

东中西部区域发展和改革研究院编

BLUE BOOK

智库蓝皮书

OF THINK TANK

· 智库报告 · 建言献策 · 每年新版

中国智库发展报告

China Think Tank Development Report

(2012)

智库产业的体系构建

SYSTEM CONSTRUCTION OF THE THINK TANK INDUSTRY

于今/著



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智库研究论丛

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《智库研究论丛》

东中西部区域发展和改革研究院编

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序 言

经过两百多年的工业化进程，世界经济格局和发展重点已经发生了深刻的变化。当前，全球经济竞争已由传统的资源、资本投资为主要要素的竞争模式向以顶层设计、智力决策、知识创新、人才资源、制度体制为内涵的多要素综合为主的竞争模式转变，世界已经进入知识经济时代。科技研发、信息技术转化、文化创意等以知识和创新为主的经济发展模式成为区域经济发展的驱动力和促进经济发展方式转变的重要方向。因此，自主创新，人才、智力科技资源和政策资源的战略储备就成为推动国家和区域发展的关键因素和决定性力量。

改革开放以来，中国经济取得了举世瞩目的成就，综合实力显著增强。随着对外进一步开放，我国进入了国内外矛盾和利益冲突多发期以及发展转型的关键时期。在国际上，我国发展的外部环境更趋复杂，体现在：世界经济增长速度减缓，全球需求结构出现明显变化，围绕市场、资源、人才、技术、标准等的竞争更加激烈，气候变化以及能源资源安全、粮食安全等全球性问题更加突出，各种形式的保护主义抬头。从国内看，我国发展中不平衡、不协调、不可持续问题依然突出，体现在：经济增长的资源环境约束强化，投资和消费关系失衡，收入分配差距较大，创新驱动能力不强，产业结构不合理，农业基础仍然薄弱，城乡区域发展不协调，就业总量压力和结构性矛盾并存，社会矛盾明显增多，制约科学发展的体制机制障碍依然较多。

在这种宏观背景下，重大决策需要整合、统筹国内外的智力资源，加强国际问题的研究、国内政策与制度的研究、设计，促进科技创新，为国家的安全、健康、持续发展提供智力支持，降低发展中的国际、国内风险。

同时，快速发展的智库机构也使得对其的研究愈加重要。仅举一例，根据宾夕法尼亚大学麦甘教授《2011年全球智库排名报告》，过去20年，全球

智库产业蓬勃发展，以 G20 国家的智库发展为例，2011 年 G20 国家的智库总数达到 4069 个，占到全球智库总数的 62%。该报告中的智库还仅局限于从事公共政策研究的组织，尚不包括管理咨询公司等其他智库行业内的组织，如果包括后者数量之众多可想而知。在 2008—2011 年间，金砖国家的智库数量增长令人瞩目，中国、俄罗斯、印度、巴西、南非五国的智库总数，从 2008 年的 419 个增加到 985 个，其中，中国和印度是目前 G20 国家中拥有智库总数第二和第三的国家。

幸运的是，由于今教授作为课题负责人，在全国率先进行了智库的探索与实践，在他所带领下的东中西部区域发展和改革研究院借助其“十五”、“十一五”国家重点项目科学发展观研究成果和《国家智库》、《中国智库》、《中国智库发展报告》三大品牌，形成了一套理论与实际相结合的研究方法，设立相关课题，形成了一系列重要的理论成果。于今早在 2007 年首次提出了“智库产业”、“中国特色智库产业群”、“智库经济”、“思想经济”的概念并展开专项研究。

本课题从 2010 年开始，历时两年有余。原本预计在 2012 年的 2 月份与读者见面。但由于最近一年来，发改院研究团队组织专门会议，多次召集学者、企业家、政府官员共同探讨“智库产业”的含义、政治与经济背景及其对社会与公众的影响等问题，书稿经过了 20 余次修改和完善，最终于 2012 年年底完成。至此，智库产业的概念逐渐清晰成型，一项崭新的研究领域随之展现在探索者的面前。

作为“十一五”国家重点项目《科学发展观丛书》重要专项研究，本课题成果已于 2012 年 11 月由东中西部区域发展和改革研究院课题组在北京发布。这是中国学术界首次对智库产业进行的明确定义，是中国政治研究学者于今教授经过多年研究提出的概念，是在科学发展观的指导下自主创新的重大成果，奠定了智库产业研究和发展的体系基础与理论基础。这是智库产业作为一种国家政策和战略的研究成果在国内乃至国际首次明确提出。

研究课题能够与时代和国家紧密结合，是研究人员的幸运。对于身处智库快速发展中的中国，希望本报告能够有所贡献。

任玉岭

2012 年 11 月北京

前言

提起智库，人们可能马上会想到美国、欧洲的著名智库。的确，“智库”是极富西方文化特色的词汇。但“智库”这个概念萌芽于古代的中国。中国古代的“谋臣”、“养士”制度孕育了中国智库最早的存在形态。《孙子兵法》与《三十六计》是现存中国和世界军事理论史上最早形成战略体系的专著，为世界智库理论体系的建构与当代智库发展以及今后中国智库产业的研究奠定了基础。改革开放后，中国各类型智库机构逐渐快速发展。短短30年间，中国的智库机构从最初的官方智库发展到如今官方与民间智库并存的局面，并对于政治、经济、社会和文化等诸多方面都产生了积极的影响。在世界范围内，学者在智库研究中也提高了对中国智库的重视程度，这显示了中国智库在世界范围内的影响力。

提到以上对智库领域的研究，首先要提到2011年出版的《中国智库发展报告（2011年）》。这本专题研究报告由东中西部区域发展和改革研究院编辑，是国内第一本以年度报告的形式出版的智库研究专著。

但短短一年时间，中国的智库研究领域发生着不容忽视的重大变化。大量学者开始发表以智库为核心内容的论述，“智库现象”、“智库产业”、“智库产业示范区”等词汇开始频繁见诸报端。不能不说，本来只有在部分学者词汇中才会出现的字眼，正在广泛地被官员、商人，乃至普通大众所迅速熟知。这与2008年以来全球和中国的社会经济环境的变化息息相关。2008年爆发的全球性金融经济危机，给发达国家和新兴经济体都带来了惨痛的教训，新兴国家需要积极面对不断变化的全球环境以及各种全球性威胁与挑战，寻求“后危机时代”解决全球性经济问题的新治理机制，增加新兴经济体和发展中国家的话语权，逐渐成为一种全球共识。在这种复杂多变的经济政治形

势下,仅仅靠经验,靠少数人的智慧是很难作出正确决策的,这就需要不同的声音和更多的智慧,在广泛听取各方面意见的基础上,研究和解决纷繁复杂的社会经济问题,加强决策的科学化、民主化,提升新兴经济体在全球经济治理机制中的话语权。在这一过程中,智库发挥着极其重要的作用。

在这种智库发展日益重要的背景下,这册《中国智库发展报告(2012年)》最终展现在了读者面前。

对比《中国智库发展报告(2011年)》的主要内容仍是对智库的基本定义和发展现状进行常识性介绍,这册2012年新报告则更加深入,是对智库研究领域的最新重大研究成果的综述。这册报告的主要成果体现在两方面:

首先,对智库产业进行明确定义。这是智库产业作为一种国家政策和战略的研究成果在国内乃至世界首次明确提出。

智库产业是对科学发展观理论的多维思考与综合延伸,是中国学术界在科学发展观指导下,理论与实践相结合,进行多学科融合、自主创新的科研成果。本报告奠定了智库产业研究和发展的体系基础与理论基础。在本报告中,研究团队对智库产业进行了以下定义:指整合高端人才的智力资源,针对公共政策、商业运营等问题,进行系统的探索、研究、创新,提出解决方案,带动一产、促进二产、提升三产的产业形态。具体来说,智库产业的理论定义应该从公共政策、区域经济、产业经济、管理学等不同角度,借鉴相关学科成果,拓展研究的深度和广度。

智库产业的内涵是政策咨询、创意策划、技术服务、专业支持等,以知识创新为核心的现代高端三产服务业。智库产业的外延体现为各类智力成果的产业化应用,包括第一产业中以品牌建设、绿色生态、高质量、高价值为特征的现代高端示范农业,第二产业中以集约、集聚、循环发展为特征的高技术制造业和战略性新兴产业等。

智库产业的发展具有多重重要意义,主要包括:解决国家战略的落实问题、区域决策能力问题、区域人才短缺问题、区域产业升级转型、技术和制度后发优势、区域间竞争问题、事业单位改制等问题。

其次,本报告基本构建了智库产业的研究体系。

思想是行动的先导,解放思想始终是推动中国特色社会主义事业发展的思想武器。改革需要新思维、新理论,需要各方人士、各类智库机构献计献

策。为此，我国应该加快建立思想市场，发展智库产业。智库产业是对科学发展观理论的多维思考与综合延伸，是中国学术界在科学发展观指导下，理论与实践相结合，进行多学科融合、自主创新的科研成果。本报告从以下四个方面构建了智库产业研究的体系：

第一，该成果明确了智库产业的理论来源。系统梳理了从智库研究，到智库产业的研究，到智库产业区的建设等一系列重要问题，理清了智库产业的理论来源，并对智库产业研究链条上的一系列重要内容进行了重要探索。

第二，该成果初步构建了智库产业研究的理论体系。以科学发展观为指导，融合多学科的科研成果，从两方面构建智库产业研究的体系，即“智库产业是什么”，“如何发展智库产业”两大基本问题。以智库产业为主题的任何研究，都是对这两个问题的不断深化，因此，这两个方面是智库产业研究体系的两大基石。

第三，对智库产业研究主要解决的问题进行了界定。智库产业的研究着眼于解决多项问题，但最为关键的是提升地区科学决策的能力。以此为核心，其他问题包括国家战略的落实问题、区域决策能力问题、区域人才短缺问题、区域产业升级转型、技术和制度后发优势、区域间竞争问题、事业单位改制等问题。

第四，基本规范了智库产业研究的范式。智库产业是一个跨学科领域，需要融合发展经济学、区域经济学、公共政策研究、管理学、政治学、社会学等诸多学科的成果。以上学科都会从自身学科的角度对智库产业的发展提供知识输入，但智库产业将会进行融合，并进行提升，最终形成符合国家战略，并切合地区发展实际的成果。

具体来说，本报告的谋篇布局分为两大部分，第一部分，包括第一章智库研究前沿，以及第二章中国智库发展最近两年来的大事追踪，是承接《中国智库发展报告（2011）》进行的研究深化。第二大部分，是智库产业研究专题，是本报告的核心内容，同时也是智库研究领域内最新的重大创新。

第三章论述了智库产业的定义。所谓“名不正，则言不顺”，通过不断与学者、官员和企业家们进行探索，最终对智库产业的定义进行了明晰。智库产业同样具有一般产业的产业链、价值链等特征，并且具有自身不断演化的规律，需要一定政策环境的支撑。这是智库产业研究的起点，也是基础所在。

第四章论述了智库产业区的概念，即智库产业在空间上实地落地的体现。本书是国内首次对智库产业区进行系统论述。本报告认为，智库产业区是承载智库产业和创新型知识经济的重要载体，旨在提出并构建中国特色智库和智库群以及智库产业业态，作为智库产业的孵化器以及统筹区域科学发展的实验区，以地域特有优势，提升并发展相应的支柱产业。所以，智库产业区是经济发展方式转型的重要战略选择，对当前中国的区域经济发展具有重要意义。

第五章着眼于一个成功运作的智库产业区所需要的系统支撑。首先，所需要的资源包括各类自然资源、人力资源、历史资源、政策资源等，更为关键的是智库产业区的各类主体（包括政产学研各方面）必须建立良好的互动机制，从而建立政产学研一体化的模式。这将对智库产业园区的实际运作产生直接的指导。

第六章强调了智库产业区的评价体系和运作机制评估方法。这是从实践和操作的角度出发，解决了未来如何判断一个智库产业园区是否健康发展的问題。只有这样，才可以对园区的发展进行监控和管理，“把脉”智库产业区。

第七章作为最后的总结，从一个更高的智库产业研究的角度出发，提出了如何才能构建智库产业研究的体系。这对于吸引其他学者参与到智库课题的研究中，搭建统一的话语体系，具有重要而前瞻性的意义。

本报告是智库研究领域内较早进行探索的成果。相比整个智库研究的大厦来说，本报告也不过是地基类的工作。希望更多有创新精神、深厚的理论功底以及深入参与基层实践的学者共同参与，搭建起智库课题研究的大厦！

Preface

Referring to the think tank, people will think of some famous think tanks of America or Europe immediately. And it is true that the word of the “think - tank” is full of western cultural features. But the concept of the “think - tank” originates from the ancient China. The system of the “advisers” and the “talents cultivation” in ancient China breeds of the earliest existence form of the China think tank. The Art of War by Sun Tzu and the Thirty - Six Strategies are the monographs which form the earliest strategic system in the existing military theory history of China and the world, which lay the foundation for the construction of the world think - tank theory system and the development of the modern think - tank and the researches on the future China think - tank industry. In just 30 years, the think - tank organizations of China develop from the original official think tanks to the current coexistence of the official and the private think tanks, which have a positive impact on the aspects of politics, economics, society and culture, etc. And in the worldwide, the scholars pay more attentions to the China think - tank in the research of the think tank, which demonstrates the influence of the China think - tank over the world.

Referring to the researches mentioned above in the field of the think tank, what we should first talk about is the CHINA THINK TANK DEVELOPMENT REPORT (2011). This report was edited by the Institute of Eastern, Central and Western Regional Development and Reform, and which is the first think - tank monograph published in the form of annual report.

In just one year, the field of the China think - tank research has big changes that should not be ignored. The massive scholars begin to publish the discourses which

focus on the think - tank, the words of “think - tank phenomenon”, “think - tank industry” and “think - tank industry demonstration zone”, etc. begin to being in the headlines frequently. We find that the words just parts of scholars using of have been known quickly and widely by the officials, merchants, and even the general public. And which has been connected tightly with the changes happened in the global and China social and economic environment since 2008. The developed countries and emerging economies have learned the painful lessons from the global financial and economic crisis of 2008. And from where the emerging countries learn that what they need to do is to confront the changes of the global environment and all kinds of global threats and challenges actively, search for the new management mechanism which could solve the global economics problems in the post - crisis era, amplify the voices of the emerging economies and the developing countries, and all of what mentioned above have been the common view of the world. In such complex and changeable situation which refer to economic and politics, it is difficult to make right decisions only depending on the experience and few people’s wisdom, so the right way is to have different voices and more wisdom. And on the basis of hearing the views of all sides, we should research on and solve the complex social and economic problems, make the decision - making more scientific and democratic, and amplify the voices of the emerging economies in the global economic management mechanism. And the think - tank plays an important role in this course.

In this context that the think - tank becomes more and more important, the CHINA THINK TANK DEVELOPMENT REPORT (2012) appears in front of the readers finally.

Compared with the CHINA THINK TANK DEVELOPMENT REPORT (2011), the main content of which is focusing on the common - sense introduction of the think - tank’s basic definition and development situation, this new report (2012) is deeper, which is the review of latest major research achievements in the field of the think - tank. And the main achievements of this report are reflected in the following two aspects:

Firstly, it makes clear definition of the think - tank industry. And as a kind of research achievement of the country’s policy and strategy, the think tank industry first has its clear definition in China and even in the world.

The think - tank industry is the multi - dimensional thinking and comprehensive extension of the theory of scientific outlook of development, and is the research achievement made by the Chinese academia. Under the guide of the scientific outlook of development, the Chinese academia do a lot of things for the think tank industry like the integration of theory and practice, the multi - disciplinary integration, and independent innovation, etc. This report lays the system and theory foundation for the think - tank industry's research and development. In this report, the research group has a definition of the think - tank industry as follows: it is the integration of the top talents' wisdom resource, a systematic exploration, research, innovation and relative solutions on the problems of the public policy, commercial operation and so on. It is a kind of industrial form which could drive the development of the first industry, promote the development of the secondary industry, and enhance the development of the third industry. To be concrete, the theory definition of the think - tank industry should take the relative subjects' achievements as lessons, and extend the depth and width of the research from different angles like public policy, regional economy, industrial economy and management, etc.

The contents of the think - tank industry are the policy advice, creative planning, technology service and professional support, etc., and the modern high - end service industry focusing on the knowledge innovation. The extension of the think - tank industry is the industrial application of all kinds of wisdom achievements, including of the modern high - end demonstration agriculture with the characteristic of brand building, green ecology, high quality, high value which is included in the first industry, the hi - tech industry and strategic emerging industry and so on with the characteristic of the intensive, converging, and cyclical development which are included in the secondary industry.

The development of the think - tank industry has multiple important meanings, mainly consists of solving the problem of carrying out the country strategy, the decision - making ability of the regions, the shortage of the talents in regions, the upgrade and transition of the regional industry, the backward advantage of the technology and system, the competition among regions, and the institutions reform, etc.

Secondly, this report builds mainly the research system of the think - tank industry.

Thinking is the guide of the behavior, so “freeing minds” is always the thinking weapon to propel the development of the socialism with Chinese characteristics. Reform needs the new thinking, new theory, and the opinions from all kinds of think - tank organizations. So what China needs to do is to build the thinking market quickly and develop the think - tank industry. The think - tank industry is the multi - dimensional thinking and comprehensive extension of the theory of scientific outlook of development, and is the research achievement made by the Chinese academia. Under the guide of the scientific outlook of development, the Chinese academia do a lot of things for the think tank industry like the integration of theory and practice, the multi - disciplinary integration, and independent innovation, etc. This report builds the system of the think - tank industry research from four aspects as below:

Firstly, this achievement is with a clear theory origination of the think - tank industry. It sorts out a series of important problems like the think - tank research, the research on the think - tank industry districts and construction of the think - tank industry districts, etc. It makes clear of the theory origination of the think - tank industry, and also makes some important explorations on a series of important contents of the research chain of the think - tank industry.

Secondly, this achievement constructs preliminarily the theory system of the research on the think - tank industry. Under the guide of the scientific outlook on development, it integrates multi - disciplinary research achievements, and constructs the research system of the think - tank industry from two aspects, the one is “what is the think - tank industry” and another is “how to develop the think - tank industry”. Any research regarding the think - tank industry as its theme is the constantly deepening of the problems mentioned above. So, these two aspects are the foundations of the think - tank industry research system.

Thirdly, it defines the problems that the think - tank industry research should solve mainly. The research of the think - tank industry focuses on the solution of the numerous issues, but the key of which is to promote the ability of regional scientific decision - making. Depending on this, and there are other problems like the prob-

lems of carrying out the country strategy, the regional decision-making ability, the shortage of the talents in regions, the upgrade and transition of the regional industry, the backward advantage of the technology and system, the competition among regions, the institutions reform, etc.

Fourthly, it mainly regulates the paradigm of the think-tank industry. The think-tank industry is an interdisciplinary field spanning economics, regional economics, public policy research, management, politics, and sociology, etc. The subjects mentioned above will input the knowledge into the think-tank industry from their perspectives in the course of its development. And the think-tank industry will integrate and upgrade the knowledge in order to make the achievements finally which are adapt to the country strategy and regional actual development.

To be concrete, the layout of this report is divided into two large parts: the first part includes of the Chapter One which is the think tank research fronts and the Chapter Two, the trace of the big events of the China think tank development in recent two years, and which is also the further research of the CHINA THINK TANK DEVELOPMENT REPORT (2011). Another part is the research projects of the think-tank industry which is the core content, and at the same time, it is also the latest big innovation in the field of the think-tank industry research.

The Chapter Three is the definition of the think-tank industry. Without the clear definition, the development of the think tank can't go far, so we have a continual exploration on it through consulting with the scholars, officials and entrepreneurs, and finally make it. The think-tank industry also has the features like the industry chain and the value chain and so on, just as what the general industries have. It has the laws of continual evolution which needs the support of the certain policy environment. The definition is the starting point of the think-tank industry research and which is also the basis of it.

Chapter Four is the concept of the think-tank industry districts, which means the think-tank industry carrying out the landing on the ground in the space. And it is also the first time to have a systematic discourse of the think-tank industry districts in China. Depending on this report, the think-tank industry districts is the

major carrier of the think - tank industry and innovative knowledge economy, and which aims at putting forward and constructing of the think - tank, the think - tank clusters and the think - tank industry types with Chinese characteristics. As the incubator of the think - tank industry and the test site of balancing the regional scientific development, the think - tank industry districts promote and develop the relative pillar industries through taking use of its regional advantages. So, the think - tank industry district is the important strategic choice for the transformation of the economic development model, and which also has important meanings for the development of China regional economic development.

The Chapter Five focuses on the system supporting which is helpful to a think - tank industry district with the successful operation. First of all, the needed resource includes of all kinds of natural resource, human resource, history resource and policy resource, etc., and what's more is that every main body in the think - tank industry districts must build good interaction mechanism in order to form the model of the integration of the politics, production, study and research. It will bring the direct guidance to the actual operation of the think - tank industry districts.

The Chapter Six emphasizes on the evaluation systems and the operational mechanism evaluation methodology of the think tank industry districts. It solves the problem of how to judge a think tank industry district that whether it has a healthy development in the future from the angle of the practice and operation. Only this, it is possible to keep the monitoring and management of the zones run smoothly.

The Chapter Seven, as the final conclusion, puts forward the ways of how to build the system of the think tank industry research from a higher angle. And which has important and prospective meanings for attracting other scholars' participating in the think tank subject research and the construction of the uniform discourse system.

This report is the achievement of early exploration in the field of the think tank research. So compared with the whole think tank research, this report is just something like a foundation. But we hope that more and more scholars with innovative spirits, profound theoretical foundation and rich experience of gross - roots practice will participate in this field and build the mansion of the think tank subject research together!

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