



Risk Management and Scientific Management Website

A. Background and purpose:

In the context of frequent occurrence of international and domestic crisis, the Risk Management and Scientific Management Website was officially launched in June 2011, on the basis of the years' experience in emergency management, risk management, public administration researches and practices .

The Risk Management and Scientific Management Website, relying on the Institute of Emergency Management, Renmin University of China (established in 2003), and the Research Center for Government Reform and Social Management, Renmin University of China (established in 1996). The Risk Management and Scientific Management Website is engaged in the risk assessment, risk forecasting, risk management, performance management and reform consultation.

The Risk Management and Scientific Management Website targets at preventing crises, maintaining stability, promoting advanced management experience and improving the level of scientific management. Therefore, on one hand, we stay focused on the successful experience and advanced practices of emergency management and crisis public relations at home and abroad, and boost the upgrading thereof, so as to fully enhance the system construction of emergency management, as well as the perfection of mechanism and legal system thereof, improve the skills and level of crisis management of different sectors and departments, and strengthen the general public's consciousness and capability of disaster prevention and mitigation. On the other hand, we continuously recommend the best practices of domestic and foreign social management, make comment and analysis from the perspective of public management, promote their experience, and offer advice for further improvement thereof. Based on the above effort, we hold it

as our ultimate objective to promote the risk management and scientific management level in China.

B. Introduction of Moderator

Moderator: Dr. Tang Jun

Director of Institute of Emergency Management,
Renmin University of China;

Vice Director of Research center for Government
Reform and Social Management, Renmin University of China



Main Plurality

[1] Researcher of research center of the Office of Central Institutional Organization Commission.

[2] Visiting Professor of the training center of the National Development and Reform Committee.

[3] Researcher of the public administration research center of the China Public Administration Society.

[4] Chief editor of *Emergency Aid*, published by the emergency rescue promotion center under the Ministry of Civil Affairs.

C. Risk Assessment

(A) Government image risk assessment report

The Risk Management and Scientific Management Website, having published in the journal of the General Administration of Press and Publication, "Risk assessment and optimization strategy of the image of government officials," "Risk assessment and optimization strategy of the image of government service," "Risk assessment and optimization strategy of the image of government administration," "Risk assessment and optimization strategy of the image of government security," "Risk appraisal report of the image of state-owned assets", "Risk assessment report of hospital image," "Risk assessment report of city image in China," "Risk assessment report of Campus

image," "Risk assessment report of transportation image," "Risk assessment report of government image " and etc.

(B) Enterprise image risk assessment report

The Risk Management and Scientific Management Website has been working on business risk assessment studies for many years, having published in *Enterprise Soft Power*: "Risk of entrepreneur image," "Risk of product quality and brand image," and "Crisis and risk management of corporate image."

D. Occupational qualification certification

Emergency relief member of the Emergency Promotion Center under Ministry of Civil Affairs

I editor in chief, the unified national textbook, "Emergency aid" .

I committee member, national vocational qualification standards for emergency rescue workers.

I proposition expert, national vocational qualification test of emergency aid member.



E. Social management innovation pilot



"Research and application of risk management and social science management system of the stability maintenance of Chaoyang District, Beijing" passed the Municipal Science and Technology Organization expert inspection in March 31, 2011. The risk management and social science management system of the stability maintenance of Chaoyang District, with "one website, two libraries, three toll-gates" as its core has been established,

data standards and database of district-level stability maintenance has been set up, and the information platform of the risk management and social science management system of the stability maintenance of Chaoyang District has been established.

Through the implementation of subjects, the five fundamental shifts have been realized in the stability maintenance methods, from traditional approaches to scientific approaches, from subjective judgments to scientific decision-making, from individual operation to integrated effort, from passive response to in-advance prevention, and from experience-based management to scientific management, and the five obvious promotions have been achieved in the capability of risk, analysis and judgments, scientific decision-making, emergency capability, and innovation.

F. Research Subjects

In recent years, the team has carried out a number of innovative projects of administrative reforms, emergency management, emergency relief, and social stability maintenance for the central, provincial, politics and law, and the education system

For example:

- I Construction of prevention and control system for campus security (Daxing District Education Commission, Beijing, 2011);
- I National disaster prevention and mitigation base and talent program (National Disaster Reduction Committee, 2010);
- I Research on the government risk and social stability maintenance (Beijing, 2010);
- I Research on local government service center (UNDP project, commissioned by Office of Central Institutional Organization Commission, 2010);

- I Emergency aid (emergency relief promotion center of Ministry of Civil Affairs, 2009);
- I Research on Chinese Government Scale (UNDP Project of UN, commissioned by Office of Central Institutional Organization Commission, 2009);
- I Special Research on National Public Crisis Management System (Ministry of Education , 2003~2006);
- I Special research on safe cities, such as Sichuan, Shenzhen, Zhuhai and etc, during the 11th five-year plan period (local Governments, 2003~2006);
- I Special research on information risk and risk management (National Development and Reform Commission, 2005~2006);
- I Evaluation of national energy policy (State Energy Office, 2007 ~ 2008);
- I Research on function allocation and organization configuration of contemporary government (China Institute of Administrative Management, 2007);
- I Research on the state administrative reform of the United States, South Korea and other countries (China Institute of Administrative Management, 2006),
- I and so on.

G. Publications

- I *Government Images and Public Opinions--the Government Faces the General Public while the Public Games with the Government*, Communication University of China Press, 2009;
- I *Public Relations of Government*, Peking University Press, 2009;
- I *Crisis Public Relations and Management in Public Sectors, Solutions to Crisis Public Relations between Government and Government-Sponsored Institution*, Renmin University of China Press, 2007;
- I *Emergency Rescue*, Renmin University of China Press, 2009/11

- I *Government public relations strategies and practices*, Communication University of China Press, 2008;
- I *Cases Study on Domestic and Overseas Emergency Rescue*, China Society Press, 2008;
- I *Public Crisis Management Theory and Practice*, Renmin University of China Press, 2009);
- I *Evaluation of Government Crisis Management Capability--Research on Knowledge Framework and Indicators System*, Renmin University of China Press, 2009, and so on.
- I Having published over 100 academic papers on government image,, administrative reform, risk management, social stability maintenance, and other aspects.



H. High-level training

- [1] Training course of "emergency response and crisis management," Training Center of the State Development and Reform Commission, 2009 ~ present;

[2] Crisis Management Training Course for leaders from provinces and cities, Tsinghua University, Peking University, Renmin University of China, 2005~present;

[3] Optional Course of Crisis Public Relations and Management, Beijing, 2006~present;

[4] MPA course of Government Crisis Management, Government Images and Public Opinions, Government Reform and Innovation, Renmin University of China, 2006~present;

[5] Government Emergency Management and Crisis Public Relations Course, Chinese People's Public Security University, 2008~present;

[6] Government Crisis Management Course, China National School of Administration, 2007~present;

[7] Crisis Management and Crisis Public Relations Course, National Civil Aviation System, 2006~present;

[8] Hospital Emergency Management and Crisis Public Relations Course, National Hospital System, 2006~present;

[9] Emergency Incidents and Emergency Management Course, State-owned Enterprises, Central Enterprises, 2007~ present.

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背景与宗旨

在国际国内危机频发的背景下，在多年从事应急管理、风险管理、公共管理的研究和实践的积累基础上，风险治理与科学管理网于 2011 年 6 月正式启动。

风险治理与科学管理网，依托于中国人民大学危机管理研究中心（2003 年成立），中国人民大学政府管理与改革研究中心（1996 年成立）开展工作。从事风险评估、风险预测、风险治理，和管理绩效、改革咨询等业务。

风险治理与科学管理网，以预防危机和维护稳定为宗旨，以推广先进管理经验和提高科学管理水平为宗旨。因此，我们一方面持续关注国内外应急管理和危机公关的先进做法和成功经验，并不断总结提升，以期全面提高我国应急管理工作的制度建设和体制、机制、法制的完善，提高各部门危机管理的技能和水准，提高人民群众防灾减灾的意识和能力。另一方面，我们持续推荐国内外社会管理等方面的最佳实践，从公共管理的视角进行点评和分析，推广其经验，建议其进一步完善。从而，从整体上提升我国的风险治理和科学管理的水平。

主持人简介

主持人：唐 钧 博士

中国人民大学危机管理研究中心 主 任

中国人民大学政府管理与改革研究中心副主任

主要兼职

- [1] 中共中央机构编制委员会办公室 研究中心研究员
- [2] 中国行政管理学会公共管理研究中心 研究员
- [3] 民政部紧急救援促进中心《紧急救助》主编
- [4] 国家发改委培训中心 客座教授 等



风险评估

(一) 政府形象风险评估报告

风险治理与科学管理网，持续开展政府形象的风险评估研究。已经在新闻出版总署的官方杂志，公开发布了《政府官员形象的风险评估与优化策略》、《政府服务形象的风险评估与优化策略》、《政府管理形象的风险评估与优化策略》、《政府安全形象的风险评估与优化策略》、《国有资产形象风险评估报告》、《医院形象风险评估报告》、《中国城市形象风险评估报告》、《校园形象风险专项评估报告》、《交通运输的形象风险评估报告》、《政府形象风险评估报告》等。

(二) 企业形象风险评估报告

风险治理与科学管理网，持续开展企业的风险评估研究。已在《企业软实力》公开发布了《企业家的形象风险》、《产品质量与企业品牌形象风险》、《危机事件与企业形象风险管理》。

职业资格鉴定

民政部紧急救援促进中心，紧急救助员，国家职业资格鉴定

--全国统一教材《紧急救助》主编，主任委员

--紧急救助员国家职业资格标准，委员

--紧急救助员国家职业资格题库，命题专家



社会管理创新试点

北京市“朝阳区社会维稳风险治理与科学管理体系的研究与应用”课题 2011年3月31日，通过市科委组织的专家验收。以“一网、两库、三关”为核心的朝阳区社会维稳风险治理与科学管理体系基本形成，建立了区级社会维稳数据标准和数据库，搭建了朝阳区社会维稳风险治理与科学管理信息平台。



通过课题实施，实现了维稳工作方式由传统维稳向科技维稳、主观判断向科学决策、各自为阵向整体作战、被动应对向事前防范、经验管理向科学管理的“五个根本转变”和维稳工作风险防范能力、分析研判能

力、科学决策能力、应急处置能力、工作创新能力的“五个明显提升”。

课题项目

近年来已经为中央、省市、政法、教育系统开展了多项行政改革、应急管理、紧急救援、社会维稳的创新项目。例如：

- I “校园安全的防治体系建设”（北京市大兴区教委，2011）；
- I “国家防灾减灾基地与人才规划”（国家减灾委，2010）；
- I “政府风险与社会维稳研究”（北京市，2010）；
- I “地方政务服务中心研究”（联合国 UNDP 项目，中央编办委托，2010）；
- I “紧急救助”（民政部紧急救援促进中心，2009）；
- I “中国政府规模研究”（联合国 UNDP 项目，中央编办委托，2009）；
- I “国家公共危机管理系统研究之专项研究”（教育部重大课题攻关项目，2003~2006）；
- I “四川省、深圳市、珠海市等安全城市专项研究”（地方政府，2003~2006）；
- I “信息化风险及风险管理专项研究”（国家发改委，2005~2006）；
- I “国家能源政策评估”（国家能源办，2007~2008）；
- I “当代政府职能配置和组织机构研究”（中国行政管理学会，2007）；
- I “美国、韩国等国家行政改革研究”（中国行政管理学会，2006）等等。

研究著述

- I 《政府形象与民意思维 2008~2009——政府直面群众与群众博弈政府》（中国传媒大学出版社，2009）；
- I 《政府公共关系》（北京大学出版社，2009）；
- I 《公共部门的危机公关与管理——政府与事业单位的危机公共关系解决方案》（中国人民大学出版社，2007）；
- I 《紧急救助》（中国人民大学出版社，2009）；
- I 《政府公共关系策略与实务》（中国传媒大学出版社，2008）；
- I 《中外紧急救援成功案例研究》（中国社会出版社，2008）；
- I 《公共危机管理理论与实务》（中国人民大学出版社，2009）；

- I 《政府危机管理能力评估——知识框架与指标体系研究》（中国人民大学出版社，2009）等。
- I 发表政府形象、行政改革、风险管理、社会维稳等方面的学术论文百余篇。



高端培训

- [1] 国家发展改革委培训中心，全国“突发事件应急与危机管理”培训班，2009～
- [2] 清华大学、北京大学、中国人民大学，各省市领导“危机管理”培训班，2005～
- [3] 北京市，全市自主选修“危机公关与管理”课程，2006～
- [4] 中国人民大学 MPA “政府危机管理”“应急管理 with 危机公关”课程，2006～
- [5] 中国人民公安大学“政府应急管理与危机公关”课程，2008～
- [6] 国家行政学院“政府危机管理”课程，2007～
- [7] 全国民航系统“危机管理与危机公共关系”课程，2006～
- [8] 全国医院系统“医院应急管理与危机公共关系”课程，2006～
- [9] 国企、央企“企业的突发事件与应急管理”课程，2007～

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