



# 自主创新 与国际贸易核心竞争力

张军◎著



中国经济出版社  
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## 中文摘要

1966年，美国学者维农提出了产品生命周期理论，从技术动态发展的角度解释了国际贸易的发生。产品生命周期理论为经济、科技发展相对落后的国家通过技术引进，并结合本国的劳动力和自然资源优势参与国际贸易竞争提供了理论指导。然而，随着人类科学技术的日新月异，世界经济形势发生了重要变化。在知识经济时代，由于技术创新速度的加快，劳动力和自然资源禀赋的竞争优势日益减弱，技术创新逐渐成为国际贸易发展的根本动力。在这种情况下，一个国家如果忽略技术创新，局限于运用本国廉价劳动力优势和自然资源优势参与国际分工，容易陷入经济发展的困境，与发达国家的差距不仅不会缩小，反而会越来越大，即本书提出的“产品生命周期陷阱”问题。为了解决上述问题，一个国家参与国际贸易竞争的基础应当向技术创新转移，在积极合理地引进国外先进技术的同时，要注重培育和发展本国的自主技术创新能力，通过不断地技术创新建立本国的贸易核心竞争力，以确保一国的长期竞争优势。

改革开放以来，我国经济的国际化程度不断提高，对外贸易也迅速发展并成为带动国民经济发展的一支重要力量。与此同时，随着我国经济参与世界市场程度的提高，其面临的国际竞争也日趋激烈。如何提升我国经济的国际贸易竞争力，建立对外贸易核心竞争力，是保证我国经济在开放条件下持续发展的一个关

键问题。回顾我国对外贸易的发展历程可以发现,要素资源禀赋特征决定了我国在国际分工体系中,长期处于中低端生产环节上,产品竞争优势依托在廉价劳动力上面。然而,全球高新技术的发展,正在不断改变着世界各国的竞争优势,也对我国传统的贸易发展战略提出了挑战。在新的竞争环境下,要形成持续的竞争力,我国也应当积极调整对外贸易发展战略,加快国家贸易促进技术创新体系建设,把贸易发展的基点放在技术创新上,通过不断地技术创新,特别是自主创新,来培育我国贸易的核心竞争力,确保我国在激烈的国际竞争中占据有利地位。

- 本书研究从总体上可以划分为三大部分。第一部分为导论部分。第一部分主要对本书的选题原由,国内外已有研究的现状及论文整体安排予以介绍。第二部分包括第一章到第四章,这一部分
- 2 分是基础理论研究部分。在第二部分,本书以产品生命周期理论研究为切入点,通过对产品生命周期理论适用性分析,指出了在知识经济时代,随着国际经济竞争内容和技术创新发展的变化,一个国家如果过分注重技术引进而忽视自主技术创新,那么,在激烈的国际竞争中就会陷入一种被淘汰和失败的境地。在此基础上,本书进一步论证了自主技术创新与国际贸易竞争的关系,指出自主技术创新日益成为国际贸易核心竞争力的根本影响因素。第三部分包括第五章和第六章,这一部分属于基础理论研究的应用部分。在第三部分,本书以第二部分的理论研究为基础,具体对中国的国际贸易竞争优势进行了实证分析,并针对我国对外贸易竞争优势方面存在的问题,提出了相应的对策建议。

综合全文,本书的创新之处主要有以下几点:

第一,提出了产品生命周期陷阱概念。本书对国际贸易领域以产品生命周期理论为代表的技术差距国际贸易理论进行了系统的剖析并揭示了其理论局限性。在此基础上,提出了产品生命周

期陷阱的概念，并对产品生命周期陷阱的概念、形成及对策等问题进行了探讨和研究。本书认为，产品生命周期陷阱指的是这样一种经济现象：在国际分工和贸易体系中，经济后起国家依据产品生命周期理论，通过技术引进模仿，结合自身的要素优势来参与国际竞争，在一定时期内能够实现经济的发展，但是在技术引进的过程中，如果一味遵循跟进战略而忽视了技术的创新，那么，当外部条件发生变化时，其比较优势的收益空间和时间会缩短，最终导致竞争优势丧失，陷入经济发展的困境。

第二，提出了国际贸易核心竞争力概念。本书对技术创新和国际贸易竞争力的关系进行了系统的理论分析，指出了在知识经济时代，技术创新是影响一个国家贸易竞争力最重要的因素，并在此基础上提出了国际贸易核心竞争力的概念。本书认为，国际贸易核心竞争力是指一个国家在参与国际贸易发展过程中，能够使其保持长期的、持续的国际贸易竞争优势的能力。从构成上讲，国际贸易核心竞争力可以划分为两个层次的因素，即表现层因素和资源层因素。资源层因素是指那些影响国际贸易核心竞争力的因素。从实践看，影响一个国家贸易竞争地位的因素有许多，如要素禀赋、经济规模、基础设施、企业制度等。但在知识经济时代，决定一个国家国际贸易核心竞争力的根本因素是自主技术创新。

第三，提出了通过自主技术创新来构建中国对外贸易核心竞争力。本书对中国的贸易竞争力进行了实证分析，指出尽管近年来中国对外贸易发展迅速，中国作为一个世界贸易大国的地位也已经得以确立，但随着国内、国际经济形势的发展变化，对外贸易的进一步发展也面临着严峻的挑战，需要加快技术创新以提高国际贸易竞争力。而由于多种因素的决定，技术外源性是我国产业技术进步的一个重要支撑。这种外源性在一定时期为我国技术

追赶作出了重要贡献。但是,应当指出的是,随着我国经济的不断发展,缺乏自主创新的外源性技术发展路径无法支撑我国经济的持续发展,也无法构建我国对外贸易的核心竞争力。因此,需要调整我国产业的技术发展路径。具体到对外贸易而言,就是要构建基于自主创新的国际贸易促进技术创新系统,发挥技术创新在国际贸易竞争中的作用。

4 第四,提出了国际贸易促进技术创新体系理论。本书在对国家创新体系理论梳理回顾的基础上,提出了国际贸易促进技术创新体系理论。国际贸易促进技术创新理论是国家创新体系理论的具体化和微观化。本书将国际贸易促进技术创新体系界定为:一个国家在促进对外贸易发展过程中,将参与国际竞争的外贸企业、大学和研究机构、政府部门等行为主体通过一定的机制联合起来,实现技术创新资源在这些主体之间的良性循环,依靠技术创新来构建对外贸易核心竞争力,促进对外贸易持续发展的一个经济技术系统。

**关键词:** 产品生命周期陷阱 国际贸易核心竞争力 自主技术创新 贸易促进技术创新体系

## Abstract

In 1966, American Scholar Vernon pointed out the international product life cycle theory that explained international trade taking place from the angle of technical dynamic development. The international product life cycle theory provides theoretic direction for those developing countries whose economy and technology comparatively lag, which can participate in international trade competition through technology importing, and combined with labor forces and natural sources advantages of their own countries. However, the situation of world economy has a great change along with science and technology change quickly. Owing to the speed of technological innovation expedite, competition advantages endowed with cheap labor forces and natural sources increasingly weakened, technological innovation has gradually become the ultimate power in the international trade development. In this situation, a country may easily traps into plight if it participates in international specialization only depending on cheap labor forces and natural sources advantages, but neglecting technology innovation. The disparity with the developed countries will become bigger and bigger. That is the viewpoint of "International product life cycle theory" in this paper. In allusion to these problems, the bases of a country participating in international trade competition should transfer to technological innovation, importing over-



seas advantaged technology actively and rationally. At the same time, it should pay attention to cultivate and develop technology innovation ability of its own country, establish trade core competition through sustaining technological innovation to assure long – term competition advantage.

- 2 Since carrying out reform and opening – up policy, China's economic internationalization is persistently arising, it has become an important strength in driving national economic development. Meanwhile, with the improving degree of China's economy participating in world market, it faces international trade competition increasingly severely. How to advance international trade competitive power and establish foreign trade core competitive power is a key problem to assure sustainable development of our country in opening – up policy. Reviewing our country's foreign trade development progress, we can find that factor sources endowment features make a decisive role in international specialization system, we are always in the middle – low production taches, production competitive advantage is relying on cheap labor forces. However, with the global high technology development, the competitive advantage of different countries are continually changing, at the same time, we face a new challenge of our country's traditional trade development strategies. In the new competitive environment, we should form our sustaining competitive power, actively adjust foreign trade development strategies, and fasten national trade development and technology innovation system construction. The basic point of trade development should put into technological innovation, through sustaining technology innovation especially self – innovation to cultivate our country's trade core

competition in order to assure favorable status in severe international competition.

The book's study may divide into three parts in general. The first part is the introduction; it introduces the causes of the selected topic, the situation of the domestic and overseas studies and the whole arrangement of the book. The second part includes the first chapter to the fourth. This part is basic theoretic study. In the second chapter, as a cut – in point based in the product life cycle theory, through adaptive analysis of the product life cycle theory, this paper points out, in the era of knowledge economy, with the changes of the international economic content and technological innovation development, if a country pay too much attention to technology importing but neglecting independent technological innovation. So, 3 in the intense international competition, a country may be in washed out or defeated situation. On this basis, the book further proves the relation between the independent technological innovation and the international trade competition, points out independent technological innovation has increasingly become the basic influential factor in international trade core competitive power. The third part includes the fifth and the sixth chapter, this part belongs to basic theoretical study application part. In the third part, on the basis of the theoretical studies of the second part, the paper makes a concrete example proof to China's international trade competition advantages in allusion to the problems of China's foreign trade competition advantages and puts forward correspondent measures and advices.

Integrating the whole paper, there are several creative points in the book:

Firstly, the book brings forward the conception of product life cycle trap. It analyses the technology gap trade theory which represented by product life cycle theory and reveal its limitation. Then it put forward the conception of product life cycle trap and probes into its manifest as well as the causes of formation. The book considers product life cycle trap is such an economy phenomenon that a country whose technology lag can be achieved economic development by technology introduce, but if it simply depends on technology introduce, it will be lost in an difficult position of economy and forfeit its competitive advantage when external condition Change.

4 Secondly, the author puts forward the concept of international trade core competition. The book puts up a systemic theoretical analysis to technological innovation and international trade competitive power, and points out in the era of knowledge economy, technology creation is an important factor in a country's trade competitive power, and put the concept of international trade core competitive power. The author considers that international trade core competitive power is a capacity that a country can make a long and persistent international trade competitive advantage when participating in international trade progress process. From the constitutes, international trade core competitive power can be divided into two factors in two levels, that is the manifest factor and the sources level factor. The sources level factors are those factors that influence international trade competitive power. In practice, there are many factors that influence the status of a country's trade competition, for example, (factor gifts, economic scale, basic equipment, enterprise system etc. ). But in the era of knowledge economy, it is the independent

technological innovation that determines a country's core competition in the international trade.

Thirdly, the book designates that China's foreign trade core competitive power can be constructed by independent technological innovation. The author makes an analysis of China's trade competitive power and points out the situation of China's fast development in foreign trade. But with the changes of the national economic situation, We face an intense challenge in further development. To arisen the international trade competitive power, we need to fasten technology creation. For many factors, technology exterior is the most important support in our country's industry technology growing. The exterior makes an important contribution for our country's technology chasing in a definite period. But the exterior technology that is leading independent innovation can't support our economic persistent development, nor can construct foreign trade core competitive power. So we need to adjust our country's industrial technology policy. In foreign trade, we should establish national trade promoting technological innovation system and elaborate the roles for international trade competition.

5

Fourthly, the book brings forward the theory of national trade promoting technological innovation system. Reviewing the theory of the national innovation system, the author puts forward the theory of the national trade promoting technological innovation system, which makes it more concrete and microcosmic in the theory of national innovation system. The book defined the national trade promoting technology innovation system as: a country can connect those organizations such as foreign trade enterprises, colleges, research organi-

zation and government departments which participate in international competition in the process of foreign trade progress, to realize the technological innovation resources, have a benign recycle in the main bodies, construct foreign trade core competitive power depending on technological innovation, and promote foreign trade persistent development.

**Key words:** International product life cycle trap Trade core competitive power Independent technological innovation Trade – promoting technological innovation system

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