费体力的流程中，不仅可能缓和这种文化所带来的紧迫感，还有助于提高员工效率。该整合还可以在组织内实现个人工作和生活之间的平衡，这也是领导者所倡导的价值观。

当前经济环境存在很多不确定的因素。生成式人工智能在一些社会最基础领域所发挥的影响将会越来越大。此外，人工智能可以解决劳动力短缺问题，有效地接管那些人类参与度逐渐降低的任务或角色，同时还可以

节约成本。这些都是领导者需要重点关注的。

生成式人工智能给领导者带来了哪些挑战？

人才的替代：生成式人工智能不仅能够消除重复性工作，还可能影响白领的就业，它们能够以在既往的技术革新过程中前所未有的方式，取代具备中等技能和高等技能的工人。

决策的风险性：ChatGPT 这样的工具在我们查询相关结果时虽然发挥了不小的作用，但却增加了使用者对未经验证的信息源过度自信的风险。

道德与歧视：如果对有偏见的数据进行训练（很多组织中都存在这种情况），生成式人工智能工具可能会产生歧视性结果。

技能侵蚀：过度依赖人工智能可能最终导致人类技能衰退。如果我们过度依赖人工智能，而不是只把它当作工具，就会使我们的核心竞争力处于危险之中。

领导者可以做些什么来规划持续的技术转型？

就像之前的互联网或移动技术一样，生成式人工智能平台有潜力最终改变一切。到目前为止，人工智能已经很自然地融入到社会的方方面面，比如，使用各种电子地图对一个新城市进行导航，用人脸识别技术解锁智能手机，或在撰写文本时使用自动更正功能。领导者需要学习如何用一种与上述例子同样自然的方式，将这些工具战略性地整合到他们的组织流程和领导策略中。领导者务必认识到：

不确定性是不可避免的；拥抱它可能会彻底改变组织的业务。

领导者需要对生成式人工智能可能为组织创造的机会保持开放的态度。一方面，需要致力于建设技术优先的文化，另一方面，需要对人工智能与其组织的相关性有不断演进的理解。这样的领导者将最有可能获得成功。

领导者需要将新技术的发展与最近市场上的新变化结合起来进行规划。这也是一个与更广泛的技术生态系统，包括学者、行业专家和下一代领导者接触的机会。

生成式人工智能可以独立存在、集成到特定业务流程中、或增强整个工作流程。每种选择都有其挑战和机遇。但它并不比你提供给它的东西更

智能。

目前，我们还没有看到迹象表明这些工具将全面改变和加强我们的工作和领导方式，但我们知道每一个选项都需要一个适应过程。就像每一次技术飞跃一样，领导者不应该将他们尚未建立竞争力的技能简单地外包出去，也不应该期望从自己还没有学会如何利用的工具中获得积极的结果。简而言之，领导者需要培养批判性思维：如果每个人都开始使用 ChatGPT，谁又来创造出高质量的信息供它借鉴？谁又能对 ChatGPT 所提供的分析和内容进行审核？

此外，随着时间的推移，领导者应该警惕虚假信息和“信息退化”。如果你的组织一直依赖不完整或不正确的数据，人工智能可能会产生同样有缺陷的结果。不要指望这些工具能突然解决系统性问题。

文化仍然是企业的核心：人工智能无法取代具备道德和伦理属性的人类领导力。

领导者需要做到敏捷而又富有洞察力，并经常停下来考虑如何负责任地使用新工具。如果我们过度依赖生成式人工智能，我们就有可能放弃我们的战略责任。人工智能可能会提供一个新的框架，但人类的判断力、创造力和战略思维仍然是有效领导和发展的必要条件。这些是从机器人身上永远得不到的，因而领导者应该保持以热情、真实、严谨和谦逊的态度来面对自己的员工。

2 中外董事对话及相关活动留影



中外董事对话第一次活动（2018，北京）



中外董事对话第二次活动（2019，北京）

中外董事沙龙·第三期

2020 | 4月28日
16:00-18:00

主办单位: AOC 中国董事 Russell Reynolds IO China

承办单位: 中华新华电能源电力产业联盟 The China Chamber of Energy Industry

沙龙主题: 疫情下公司董事会如何应对?

象, 非常的罕见。那么我们再看第1季度全国规模以上工业企业实现的利润, 同比下降了百分
rare. Then let's look at the profits realized by industrial enterprises above the national scale in the first quarter

主持人 华电科技园的屏幕共享

楚序平
AOC 中国董事

张志强
ABB中国区总裁

Jonathan Geldart
英国董事协会 (IOD) 执行主席

赵玉卓
中国南光集团董事会议秘书

程原
罗盛咨询大中华区董事总经理

谈校
亚洲基础设施投资银行

Micha Rosenthal
罗盛咨询 董事会咨询专家

责任感, 越应该有市场。具体的措施我想从公司董事会不断的优化入手。
因为包括像我们南光集团现在正在进行董事会结构的优化, 那么
start with the continuous optimization of the company's board of directors. Because, including our Nanguang Group

主持人 华电科技园的屏幕共享

中外董事对话第三次活动 (2020, 疫情期间在线直播)



中外董事对话第四次活动（2021，在线直播）



中外董事对话第五次活动（2022，在线直播）



程原（前排左六）、路跃兵（前排右四）参加牛津剑桥论坛



新加坡董事协会活动



日本非执行董事论坛（2019，东京）



罗盛咨询 CEO Clarke Murphy 参加墨尔本大学商学院活动



亚太区董事会领导力论坛

环球世纪出版社双语信息

1. 摘要和作者

本书提要

本书从董事会“硬件”要素（如，董事会架构设置、角色定义和职权划分、成员和能力构成等）、“软件”要素（如，董事会主席领导力、董事会文化等）、运营程序及董事会继任等事项入手，全方位深入剖析高效董事会的构成要素和运作方式，为在中国市场的监管部门、各行业上市企业、私营企业、国有企业、合资企业、家族企业的高管和董事会完善公司治理、提升企业竞争力提供可据参考。

《卓越董事会》一书的两位作者分别于牛津大学和剑桥大学从事过博士研究。本书基于他们长期在全球顶尖领导力咨询机构或企业担任顾问及高管的实践经验，结合罗盛咨询在过去几十年与全球领先企业的高管层、董事会合作过程中积累的洞悉和经验，结合罗盛咨询独有的全球董事会调研结果的发现，为中国企业、市场监管机构和研究者展现全球董事会的最佳实践，洞察当前时代背景下企业对董事会领导力的迫切需求和未来发展趋势。

编者简介

程原 博士，罗盛咨询大中华区非执行主席，凭借深厚的行业积累与市场洞见，为全球领先的跨国公司和中国企业提供董事会咨询、CEO继任、高管寻聘服务。程原是中国公司治理50人论坛专家和北京人才发展战略研究院（由北京市政府和北京大学联合组建）理事会成员。她也是全球中国学术院信托会成员。她拥有北京外国语大学文学士学位和牛津大学社会学博士学位。

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2. 目录（见第v页）

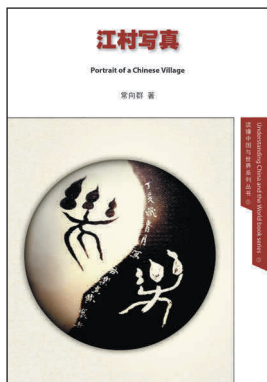
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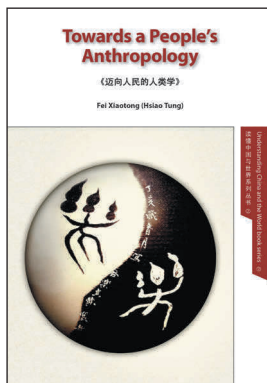
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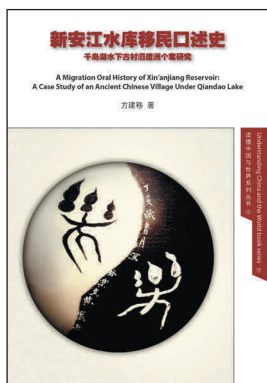
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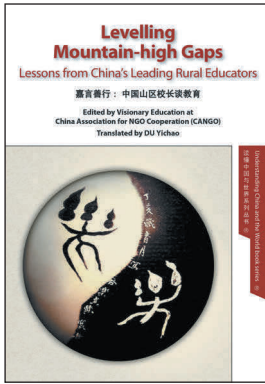
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 语言：中文和英文
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4.1 本社以全球和转文化视野创造了双语服务的独有特色

本社以英汉双语出版社会和人文学科的学术及其通俗著作，但不是以英汉对照的形式，而是有些书只出英文版或中文版，有些书既出英文版也出中文版。本社为所有期刊和书籍都提供了英汉双语信息。如果是英文书，书后包括的中文基本信息有助于中文读者了解在英语世界这一领域正在进行的努力。同样，我们有两种中文期刊（见 5），双语信息中的英文部分所包括的英文的基本信息，可以帮助非中文读者了解在英语世界之外这一领域正在进行的努力。

目前，环球世纪出版社出版三种前沿学术期刊和八种特色系列丛书，以鼓励从全球和比较的视野来研究中国。这些转文化产品展示全球中国学术院如何为全球学术界做出贡献并参与构建全球社会。在该书正文后面的“本系列其他书籍”和在双语信息后面的特色介绍以及“其他系列丛书”的扩展部分为读者提供了超越该书的更大图景。

我们使用世界地图作为所有期刊包括《全球中国对话文集》辑刊系列封面的背景，同时使用不同的和对比款式来设计，《全球中国比较研究》

封面由三种不同颜色的水平色条构成，《社科汉语研究》《语料库与中国社科研究》和《全球中国对话文集》的背景颜色不同，其封面和封底均以“白中有黑”或“黑中有白”的阴阳八卦思维来处理。这两种封面都表达了我们的“全球和比较视野”的主题（见5）。

本社系列丛书的封面均精选自世界上最优秀的当代中国书法家之一、英籍华人书法家和艺术家赵一舟先生的数千幅作品。这些“书画”都是基于汉字或词组，在某种程度上反映出我们的几套系列丛书的主题，比如：“旦”用于《中华概念》丛书、“文明”用于《中华话语》丛书、“乐”用于《读懂中国与世界》丛书、鑑（鉴反映，审视，比较）《中国和中华比较视野系》、“人”用于《中国社会科学全球化》丛书、“众”用于《“三只眼”转文化》丛书，“心”用于《中国城镇化研究》丛书、幽人（过着隐居生活而独特独立和富有创造力的人）用于“前沿与边界”系列。有些字直接被书画家用作“书画”的标题，有些则赋予了特定的含义，如：《人是人的囚徒》、《大众与传媒》。而以《各乐其乐》为例，它表现了中国典型的太极思维方式。赵氏丰富的工艺综合了中国和西方的材料（包括水彩纸上的丙烯、宣纸上的墨水和油）和技术，并借助于东西方的时空来提供它们之间的对话。凭借深厚的美学和哲学基础，以及他在中西文化之间的转文化经历，其作品在传统与创新之间取得了平衡，在一定意义上表达了全球中国学术院和环球世纪出版社的旨意。

本社出版的每一本书或发表的每一篇文章都是转文化产品。该过程贯穿产品制作的每一个流程。作者、著作编辑、文案编辑、校对、美术编辑和排版师之间的转文化合作关系构成本社出版模式的核心，展现了环球世纪出版社乃至全球中国学术院倡导的转文化理念的实践过程。

4.2 本社汉英双语显示体例

- 本社在每本书的末尾增加了“环球世纪出版社双语信息”部分。它包括“关于本书”（见第1节）和“环球世纪出版社出版的其他书系”（见第5节）。这种英汉双语服务为本社出版的系列中的每一本书和《社科汉语研究》（仅有中文版）期刊都提供了关键信息。
- 在英文版中，封面、扉页和封底以及版权页等的双语显示，均为英文在上、中文在下；在中文版中则倒过来。
- 关于空白页，本社的做法是：
 - 书前部分（front matter）页码使用罗马数字，正文页码使用阿拉伯数字
 - 以上二者之间可以有空页，以保证第一章从右面开始为第1页，其他章节可以从左面开始，以保证正文页面和页码的连贯
 - 如果全书分为若干部分或者大章，每部分或大章均从右面开始，必要时加空白页
- 单页书眉一般上章名，但是章数太少但节数太多的书（如：《嘉言善行：山区校长谈教育》一书），为了便于读者了解所在页面的章节主题，在单页书眉上则显示节名和章号。

- 在本社中文排版中，无论是封面、作者行还是在内文中，姓和单字符名称之间均没有空格，如李白，而非李 白。
- 一般而言，本社在内文排版时英文行距为 2mm，中文行距为 3mm。
- 本社从 1,000 多种可能的字体中选择了 Times New Roman 和方正楷体 (FZKai-Z03) 这两种字体分别对英文版和中文版进行排版，构成了本社英汉双语排版的风格。当中文出现在英文版或英文出现在中文版时，本社使用 InDesign 软件提供的复合字体。
- Times New Roman 字体的正体不能标准化地显示某些汉语拼音，如“地缘”的拼音“dìyuán”中的“á”与斜体拼音“dìyuán”中的“á”看上去不同。在中国出版界通用的标准地显示拼音的字体 GB-PINYIN-D 中，无论正体还是斜体的显示均与后者相同。本社使用拼音的正体与斜体依旧采用 Times New Roman 来呈现。

4.3 本社汉英双语排版标点符号用法

本社中文排版的标点符号一般遵循中华人民共和国国家质量监督检验检疫总局和中国国家标准化管理委员会于 2011 年联合颁布的《标点符号用法》(GB/T 15834-2011)¹，但在英汉双语互译以及出版的实践中存在一些标点符号不对应的问题。以下为本社在英汉双语排版的相关规则。例如：

- 由于中文字体里的标点符号的字号都大于 Times New Roman 中的同类标点符号的字号。本社中文排版根据《标点符号用法》(GB/T 15834-2011)，使用北大方正软件设置，并以汉英双语排版标准而设定了“标点挤压”（标点间距缩进）。这样，既能调整英文单词、数字和汉字混排时之间的尴尬空隙，又能解决两个标点符号在一起的时候间隔太大的问题。
- 中文的书名号《》与英文斜体在书名、期刊名、音乐专辑名或电影名等用法相似，但是，英文的文章名、歌曲名或诗歌名等用引号，这种用法也适用于本社的中文版。
- 本社在英文排版中几乎不使用破折号（——），在中文排版中偶尔使用，通常使用冒号（:），在某些情况下也使用一字线（—）。书名和章节的标题和副标题一般用不同的字体或换行来体现。
- 在一般文字或数字排版时，本社用短横线（-）代替浪纹线（~）。

4.4 本社中文及相关名字英文显示体例

2011 年，中华人民共和国国家质量监督检验检疫总局和中国国家标准化管理委员会联合发布了《中国人名汉语拼音字母拼写规则》(GB/T 38039-2011)²。在过去的十年中，一些规则受到了挑战。本社在上述规则的基础上进行了调整并制定了相应的中文名字英文显示体例。

¹ 标点符号用法，见：<http://www.moe.gov.cn/ewebeditor/uploadfile/2015/01/13/20150113091548267.pdf>。

² 见：<http://sxqx.alljournal.cn/uploadfile/sxqx/20171130/GBT28039-2011中国人名汉语拼音字母拼写规则.pdf>。

- 所有中文人名由拼音形式呈现，而不是以斜体字呈现，地名也是如此，例如：北京或上海（Beijing, Shanghai）。
- 一般而言，中文姓氏（或家族姓氏）由单姓（例如：赵、钱、孙、李）或复姓组成（例如：欧阳、司马），偶尔也有双姓名（如：欧阳陈）。另外，1980年代中国“独生子女”政策实施后，出生者婚后的孩子也有“复姓”，为了“传宗接代”的需要，父母双方创造性地各取一姓，如父姓张与母姓杨合成为“张杨”这一新的“复姓”。
- 中文人名的用法，先姓氏然后是名，前者一般是单姓，看上去较短，后者一般由两个字组成，看上去更长，有时候，在中间加上短横线（-）来连接人名的两个汉字，例如：王老五（WANG Laowu 或 WANG Lao-wu）。虽然中文常见名为三字人名，由于传统文化的复兴，父母为子女取名时会依据命理原理，在单姓之外增加名字的数量，如在张泽琳坊（ZHANG Zelinli）这样的名字中含有水、木和土元素。
- 中文人名的拼音或英文写法有两种：一种是姓全部字母大写，后面的名字首字母大写、其他字母小写（如：ZHANG San, WANG Laowu）。本社采用这种方式用于所有中国大陆华人的中文人名。
- 另一种中文人名的拼音或英文写法按照中文人名顺序并且姓氏仅首字母大写，如：邓小平、张艺谋（Deng Xiaoping, Zhang Yimou）。根据约定俗成规则，本社也会使用这种写法，主要用于一些广为人知的名字，尤其是政治家或社会名流，这种用法在西方越来越普遍。
- 本社沿用一些古代哲学家和文学家已有的英文名，如孔子（Confucius）、孟子（Mencius）、李白（Li Po）。但是，古代文学家一般以现代汉语拼音为主，如李白（LI Bai / Li Po）、李清照（LI Qingzhao）。
- 在实际运用上，海外华人大都是将他们姓放在最后，以英文姓名顺序来书写，例如：老五王（Laowu Wang）。
- 一些曾用过“韦氏拼音”³的名字，如：费孝通（Fei Hsiao-tung），以汉语拼音为主，在同一篇文章或著作首次使用时列出，如：费孝通（Fei Xiaotong / Fei Hsiao-tung）。
- 非大陆原籍的海外华人英文名受方言影响，有的还有英文名。在可能的情况下，在同一篇文章或著作首次使用时尽量列出，如金耀基英文名通常为 Ambrose King，或 Ambrose Yeo-Chi King，有时出现汉语拼音 Jin Yaoji 或 Yaoji Jin。
- 一些韩国人名中文写法看起来像华人的三字姓名，例如：具海根、金光亿，但他们通常把姓放在名字后面并大写（Hagen KOO, Kwangok KIM）。同样的规则也适用于日文名字，如：福武直（Tadashi FUKUTAKE）、山泰幸（Yoshiyuki YAMA）。
- 在本社出版物中，如果您看到姓放在名的前面，一般可推测那个人来自中国大陆。名字的使用方式因人而异，也有例外。

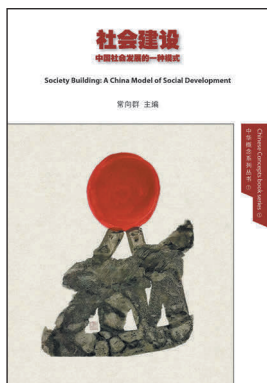
³ 见：<https://zh.wikipedia.org/wiki/威妥瑪拼音>。

《环球世纪出版社体例指南》包含了对本社双语体例和规则做了全面的解释，并这些规则做了详细说明，请在本社以下网址查阅：

<https://globalcenturypress.com/house-style-guide>

5. 环球世纪出版社出版的其它系列丛书

《中华概念》

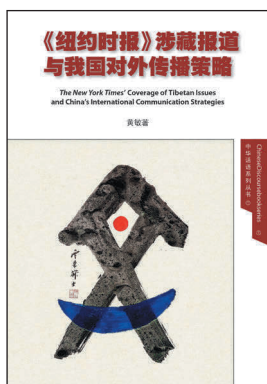


“中华概念”（英文和中文版）系列丛书于2014年起由环球世纪出版社出版。虽然中国的经济发展成就引起了全世界的瞩目，中国及中国人的多样性也得到了普遍认可，但中国在社会科学领域的成就在人类知识体系中占据的位置仍然甚微。在过去的一个世纪里，中国学者在引入西方社会科学的理论和研究方法研究中国社会方面做出了非凡的努力。尤其在过去的30年里，中国的社会科学家在研究中国社会时，设法从中国文化资源中提取概念，如‘报’、‘面子’和‘关系’，或者用中国元素充实现有的如互惠或社会交换等概念。正如中国经济从仅仅是制造业发展到生产和研发的混合体，中国的社会研究也应该从单纯引进西方思想转向向世界输出和贡献一些中国在社会研究方面的成就。

“中华概念”丛书拟涵盖一系列主题，包括社会学、人类学、政治学、法学、经济学、经济史、管理学、社会政策、国际关系和性别研究。本系列的目的是重写社会科学学科的关键词，以更新西方教科书中过时的概念。通过提供独特的中华视角来研究社会科学，们希望他们的工作能激发文化之间的真正全球对话，从而为世界知识体系增值。

<https://globalcenturypress.com/chinese-concepts-series-cn/>

《中华话语》



“中华话语”（英文和中文版）系列丛书于2016年起由环球世纪出版社出版。20世纪下半叶，西方哲学和社会科学的一个重要成就是认识到“话语”在理解人们日常生活和构建社会现实过程中的关键作用，并将话语的研究和分析置于哲学和社会科学研究的核心。话语分析在20世纪80年代引入中国，并自此不断发展。

在过去的三十年里，特别是在最近的十年中，许多中国学者试图运用话语分析框架来描述和分析当代中国社会中各种“话语”的产生和传播，以及话语在构建社会现实中的功能。因此，在语言学、传播学、哲学、社会学、政治学、经济学、法学、心理学、教育学、国际关系和文学批评等领域发表了大量研究，其中许多是开创性和创新性的。尽管中国学者的成就在数量和质量上仍与西方学者

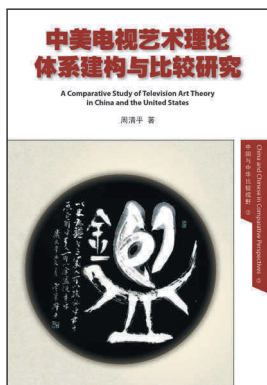
有差距，但这些研究在从话语构建的角度理解当代中国方面发挥着不可替代的作用。

基于语料库的批判性话语分析始于1990年代。其支持者将语料库方法与CDA结合起来，有效地消除了定量研究和定性研究之间的隔阂，并为话语研究中的定量分析提供了更强的基础。自那以后，学者们一直在探索更多结合语料库和批判性话语分析的方法。保罗·贝克（Paul Baker）的《使用语料库进行话语分析》（2006年）一书提供了许多基于语料库的话语分析技术的概述，标志着这一方法向成熟迈出了重要一步。

本系列涵盖围绕中国社会、历史、文化、时事、语言和人民的话语研究。此外，它倡导一种跨学科、多视角、多方法的知识，融合中国文化并具有全球视野，桥接了中国与世界其他地区的差距，并为外界了解中国打开了一扇窗。更多详情请参见本系列的两个总序言。

<https://globalcenturypress.com/chinese-discourse-series-cn/>

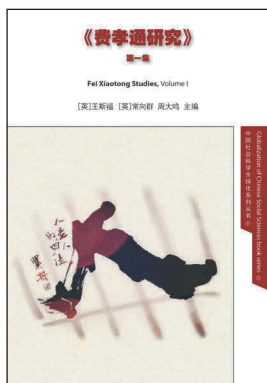
《中国与中华比较视野》



“中国与华人比较视野”（英文和中文版）系列丛书的第一本书将于2024年由环球世纪出版社出版。它与《全球中国比较研究》期刊有着相同的目标，但扩展了对中国的比较研究外延，包括中国的思维方式、华人、中华文明、中国文化、中国社会科学的中国语言（参见《社科汉语研究》期刊），以及在全球背景下中国与非中国、华人与非华人、华人对世界或人类知识的看法与非华人对中国的看法之间的对比。更多详情将在本系列的两个总序言中提供。

<https://globalcenturypress.com/china-chinese-comparative-perspectives-series-cn/>

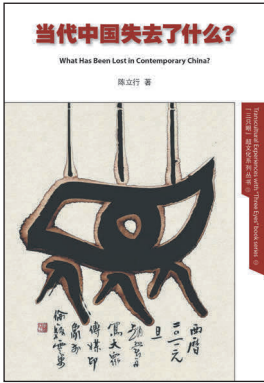
《中国社会科学全球化》



“中国社会科学全球化”（英文版和中文版）系列丛书于2014年由环球世纪出版社出版。该书系推介近一个世纪以来国内外的社会科学家的代表性的关于中国社会科学著述。‘中国社会科学全球化’一词是与伦敦经济学院的王斯福教授讨论费孝通教授诞辰100周年纪念活动的文集的讨论中产生的。该系列的第一卷于2014年由环球世纪出版社出版中英文两个版本，2015年与新世界出版社联合出版。对中国社会科学的传播涵盖了非常广泛的范围，对费孝通研究的著述的推广只是第一步。本系列详细介绍该丛书总序。

<https://globalcenturypress.com/globalization-chinese-social-sciences-series-cn/>

《转文化与‘三只眼’视野》

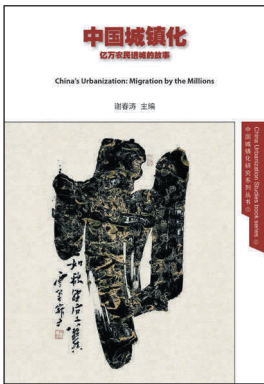


“转文化与‘三只眼’视野（英文和中文版）系列于2014年起由环球世纪出版社出版。本系列旨在成为跨文化交流和相互理解领域的桥梁。作者可以是居住在中国或海外的华人或非华人，跨文化婚姻中的华人或非华人，具有华人和非华人混血的人，以及来自不同背景和职业的各种职业的华人和非华人。三重视眼（三眼）包括他们对中国文化、非中国文化以及作为专业人士和实践者的专业和领域的理解。这种理解描述和解释了他们在中国和国外的日常生活和工作中经历的不同文化和观念的碰撞与融合。作者们还使用‘三只眼’视角来观察自己、中国和世界。该系列采用比较和叙述的方法，从东西方思维

方式、价值体系和行为模式等不同维度解释普遍的理解和偏见，隐含地帮助读者实现各种内在的认识。更多详情请参见本书系列合作编辑的总序言。

<https://globalcenturypress.com/Transcultural-Experiences-Three-Eyes-series-cn/>

《中国城镇化研究》

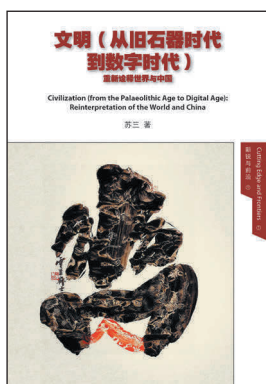


“中国城镇化研究“（英文和中文版）系列于2014年起由环球世纪出版社出版。本系列探讨中国人民城市化进程的延迟，突出了农民工与城市居民之间的差距。它强调了中国致力于用可持续的、以人为本的政策解决这些问题。迁往城市的农民工在统计中被计为城市永久居民，尽管他们的经济、社会和政治条件与持有城市户口的市民大相径庭，且他们中的绝大多数没有资格享受与注册居民相同的福利。城镇化可分为‘事的城市化’和‘人的城市化’两个相互联系的方面。中国城镇化的核心问题是人的城市化。在改革开放后的三十年里，城镇化在物质建设方面取得了快速发展，而人的城市化，

即农民和农村外来务工人员转变为城市居民以及融入城市社会的进程，显然落后。

<https://globalcenturypress.com/china-urbanization-studies-series-cn/>

《新锐与前沿》



“新锐与前沿”是一套新的系列丛书，于环球世纪出版社从2024年开始出版。致力于展示社会科学和人文学科的最新进展。它为读者提供了一个平台，探索和理解各个领域研究和发展的前沿，提供全球最先进的社会科学话题的洞见。旨在激发和推动社会科学界和广大读者对方法论未来发展的深入思考和讨论，推动所有领域的持续进步。

<https://globalcenturypress.com/cutting-edge-frontiers-series-cn/>

全球中国比较研究

主编：常向群 英国全球中国学院



《全球中国比较研究》期刊（JCGCP，原名《中国比较研究》JCCP），发表原创的多学科和跨学科有全球视野的或关于中国的比较研究，涵盖社会科学和人文科学的广泛主题。它鼓励来自不同学科（包括政治学，经济学，国际关系，历史，社会学，人类学，教育学、法学、传媒、文化研究、社会心理学和方法论）对同一问题或主题的辩论，合作和共同作者。它的目标是以创新的方式超越传统的学术界限，展现最优秀的学术成果。

《全球中国比较研究》期刊不仅仅关注中国，因为学术界已经有许多优秀的中国相关期刊，本刊的特点在于以全球和比较双重视野看待中国，将中国视为更广泛发展模式、观念、运动、网络和系统的一部分。比较包括以中国为案例来检验通用理论，或者从关于中国与其他国家或背景的比较数据中得出分析结论。比较可能是区域的或全球的，历史的或当代的，也可能涉及到对中国和他人的看法：中国对他人的看法，以及他人在政治、经济、军事和文化等方面对中国的看法。

我们也考虑发表那些以中国与非中国，中国人与非中国人，或中国学者与非中国学者之间的学术辩论和对话，以及中国对全球或人类知识的视角，还有非中国人在全球背景下对中国进行比较研究的文章。

除了研究论文、研究报告和评论，《全球中国比较研究》期刊还定期举办选定主题的研讨会，发表关于特定学术领域的深度评论文章，以及有全球和比较视野的有关中国的特殊质量和重要性的书籍的评论。本刊的某些期刊可能会聚焦于特定主题，欢迎对主题提供建议。

《全球中国比较研究》期刊是一份严格的非党派刊物，不支持或歧视任何政治、意识形态或宗教观点。提交给本刊的文章都要依据标准的学术

实践，经过严格的盲审同行评议过程。本刊虽然为学术期刊，但其编辑方针是确保在这里发表的文章不仅对学术界有兴趣，而且对政策制定者以及对中国相关主题有一般兴趣的读者也有吸引力。

语言：中文和英文

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社科汉语研究

创刊编辑：冯东宁 宋连谊。主编：徐海燕 中国南昌大学



《社科汉语研究》期刊（中文版）审视汉语在特定背景下的使用，并引起学术界对现有翻译文本和中国社会科学语言运用的关注。本刊有汉英双语元素，由阅读、写作和翻译三个部分组成。

在英语和汉语之间实现概念等值性面临巨大挑战，尤其是在跨越两种语言、文化和社会的社会科学研究中。通常情况下，研究成果是以研究者非母语的语言发表并需要翻译。然而，如果翻译不当，跨文化或跨传播的交流中会产生各种潜在风险。具有相应注释和评论的双语学术期刊为减少这些风险铺平了道路，《社科汉语研究》将跨文化或跨传播的研究推向更高层次。它不仅凸显了在翻

译研究成果方面的问题，还积极参与、推动并促进语言、文化和社群之间的“对话”。

“社科汉语”或“社会科学汉语言”是“专门用途汉语”（CSP）的一个分支，如同“科技汉语”或“商务汉语”。该创意来自全球中国学院（Global China Academy）。通过其“全球中国对话”系列论坛，吸引了来自英国、美国、中国和法国的许多不同机构的发言人和代表，包括大学、公共和政府机构、非政府组织和媒体。

全球中国学院旗下的环球世纪出版社出版的全球语境下出版双语的社科与人文的专业及大众书籍，为社科术语、概念、观念及思想的中英互译形成的对话和交流提供了一个平台，也奠定了中国同世界其他国家共享思想和研究成果的基石。由于每个领域和学科都有其独特的语言和话语，有效的对话和思想交流的障碍之一是脱离语境的那些翻译的术语和概念的使用。这些翻译通常给读者一个东方化的中国的表征。针对这一问题，本刊着重讨论和分析翻译及原意的概念和差异。其目的是讨论语言在语境中的使用，以期能够引起学术界对中国社科领域已有翻译文本及语言使用的意义变化的关注，消除有效对话和思想交流的障碍。

语言：中文

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www.globalcenturypress.com/jcss

语料库与中国社科研究

主编：钱毓芳 中国浙江工商大学



《语料库与中国社科研究》期刊(JCACSS, 英文版和中文版)肇始于2016年“语料库与中国社会科学”工作坊的契机而创刊的学术期刊。该刊受到了语料库专家托尼·麦克内里(Tony McEnery)教授的指导和国内外同行支持。借鉴了英国兰开斯特大学在经济与社会科学委员会的资助下成立的“语料库与社会科学中心”的创意,他们把语料库方法应用于社会科学的共同应对环境、犯罪和健康等问题并取得了突破性的进展。

本刊旨在把这种新锐的语料库方法应用于中国社会科学领域,探索在大数据时代如何社会科学已有的定量和定性分析的方法基础上,寻找新的方法来分析海量的电子文本的问题,对带来了挑战。相关研究并发布相关研究的成果,为有共同志趣者提供一个学术交流平台,应对全球进入数字时代错综复杂的社会问题对社会语言学家提出的挑战。

语言: 中文

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www.globalcenturypress.com/jcacss

全球中国对话系列文集

系列文集设计: 马丁·阿尔布劳。系列文集主编: 常向群



《全球中国对话》系列文集(GCDP, 英文版和中文版), 基于始于2014年的年度系列对话论坛, 旨在结集来自中国和世界其他地区的学者和从业者, 就当今地球上人类生存的挑战问题交换他们的见解, 提出全球治理改革的建议。全球治理应从最广义上讲, 涵盖世界范围内的社会秩序, 使世界各国人民能够应对生存挑战, 并使世界各地的人类有机会过上充实的生活。中国的“人类命运共同体”也为世界提供了类似的愿景。每届对话都由来自中国和其他国家的专家学者组成的四个版块, 就实现这些或任何针对当前危机时期人类社会治理的愿景进行深入探讨。

每期《全球中国对话文集》, 均包括主持人和发言人的基本信息, 对话的基本主题和内容, 发言的内容以及问答环节。它还包括每个版块的照片, 对话会议的参与者, 问答, 讨论和休息时间的交流。希望这种图片和文本的结合能够完整地保存动态对话, 供与会者或未能参加会议的感兴趣的读者参考。

《全球中国对话》系列由马丁·阿尔布劳（Martin Albrow）策划，系列主编为常向群，每期均由不同的主编参与编辑。

语言：中文和英文

DOI <https://doi.org/10.24103/gcdp/cn>

www.globalcenturypress.com/gcdp

Dual language information from Global Century Press

1. Abstract and about the author

About the book

Board Excellence: Global Best Practice starts with the hardware elements of the board, such as board structure, key roles and responsibilities, and the board director's skillset. The book also is composed of soft power such as board leadership and board culture, operational procedures, and board succession strategies. It articulates the key components of board excellence and how boards are run effectively. It provides insights and advice for board directors and leaders working at regulatory authorities, public companies, privately-owned companies, state-owned enterprises, joint ventures, and family-owned businesses, to elevate corporate governance and competitiveness.

The authors of *Board Excellence: Global Best Practice* have conducted doctoral research at the University of Oxford and the University of Cambridge, respectively. Based on the authors' long-time experience as consultants and senior executives, the book brings deep insights from collaboration with senior executives and board directors over the past few decades, together with Russell Reynolds Associates' global research findings. It showcases the best practices of board directors from a global perspective for Chinese companies, regulators, and academic researchers. The book replies to the urgent demand and future trends of board leadership.

About the authors

As Non-Executive Chairman of Russell Reynolds Associates Greater China, Dr CHENG Yuan leverages her deep subject matter expertise and market insights to provide board advisory, CEO succession, and executive search services to leading multinational corporations and Chinese companies. CHENG Yuan is a member of China Corporate Governance Expert 50 Forum, and an Advisory Board Member of Beijing Institute of Talent Development Strategy. She is also a Trustee of Global China Academy Board of Trustees. She holds a Bachelor of Arts degree from Beijing Foreign Studies University and a D.Phil in Sociology from Oxford University.

Dr LU Yuebing is Chairman of the Board of Air Liquide (China) Holding Company and venture partner of B Capital. Previously, he has been senior executive as Vice Chairman of China Funds at Siguler Guff, Deputy President and Chief Investment Officer of China Jiayin Investment (the domestic investment arm of CIC), and managing director at Climate Change Capital. Additionally, his lead-

ership extends to various industries, having been Vice President at Alstom (China), Ford Motor (China), and Caterpillar (China). Dr. Lu is an honorary senior research fellow at Birmingham University. He holds a Bachelor's in Mechanical Engineering from Tsinghua University and a Ph.D. in Economics from the University of Cambridge.

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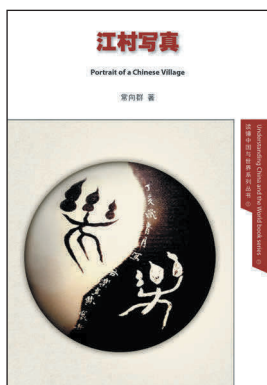
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3. About the book series

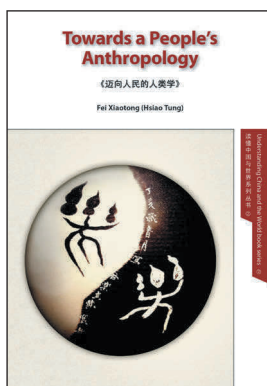
This is the fourth book in the *Understanding China and the World* book series. The series was designed in 2014 by Professor ZHENG Hangsheng (1936–2014), Former Vice-President of Remin University of China; former President of the Chinese Sociological Association, China. Professor ZHENG co-authored the General Preface with Xiangqun Chang, Honorary Professor of University College London (2015-2020); President of Global China Academy, UK. It is now edited by Professor Xiangqun Chang, and published by Global Century Press from 2017.

Other books in the *Understanding China and the World* series

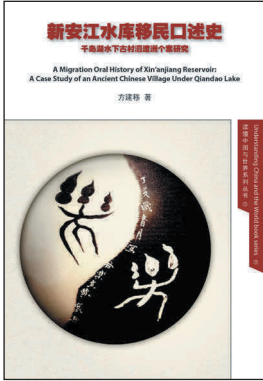
Series Designer: ZHENG Hangsheng[†]; Series Editor: Xiangqun Chang



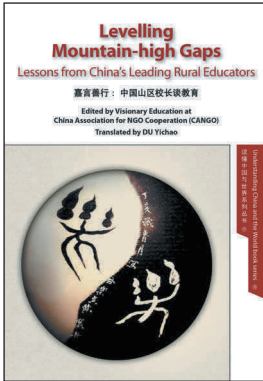
Title: *Portrait of Chinese Village*
 Author: Xiangqun Chang
 Series No.: Vol. 1
 Language: English; Chinese
 London: Global Century Press (2017)
 ISBN 978-1-910334-85-0 (English hardback)
 ISBN 978-1-910334-84-3 (English paperback)
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 ISBN 978-1-910334-82-9 (Chinese paperback)
 DOI <https://doi.org/10.24103/ucw1.en.2017>
 DOI <https://doi.org/10.24103/ucw1.cn.2017>



Title: *Towards a People's Anthropology*
 Author: Fei Xiaotong
 Series No.: Vol. 2
 Language: English
 London: Global Century Press (2018)
 ISBN 978-1-913522-01-8 (English hardback)
 ISBN 978-1-913522-00-1 (English paperback)
 DOI <https://doi.org/10.24103/ucw2.en.2018>



Title: *A Migration Oral History of Xin'anjiang Reservoir: A Case Study of an Ancient Chinese Village Under Qiandao Lake*
 Author: FANG Jianyi
 Series No.: Vol. 3
 Language: Chinese
 London: Global Century Press (2020)
 ISBN 978-1-910334-95-9 (Chinese hardback)
 ISBN 978-1-910334-94-2 (Chinese paperback)
 DOI <https://doi.org/10.24103/ucw3.cn.2020>



Title: *Levelling Mountain-high Gaps: Lessons from China's Leading Rural Educators*
 Editor: Visionary Education at China Association for NGO Cooperation (CANGO)
 Series No.: Vol. 4
 Language: English; Chinese
 London: Global Century Press (2022)
 ISBN 978-1-910334-97-3 (English paperback)
 ISBN 978-1-910334-96-6 (Chinese paperback)
 DOI <https://doi.org/10.24103/ucw4.en.2022>
 DOI <https://doi.org/10.24103/ucw4.cn.2022>

4. Global Century Press and its unique features

Global Century Press (GCP company No.: 8892970), founded in 2014, is a subsidiary trading company of Global China Academy (GCA). It is the first publisher dedicated to publishing academic and popular books bilingually in the social sciences and humanities, focusing on studies of China with global and comparative perspectives. GCP is the only independent platform dedicated to publishing uncensored work on China.

GCP publishes a range of publications, from academic journals, edited volumes, selected conference papers and theme-based articles, to research monographs, book series, teaching and learning materials on Chinese for social sciences, and reference books, printed mostly in colour. The works are published in various forms, such as print, electronic versions, video, audio, on the internet and on the mobile internet.

GCP has DOI authorization. Each book and every chapter comes with a DOI number. Each book includes relevant information, presented in the form of a 'sandwich', preceded by front matter such as the General Preface, and followed by the end matter such as references and GCP's unique dual language section.

Visit the GCA website for more information: <https://globalcenturypress.com>

4.1 GCP creates a unique feature for a dual-language service with global and transcultural perspectives

Global Century Press publishes social scientific and humanities academic and popular books bilingually. GCP provides English and Chinese dual language information in all books and some journals. In the case of an English book, the Chinese part of the dual language information is designed to assist Chinese readers. Similarly, two of the journals are in Chinese, and the English part of the dual language information includes material to help non-Chinese speakers appreciate endeavours in this field outside the English-speaking world.

Currently, GCP publishes three cutting-edge academic journals, a proceedings series, and eight book series that encourage the study of China in global and comparative perspectives. These transcultural products demonstrate how GCA contributes to global academia and participates in building a global society. The extended sections called ‘About the book series’ (3) and ‘Other book series published by Global Century Press’ (5) provide readers with a bigger picture beyond this book.

For all covers of journals and the *Global China Dialogue Proceedings (GCD)*, we use a complete map of the world as the background with different, contrasting versions of the design. *Journal of China in Global and Comparative Perspectives (JCGCP)* has three horizontal bars of colour, whereas *Journal of Chinese for Social Science (JCSS)* and *Journal of Corpus Approaches to Chinese Social Science (JACSS)* feature ‘black on white’ and ‘white on black’ treatments on the front and back covers. Together, these images illustrate our main theme of ‘global and comparative perspectives’.

The covers of the book series feature ‘calligraphy paintings’ (书画) selected from the transcultural works of British–Chinese calligrapher and artist Yizhou Zhao (赵翼舟), one of the finest contemporary Chinese calligraphers in the world. Each image is based on a Chinese character or phrase that to a certain extent reflects the theme of each series. For example, the Chinese character 旦 (dawn) is used for the ‘Chinese Concepts’ series; 文明 (civilization) for the ‘Chinese Discourse’ series; 乐 (happiness) for the ‘Understanding China and the World’ series; 鑑 (鉴 reflect, scrutinize, comparison) for ‘China and Chinese in Comparative Perspectives’ series; 人 (people or human beings) for the ‘Globalization of Chinese Social Sciences’ series; 众 (the masses or crowd) for the ‘Transcultural Experiences with “Three Eyes”’ series; 心 (heart) for the ‘China Urbanization Studies’ series; and 幽人 (people who are uniquely independent and creative because they live in seclusion) for the ‘Cutting Edge and Frontiers’ series. Some of the characters are directly used as the title of the image, and some of them offer more elaborate and specific meanings, e.g. ‘Man is man’s prisoner’ (《人是人的囚徒》) and ‘Mass media’ (《大众与传媒》). In the case of ‘Everybody can enjoy his own happiness’ (《各乐其乐》), the image represents yin and yang, the typical Chinese way of thinking. The artist’s rich process synthesizes the materials (including

acrylic on watercolour paper, ink on rice paper, and oils) and techniques found in China and the West, and draws on the histories of both spheres to offer a dialogue between them. With deep aesthetic and philosophical underpinnings, informed by his many transcultural experiences between Chinese and Western cultures, Zhao's work strikes a balance between tradition and innovation and illustrates the aims of both GCA and GCP.

At GCP, every journal and book is a transcultural product. This process carries through every step of production. The transcultural partnership between authors and editors, copyeditors, proofreaders, graphic designers and typesetters is the heart of GCP's model, and demonstrates everything that GCP and GCA strive for.

Note for English-language readers: The following two sections (4.2 and 4.3) are not relevant. They contain information mostly relating to the typesetting of GCP's overseas Chinese editions – the transcultural process of combining English and Chinese typesetting styles for overseas Chinese readers.

4.2 GCP style rules for rendering Chinese-English dual languages

- GCP adds a section called 'Dual language information from Global Century Press' at the end of each book and also the Chinese-language *Journal of Chinese for Social Sciences*. It includes 'About the book' (see section 1) and 'Other book series published by Global Century Press' (see section 5). This kind of Chinese-English dual language service provides essential information about a particular volume of a book within a series or a journal produced by GCP.
- In English versions, the English text is shown at the top and the Chinese text below, on all book covers and on the copyright page. In Chinese versions, Chinese is shown at the top and English below.
- Regarding blank pages, GCP's practice is as follows:
 - Roman numerals are used to number pages in the front matter and Arabic numerals for pages in the main text.
 - There may be a blank page between the front matter and the main text to ensure that the first chapter starts on a recto page. Other chapters may start on a verso page.
 - If the book is divided into several parts or large chapters, each part or chapter starts on a recto page.
- The running header on text pages is normally the title of the relevant chapter or section, depending on the structure of the book. If the header is a section it will be followed by the number of the chapter to help readers orientate themselves within the chapter, e.g. 'Section Title • chapter 3'.
- There is no space between a surname and a single-character name on covers, contents or in body text in GCP Chinese publications.

- In body text, with English typesetting the line space is normally 2mm and with Chinese typesetting the line space is normally 3mm.
- Choosing from over one thousand possible typefaces, GCP uses the Times New Roman and FZKai-Z03 typefaces for typesetting in English and Chinese versions, respectively. When Chinese occurs in the English version or English in the Chinese version, InDesign software enables us to use composite fonts.
- The Times New Roman typeface cannot display certain Chinese pinyin characters in a standardized Chinese way. For example, the ‘á’ in pinyin ‘diyuán’ (地缘 geography) looks different from the *á* in italic ‘*diyuán*’. This letter always appears the same in the roman or italic instances of the GB-PINYIN-D font commonly used in the Chinese publishing industry. Nevertheless, GCP still uses Times New Roman to represent pinyin characters.

4.3 GCP style rules for punctuation marks in Chinese and English bilingual typesetting

The punctuation of Chinese editions published by GCP usually follows the *General Rules for Punctuation* (GB/T 15834-2011)¹ promulgated in 2011 by the General Administration of Quality Supervision, Inspection and Quarantine of the People’s Republic of China (AQSIQ) and the Standardization Administration of China. However, in the practice of Chinese–English translation and publishing, there exist some punctuation mismatches. GCP adopts the following rules in Chinese-English bilingual typesetting:

- Since the size of all Chinese punctuation marks is larger than their equivalents in Times New Roman, based on the *General Rules for Punctuation* (GB/T 15834-2011), we set the font size with Founder software of Peking University and the ‘punctuation squeeze’ (indentation of punctuation spacing) according to the Chinese–English bilingual typesetting standard. In this way, we can adjust awkward spaces between English words, numbers and Chinese characters, and also solve the problem of spacing when two punctuation marks appear too far apart.
- In GCP’s Chinese editions, double title marks《》are used for book, journal, album or movie titles that are italicized in English, whereas book chapter, article, poem or song titles are enclosed in quotation marks.
- Long dashes (—) are hardly ever used in GCP’s English publications. Occasionally, they are used in Chinese publications. In general, we use

¹ See: <http://www.moe.gov.cn/ewebeditor/uploadfile/2015/01/13/20150113091548267.pdf> (标点符号用法).

colons (:) or, in some circumstances, en rules (–). The names of our books and the titles and subtitles of the chapters are usually indicated by different fonts or new lines.

- Generally, GCP uses short dashes (-) instead of wavy lines (~) when typesetting text and numbers.

4.4 GCP style rules for Chinese and related names

*The Chinese phonetic alphabet spelling rules for Chinese names*² was published jointly by AQSIQ and the Standardization Administration of China in 2011. Over the last decade, some rules have been challenged. GCP has made adaptations and introduced its own style rules for Chinese and related names.

- As a rule, all Chinese names are written in pinyin, not italicized, as are names of places, e.g. Beijing or Shanghai.
- Normally, a Chinese surname (or family name) is composed of a single-character name (e.g. Zhao, Qian, Sun or Li) or a two-character name (e.g. Ouyang, Sima). Occasionally, names are formed by two surnames (e.g. Ouyang Chen). Additionally, children born after China's 'one child policy' implemented in the 1980s may also have multi-character surnames, which are created by joining the surnames of parents together to denote 'lineage succession', e.g. Zhang (father's surname) + Yang (mother's surname) = Zhangyang.
- The above rules also allow a Chinese surname followed by the first name (e.g. Wang Laowu). Usually, the surname looks shorter, having only a single character, while the first name looks longer, having two characters. Sometimes a hyphen (-) is added to connect the two characters of a person's first name (e.g. Wang Lao-wu). Although Chinese names are commonly formed by three characters in total, in recent years, thanks to a revival of traditional culture, some parents have added an additional character to their children's first name, based on numerological principles, e.g. the name of ZHANG Zelinli has the elements of water, wood and earth added.
- There are two ways to write Chinese names in pinyin or English. One is to write the Chinese surname in capitals followed by the first name with only an initial capital (e.g. ZHANG San, WANG Laowu). GCP adopts this usage for all names of Chinese individuals from the mainland.
- Another way is to write the surname first, without full capitalization, followed by the first name, such as Deng Xiaoping, Zhang Yimou. In accordance with convention and increasingly common usage in the West, GCP renders some well-known names, especially those of politicians or social celebrities, in this way.

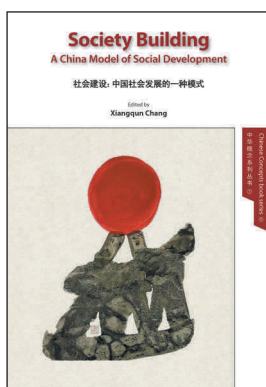
² See: <http://sxqx.alljournal.cn/uploadfile/sxqx/20171130/GBT28039-2011中国人名汉语拼音字母拼写规则.pdf>.

- For some well-known ancient philosophers and literati, GCP continues use their English names, such as Confucius, Mencius, or Li Po. However, Li Po can be given as LI Bai / Li Po.
- In practice, Overseas Chinese always put their surnames last, the same as English names, e.g. Laowu Wang.
- Some names that are known in ‘Wade–Giles pinyin’³ (such as Fei Hsiao-tung) are mainly given first in Chinese pinyin (e.g. Fei Xiaotong), but both formats are given when the name is first mentioned, e.g. Fei Xiaotong (Fei Hsiao-tung).
- The pinyin names of Overseas Chinese of non-mainland origin are affected by their dialects, and some have English names. If possible, as many different names as possible are presented when they first appear in an article or a work. For example, JIN Yaoji would usually be known as Ambrose King or Ambrose Yeo-Chi King but may be known as JIN Yaoji or Yaoji Jin in Chinese pinyin.
- Some Korean names look like Chinese names, e.g. Hagen KOO, Kwang-ok KIM, but the surname is usually given after the first name and in full capitals. The same rule is applied to Japanese names, e.g. Tadashi FUKUTAKE, Yoshiyuki YAMA.
- In GCP publications, if you see a surname in front of the first name, you can assume that person is a mainland Chinese. Exceptions are acceptable, as individuals sometimes present their names in their own way.

The Global Century Press *House Style Guide* contains a comprehensive explanation of GCP’s approach to dual language styles and rules, and details the rules themselves. It can be found on the GCP website at the following address: <https://globalcenturypress.com/house-style-guide/>

5. Other book series and journals published by Global Century Press

Chinese Concepts



The *Chinese Concepts* book series publishes books in English and Chinese. The series has been published by Global Century Press from 2014. Although Chinese economic development has attracted world attention and the diverse nature of both China and the Chinese has been universally acknowledged, China’s achievement in the social sciences occupies an insignificant position in the human knowledge system. Over the past century, Chinese scholars have made extraordinary efforts in introducing the theories and methods of Western sociology

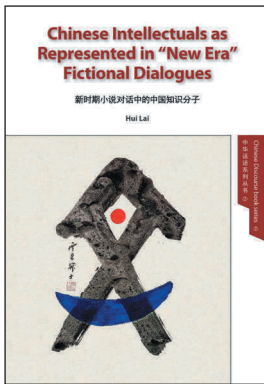
³ See: <https://en.wikipedia.org/wiki/Wade–Giles> and <https://zh.wikipedia.org/wiki/威妥瑪拼音>.

into the study of Chinese society. In the last 30 years, Chinese social scientists, in their studies of Chinese society, have managed to either extract concepts from Chinese cultural resources such as ‘*bao*’ (reciprocation), ‘*mianzi*’ (face) and ‘*guanxi*’ (reciprocity or deferential relationship), or replenish the existing concepts with Chinese elements such as reciprocity or social exchange.

Just as the Chinese economy has developed from merely manufacturing to a mix of solid production plus research and development, social study in China should also shift its focus from the mere import of Western thoughts to the export and contribution to the world of some of the Chinese achievements in social studies. The Chinese Concepts book series covers a range of topics including sociology, anthropology, politics, law, economics, economic history, management, social policies, international relations, and gender studies. The purpose of the series is to rewrite keywords of social science disciplines to renew outdated concepts in relevant textbooks in the West. By offering a uniquely Chinese perspective on the study of social sciences, books in this series can stimulate genuine global dialogue between cultures and add value to the world knowledge system.

<https://globalcenturypress.com/chinese-concepts-series/>

Chinese Discourse



The *Chinese Discourse* book series has been published by Global Century Press from 2016. It covers discourse studies around Chinese history, culture, current affairs, language and people. Moreover, it advocates an interdisciplinary, multi-perspective, multi-method knowledge merged with Chinese culture and possessing a global outlook, which bridges the gap between China and the rest of the world and opens a window for the outside world to understand China.

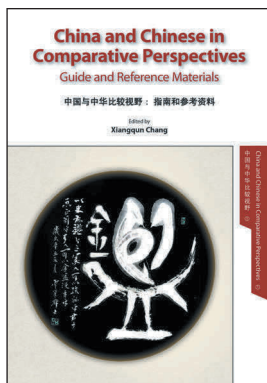
In the second half of the 20th century, an important achievement of Western philosophy and social sciences was to appreciate the key role of ‘discourse’ in the process of understanding people’s daily life and constructing social reality, and to put the study and analysis of discourse at the core of research on philosophy and social sciences. Discourse analysis was introduced into China in the 1980s, and has been continuously developing there ever since.

During the past thirty years, and particularly in the last decade, a number of Chinese scholars have attempted to employ the framework of discourse analysis to describe and analyse both the production and communication of various ‘discourses’ in contemporary Chinese society, and how ‘discourse’ functions in constructing social reality. As a result, numerous studies have been published in the fields of linguistics, communications, philosophy, sociology, politics, economics, law, psychology, education, international relations and literary criticism, many

of which are pioneering and innovative. Although there is still a gap between the achievements of Chinese scholars and those of their Western counterparts in quantity and quality, these studies play an irreplaceable role in understanding contemporary China from the perspective of discourse construction.

<https://globalcenturypress.com/chinese-discourse-series/>

China and Chinese in Comparative Perspectives

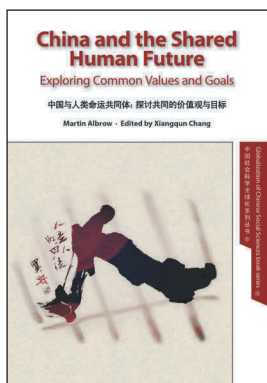


The *China and Chinese in Comparative Perspectives* series publishes books in English and Chinese. It shares the same aims as *Journal of China in Global and Comparative Perspectives* (Global Century Press), but expands comparative studies of China to include Chinese ways of thinking, Chinese people, Chinese civilization, Chinese culture, Chinese language for social sciences (see also *Journal of Chinese for Social Science*, also published by Global Century Press), and contrasts between China and elsewhere, Chinese people and non-Chinese people, Chinese perspectives of the world or human knowledge, and non-Chinese perspectives of

China in a global context.

<https://globalcenturypress.com/china-chinese-comparative-perspectives-series/>

Globalization of Chinese Social Sciences



The *Globalization of Chinese Social Sciences* book series publishes books in English and Chinese. The series has been published by Global Century Press from 2014. This book series promotes representative Chinese social scientific works and nearly a century of efforts made by social scientists both inside and outside China. The phrase ‘globalization of Chinese social sciences’ came out of a discussion with Professor Stephan Feuchtwang, at the London School of Economics in 2010, about the title of a book commemorating the 100th anniversary of Professor Fei Xiaotong’s birth. The first volume was published in both English and Chinese in 2014 by Global Century Press and, in 2015, jointly with New World Press. The dissemination of ‘Chinese social sciences’ covers a very wide range, in which the promotion of Fei Xiaotong’s work is only the first step.

<https://globalcenturypress.com/globalization-chinese-social-sciences-series/>

Transcultural Experiences with ‘Three Eyes’



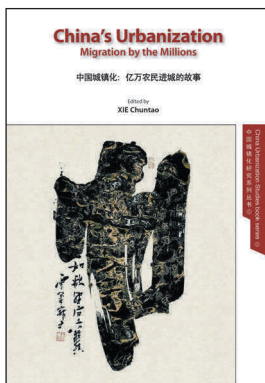
The *Transcultural Experiences with ‘Three Eyes’* book series publishes books in both English and Chinese. The series has been published by Global Century Press from 2014. It acts as a bridge in the areas of cross-border cultural communication and mutual understanding. The authors of this book series may be Chinese or non-Chinese living in China or abroad, Chinese or non-Chinese in a cross-cultural marriage, people of Chinese and non-Chinese mixed heritage, and Chinese or non-Chinese with different backgrounds and in all kinds of professions. The triple perspectives (‘three eyes’) consist of their own understanding of Chinese culture, of non-Chinese

cultures, and of their specialties and sectors as professionals and practitioners. This understanding describes and explains the collision and confluence between different cultures and notions they experience in their everyday lives and work in China and abroad. The authors also use the ‘three eyes’ perspective to look at themselves, at China, and at the world.

This series adopts a comparative and narrative method to interpret prevalent misconceptions and prejudices from different dimensions, such as Eastern and Western ways of thinking, value systems and behavioural patterns, implicitly helping readers to achieve all sorts of realizations from within.

<https://globalcenturypress.com/Transcultural-Experiences-Three-Eyes-series/>

China Urbanization Studies



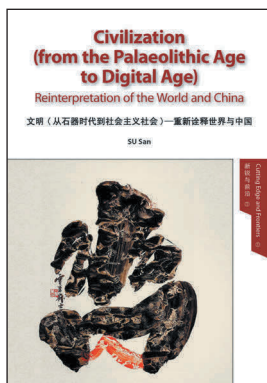
The *China Urbanization Studies* book series publishes books in both English and Chinese. The series has been published by Global Century Press from 2014. It explores the delay in people’s urbanization in China, highlighting the disparity between migrant workers and urban residents. It underscores China’s commitment to addressing these issues with sustainable, people-oriented policies.

In current statistics migrant workers moving into Chinese cities are counted as permanent urban residents, despite the fact that their economic, social and political conditions differ greatly from those enjoyed by citizens holding an urban household registration. The majority of these workers are not entitled to the same welfare benefits as registered residents. Urbanization can be divided into the two interconnected aspects of ‘urbanization of things’ and ‘urbanization of people’, but the core issue of urbanization in China is the urbanization of people. In the three decades following the ‘reform and opening-up’, rapid

development was achieved in the material construction aspect of urbanization, whereas the urbanization of people, namely the transformation of farmers and rural migrant workers into urban residents and their integration into urban society, is clearly lagging behind.

<https://globalcenturypress.com/china-urbanization-studies-series/>

Cutting Edge and Frontiers



The *Cutting Edge and Frontiers* book series publishes books in both English and Chinese. The series will be published by Global Century Press from 2024. This new series provides a platform for readers to explore and understand the forefront of research and development across various fields, offering insights into the most advanced social scientific topics globally.

<https://globalcenturypress.com/cutting-edge-frontiers-series/>

Journal of China in Global and Comparative Perspectives (JCGCP)

Editor: Xiangqun Chang



Journal of China in Global and Comparative Perspectives (JCGCP) publishes original multidisciplinary and interdisciplinary comparative research on China on a range of topics in the social and human sciences. It encourages debate, co-operation and co-authorship on the same issue or theme from different disciplines (including politics, economics, international relations, history, sociology, anthropology, pedagogy, law, media, cultural Studies, social psychology, and methodology). Its aim is to bring out the best in scholarship, transcending traditional academic boundaries in an innovative manner.

JCGCP is not simply about China – there are already several excellent journals on China – but about global and comparative viewpoints looking at China as a player in broader patterns of development, ideas, movements, networks and systems. Comparison includes using China as a case study to examine a generally applicable theory, or drawing analytical conclusions from comparative data about China and some other country or context. The comparison may be regional or global, historical or contemporary. It may also involve a comparison of perceptions: China’s perceptions of others, and others’ perceptions of China, in the con-

text of China's encounters with the outside world in political, economic, military and cultural senses.

We also consider articles that draw contrasts between China and other countries, Chinese people and non-Chinese people, or academic debates and dialogues between Chinese and non-Chinese, Chinese perspectives of the world or human knowledge, and non-Chinese perspectives of China in a global context.

In addition to research articles, research reports and commentaries, *JCGCP* also publishes periodic symposia on selected topics, in-depth review articles on particular areas of scholarship and reviews of books of unusual quality and significance for the study of China in global and comparative perspectives. Certain issues of the journal may focus on a particular subject, and we welcome suggestions for themes.

JCGCP is a strictly non-partisan publication and does not support or discriminate against any political, ideological or religious viewpoint. In accordance with standard academic practice, articles submitted for publication in *JCGCP* are subjected to a rigorous process of blind peer review. Although conceived as an academic journal, the editorial policy of *JCGCP* is to ensure articles that appear herein are of interest beyond the academic arena to policymakers, as well as readers with a general interest in China-related themes.

JCGCP was formerly known as *Journal of China in Comparative Perspective (JCCP)*, changing its name in 2021 to reflect a broadening of its aims and scope.

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 DOI <https://doi.org/10.24103/jcgcp>
www.globalcenturypress.com/jcgcp

Journal of Chinese for Social Science (JCSS)

Editors: Dongning Feng and Lianyi Song



Journal of Chinese for Social Science (JCSS) examines the use of the Chinese language in context and draws academic attention to the usefulness and validity of existing translated texts and language usage in Chinese social science. It features bilingual elements in Chinese and English and consists of three sections: reading, writing, and translation.

To achieve conceptual equivalence between English and Chinese poses a great challenge, particularly in social scientific research across these two language, cultures and societies. It is often the case that the research is published in a language that is not the researcher's first language and requires translation. However, translation can bear a range of potential risks in cross-cultural or transcultural communication if not done appro-

privately. *JCSS* takes cross-cultural or transcultural research to a higher level. It not only highlights the issues in translating research findings, but also engages in, stimulates and promotes dialogue between languages, cultures and communities.

Translations of terminologies, concepts, ideas and thoughts on social science form the basis of intercultural dialogue and communication, and the sharing of ideas and research findings from within China and globally. More often than not, translations – frequently out of context – can reinforce an orientalized Chinese identity. *JCSS* seeks to remove the obstacles to effective dialogue and the exchange of ideas through the translation of terms and concepts in their context.

‘Chinese for social science’ or ‘Chinese language for Social Science’ is a branch of ‘Chinese for Specific Purposes’ (CSP), like ‘Chinese for science and technology’ or ‘business Chinese’. This innovative idea was first developed by Global China Academy (GCA). Through its Global China Dialogue conferences, GCA has attracted a wide participation by speakers and delegates from many different organizations including universities in the UK, USA, China and France, as well as public and governmental institutions, NGOs and media.

Language: Chinese

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DOI <https://doi.org/10.24103/jcss.cn>

www.globalcenturypress.com/jcss

Journal of Corpus Approaches to Chinese Social Science (JCACSS)

Editor: QIAN Yufang



Journal of Corpus Approaches to Chinese Social Science (JCACSS) applies cutting-edge corpus methods to the field of Chinese social sciences. The journal explores how to build upon existing quantitative and qualitative analysis methods in social scientific studies in the era of big data, and find new ways to analyze massive electronic texts. Its aims are to publish research outcomes that address the challenges brought by these issues, to provide an academic exchange platform for those with common interests, and to respond to the concerns posed to sociolinguists by the complex social problems of the global digital era.

The ESRC Centre for Corpus Approaches to Social Sciences (CASS) at Lancaster University is a pioneer in the application of corpus methods to various social science topics, such as the environment, crime, and health. Beginning with a workshop on corpus approaches to Chinese social sciences held in London in 2016, *JCACSS* was launched in 2021, under the guidance of the founding Director of CASS, Professor Tony McEnery, and with the support of colleagues both domestically and abroad, as well as the Global China Academy.

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www.globalcenturypress.com/jcacss

Global China Dialogue Proceedings series

Series Designer: Martin Albrow; Series Editor: Xiangqun Chang



Global China Dialogue Proceedings (GCDP) is based on the annual series of dialogue forums that started in 2014. It brings together scholars and practitioners from China and the rest of the world to exchange their insights into the problems that challenge human existence on our planet today, and to yield proposals for the reform of global governance based on these insights. We consider global governance in the broadest sense to cover the worldwide ordering of society to enable the peoples of the world to meet existential challenges, and to give the chance for human beings everywhere to lead fulfilling lives. China’s ‘community of a shared future for mankind’ also provides the world with a similar vision. Each Dialogue consists of four panels of discussants from China and other countries who examine four areas of strategic significance for realizing these or, indeed, any visions for the governance of human society at this time of crisis.

Each volume of *GCDP* includes the basic information of the chairs and speakers, the topics and abstracts, content of speeches, and the question-and-answer sessions. It also includes photos of each panel, the participants of the dialogue, discussions, and networking during breaks. It is hoped that this combination of images and text can preserve the dynamic dialogue for interested readers whether or not they participated in the forums.

The *Global China Dialogue Preceeding* series is designed by Martin Albrow. The series editor-in-chief is Xiangqun Chang and each issue is co-edited with different guest editors.

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