

国家自然科学基金资助

WLICSMB 2004

中小企业发展的理论与实践

——第六届西湖国际中小企业大会论文集

主 编◎池仁勇

副主编◎冯 勤 欧阳仲健

THEORY AND
PRACTICE OF SMALL
AND MEDIUM-SIZED
ENTERPRISES DEVELOPMENT
—— PROCEEDINGS OF
THE SIXTH WEST LAKE INTERNATIONAL
CONFERENCE ON SMALL & MEDIUM BUSINESS

中国海潮出版社

国家自然科学基金资助(70273041)

WLICSMB 2004

中小企业发展的理论与实践
——第六届西湖国际中小企业大会论文集

Theory and Practice of Small and Medium-sized
Enterprises Development

——Proceedings of the Sixth West Lake International
Conference on Small & Medium Business

主 编：池仁勇

副主编：冯勤 欧阳仲健

中国海潮出版社

2005 年 3 月

图书在版编目(CIP)数据

中小企业发展的理论与实践/池仁勇主编.—北京:中国海关出版社,
2005.3

ISBN:7-80165-276-2

I.中… II.池… III. 中小企业—经济发展—国际学术会议—文集

IV.F276.3-53

中国版本图书馆 CIP 数据核字(2005)第 022509 号

中小企业发展的理论与实践
——第六届西湖国际中小企业大会论文集

池仁勇 主编

中国海关出版社出版发行

北京市朝阳区和平街东土城路 14 号(100013)

发行部电话:010-85271610 85271608

北京市白帆印务有限公司印刷 新华书店经销

2005年3月第1版 2005年3月第1次印刷

开本:1/16 印张:26.75

字数: 550 千

ISBN: 7-80165-276-2

定价: 60.00 元

版权所有 侵权必究

(海关版图书,如有印装错误,可随时退换)

Honorary Committee

Feng Zhijun: The Standing Committee of the National People' s Congress Member, The Central Committee of China Democratic League Vice-chairman, The Committee of Soft Science of National , Vice-director

Sun Zhonghuan: Mayor, Hangzhou Municipal Government

Di Na: Director, SMB Bureau of National Development and Reform Commission

Wu Jiaxi: Director, Zhejiang Small & Medium Enterprises Bureau

Zheng Mingzhi: Vice-President, Zhejiang Provincial Union of Industry and Commerce

Zheng Zhemin: Director, Foreign Affairs Office of Hangzhou Municipal Government

Ma Chun' an: Vice President of Zhejiang University of Technology

名誉委员会

冯之浚：全国人大常委、民盟中央副主席、国家软科学指导委员会副主任

孙忠渙：杭州市人民政府市长

狄 娜：国家发展改革委员会中小企业司司长

吴家曦：浙江省中小企业局局长

郑明治：浙江省工商业联合会副会长

郑浙民：杭州市人民政府外事办公室主任

马淳安：浙江工业大学副校长

Steering Committee

Wu Tianzu

Chairman of WLICSMB' 2004, Former President, Professor, Zhejiang University of Technology

Kenneth Keng

Director of Asian-Pacific research center of University of Toronto, Canada

Gladys J. Hildreth

President, doctoral supervisor, University of Kentucky U.S.A.

Meng Tieyuan

Chief of Protocol Division, Foreign Affairs Office of Hangzhou Municipal Government

Xuan Xiaodong

Office of Nature Science Foundation of Zhejiang Province

Luo Yunhua

Director of foreign economic cooperation office, The SMB Bureau of Zhejiang Province

Zhou Gengui

Professor, Director, Foreign Affairs Office, Zhejiang University of Technology

Peng Wei

Dean, the Graduate School of Zhejiang University of Technology

Pan Tianhai

Director, the Office of Science and Thecnology, Zhejiang University of Technology

Xu Weixiang

Professor, director, College of Business Administration, Zhejiang University of Technology

Baomei Zhao

Doctor, University of Kentucky, U.S.A.

组织委员会

吴添祖: 第六届西湖国际中小企业大会主席、浙江工业大学前任校长、浙江省中小企业发展研究所所长

Kenneth Keng: 加拿大多伦多大学亚太研究中心主任

Gladys J. Hildreth: 美国肯塔基大学院长, 博士生导师

孟铁原: 杭州市人民政府外事办公室综合礼宾处处长

宣晓东: 浙江省科委自然科学基金办公室主任

罗云华: 浙江省中小企业局对外经济合作处处长

周根贵: 浙江工业大学外事办公室主任

彭 伟: 浙江工业大学研究生院院长

潘天海: 浙江工业大学科技处处长

徐维祥: 浙江工业大学经贸管理学院总支书记

Baomei Zhao: 美国肯塔基大学博士

Program Committee

Fu Jiaji: Professor, doctoral supervisor, School of Economic Management, Tsing Hua University

Huang Yuxiang: Professor, doctoral supervisor, School of Management, Tong Ji University

Xu Qingrui: Professor, doctoral supervisor, School of Business Administration, Zhejiang University

Cheng Huifang: Professor, Dean, College of Business Administration, Zhejiang University of Technology

Wang Shaohua: Professor, College of Business Administration, Zhejiang University of Technology

He Baizhou: Professor, doctoral supervisor, Dongbei University of Finance and Economics

Zhao Guojie: Professor, doctoral supervisor, Tianjin University

Chen Jing: Professor, doctoral supervisor, School of Business Administration, Zhejiang University

Liu Wei: Professor, doctoral supervisor, Chongqing University

Ma Chi: Professor, College of Business Administration, Zhejiang University of Technology

Chi Renyong: Professor, College of Business Administration, Zhejiang University of Technology

Yu Xiaofen: Professor, College of Business Administration, Zhejiang University of Technology

学术委员会

傅家骥:清华大学经济管理学院教授,博士生导师

黄渝祥:同济大学管理学院教授,博士生导师

许庆瑞:浙江大学管理学院教授,博士生导师

程惠芳:浙江工业大学经贸管理学院院长、教授

汪少华:浙江工业大学经贸管理学院教授

何佰洲:东北财经大学教授,博士生导师

赵国杰:天津大学教授,博士生导师

陈 劲:浙江大学管理学院教授,博士生导师

刘 伟:重庆大学管理学院教授,博士生导师

马 驰:浙江工业大学经贸管理学院教授

池仁勇:浙江工业大学经贸管理学院教授

虞晓芬:浙江工业大学经贸管理学院教授

The Secretariat

General Secretary: Chi Renyong

Vice-secretary: OuYang Zhongjian Feng Qin

Other members:

Ma Chi	Wang Guipu	Yu Hao	Chen Tiejun	Zhang Huayao
Yang Xue	Zhu Yunying	Wu Qingping	Xu Runong	Hu Shunu
Zhang Jibo	Xiong Huchen	Li Jianying	Dai Yan	Wu Bao
Shao Xiaofen	Xu Bifang			

秘书处

秘书长:池仁勇

副秘书长:欧阳仲健 冯 勤

其他成员(按姓氏拼音排序):

陈铁军	戴 燕	胡淑女	李建英	马 驰
邵小芬	汪贵浦	吴 宝	吴清萍	熊虎臣
许必芳	徐如浓	杨 雪	余 浩	张化尧
张济波	朱云英			

Preface

Recently, small and medium-sized enterprises rely on their large quantity, wide distributed in the surface, have played an extremely important role in socio-economic development. It is generally agreed among international community of economics and academy that, SMBs will play the leading role in economic development of the 21st century. Since 1990s, with the intensification of international economic integration and new economic revolution, developed countries have all taken measures to support the development and study of SMBs. China, as the greatest developing country in the world, SMBs have a more prominent standing and role. Summarizing every expert's suggestion, it carries great meaning in discussing small and medium-sized enterprises.

Since the First West Lake International Conference on Small and Medium Business (WLICSMB) which was successfully held in 1999, the preparation for Annual WLICSMB has got the strong and wide interests and supports from small and medium-sized enterprises at home and abroad, academic circles and governments in the different levels. Until November of 2004, we have already held six WLICSMBs.

The participants for this Conference are managers, academic scholars and officials, who prepared papers with their own opinions, from over 10 different countries and regions in the world. Parts of papers are collected in this conference proceeding for discussion. I'm sure that the discussion based on those papers will approach the hot issues on SMB and result in a constructive conclusion.

We do hope the sixth WLICSMB will promote the exchange and co-operation among academic circles and small and medium-sized enterprises in the world for the SMB sustainable development. This collection of thesis includes a part among them, in order to offer to the masses of readers.

Prof. Wu Tianzu
Chairman of WLICSMB' 2004
Oct.18th, 2004

序 言

近年来,中小企业凭借其数量多,分布面广的优势,在社会经济发展中发挥了极为重要的作用。国际经济界、学术界普遍认为,中小企业是 21 世纪经济发展的主角。自 20 世纪 90 年代以来,随着国际经济一体化及新经济革命的深入,国外发达国家都在积极动手扶持中小企业的发展与研究,中国作为全球最大的发展中国家,中小企业的地位和作用更是突出。因此,集众家之长,对中小企业进行研究和探讨实际上是具有深远意义的。

自从 1999 年 10 月成功举办了第一届西湖国际中小企业大会以后,每年一届的西湖国际中小企业大会的筹备一直得到国内外中小企业界、学术界和各级政府的关注和支持。直至 2004 年 11 月,已经顺利召开了六届西湖国际中小企业大会。

第六届西湖国际中小企业大会的参加者有来自世界十几个国家和地区的中小企业学者、政府官员、企业家,他们提供了许多有见解的论文,与会者对这些文章进行了讨论,从各个方面探讨了中小企业发展的热点问题,相信将产生有益的启示。本论文集收录了其中的一部分,以飨广大读者。

吴添祖

第六届西湖国际中小企业大会 主席

2004 年 10 月 18 日

Contents

A Simple Management Tool for SMEs amid the Challenges and Initiatives	(1)
<i>by Peter Clarke</i>	
Technology Innovation of Small Textile Enterprise Cluster in Zhejiang Province China	(19)
<i>by Chi Renyong, Yang Xia, Chen Baofeng</i>	
The Role of Finance in Promoting and Developing Infant SMEs in the Kingdom of Bahrain	(30)
<i>by Batool Asiri</i>	
Cluster Competitiveness and Enhancement Mechanism	(42)
<i>by Wang Shaohua, Li Aihua</i>	
An Attempt on the Technology Innovation Bottleneck of China's Small and Medium-sized Enterprises	(51)
<i>by Zhang Shoufeng, Wang Li, Yan Hong</i>	
Stimulating Innovation: Business and Government Strategies in Australia and China ...	(58)
<i>by Peter Sheldrake</i>	
Study on Development and Countermeasure of Technology-Based Small and Medium-sized Enterprises	(69)
<i>by Wu Cuihua, Wan Weiwu, Qi Jingyu</i>	
Research on Asymmetric R&D Investment Evolution	(78)
<i>by Zhang Huayao, Chi Renyong, Li Zhengwei</i>	
On Embracing Total Cost Management for Competitive Advantage by Small and Medium-sized Enterprises in China	(85)
<i>by Zuo Hongliang, Lu Fuxiang, Zhang Jing</i>	
Management Adjustment and Right Constrain of High-tech Enterprises in the High-speed Growth Stage	(92)
<i>by Nie Rui, Lei Qiong</i>	
Human Resource Management: Key of Core Competitiveness of Small and Medium-sized Enterprise	(101)
<i>by Zhang Xiao, Yi Yanxin</i>	
Discuss on Private Small and Medium-sized Enterprises' Financing and Development of	

Local Folk Financial Institution	(109)
by Wang Sulian, Ke Dagang	
Quality Management of the Small and Medium-sized Projects	(116)
by Regina Jasilionienė, Rima Tamošiūnienė	
Discuss on Analyzing the Profit Quality of Chinese Small and Medium-sized Enterprises	(126)
by Yi Yanxin, Zhang Xiao	
The Philosophical Foundations of Chinese Management: Sage Kings of High Antiquity, Lao Tzu, and Confucius	(134)
by Charles A. Rarick	
The Role of Gender in the Use of Influence Strategies	(142)
by Nachiketa Tripathi	
The TAPS way: Managing Manufacturing Operations Effectively	(161)
by Sirirat Sae Lim, Kim Hua Tan, Ken Platts	
Study on Governance Structure of Strategic Alliances	(174)
by Huang Yujie, He Ruiying	
Changes and Trends in Personal Financial Education in the U.S.	(183)
by Raymond Forgue, Zhao Baomei	
Analysis on Obstacles in Agricultural Enterprise Development and Relevant Promoting Measures	(191)
by Ma Chi, Zhang Rong	
Corporation Development and System Management	(201)
by Zhu Yunying	
Study on Bidding Decision Making for Engineering Supervision Business	(211)
by Yang Yaohong, Wang Yingluo, Zhang E	
Research on the Methods of Improving the Level of Interface Management in Small and Medium-sized Enterprises	(220)
by Yang Tong, Xu Zinan, Ding Zhihua	
Analysis on Banking Structure and SME' s Credit Financing	(228)
by Yang Xue	
The Research to the Enterprises Network and the Development of Small & Medium-sized Enterprises in Greater Meigong River Sub-region	(241)
by Gu Youjin, Zhan Weihua, Guo Jinhua	
Study on a Business Success Prediction Model for Small and Medium-sized Enterprises	(250)
by Yang Songling, Li Xiaomei, Zhou Huilin	

Technology Innovation Strategy Framework from Dynamic Capability Theory	(258)
<i>by Chen Tiejun</i>	
Study on Patent Stratagem of Private Small and Medium-sized Scientific and Technological Business	(268)
<i>by Wang Wenhao, Zhu Weidong, Zhao Huifang, Wang Liquan</i>	
The Evaluation and Research on the Entrepreneurship Environment of the New High-tech Corporations	(276)
<i>by Feng Qin</i>	
Study on the Evaluation of Technological Innovation Capability of SMEs Based on Process	(287)
<i>by Liu Xinfu, Tian Lan, Chen Jinxian</i>	
The Statistical Analysis on Technological Innovation Capacity of SMEs	(303)
<i>by Zheng Weiwei, Zhao Qing</i>	
Tempest in a Teapot Depend on Innovation	(311)
<i>by Fang Hai, Wang Zhenghong, Ma Weixin</i>	
International Experiences of the SMEs Governmental Support System and Its Inspirations to China	(316)
<i>by Wang Liming</i>	
Persistent Improving Model of Safety Operation of High Technology Small and Medium-sized Enterprise Based on Analyzing the Risks in Life Different Cycle's Stage ...	(325)
<i>by Ma Youcai</i>	
Elementary Illustration about Credit Managerial System of Hubei Medium or Scale Enterprises	(332)
<i>by Zhu Yihe</i>	
The Analysis for Widening Small and Medium-sized Business Financing	(338)
<i>by Cao Shu</i>	
Development Methods for Yunnan Province Small and Medium-sized Businesses in Regional Economic Integration	(344)
<i>by Wu Ping, Sun Jian</i>	
The Model of Small Enterprise's Collection Group and Operation Performance ...	(352)
<i>by OuYang Zhongjian, Bu Qingjun</i>	
The Strategical Choice of Small and Medium-sized Business Human Resources Development	(360)
<i>by Zhang Chongkang, Zheng Xinmang</i>	
The Brain Drain Question of Small and Medium-sized Enterprises of New and High Technology of Our Country	(367)

by *Li Ran, Zhu Weidong*

The Innovative Significance and Development Strategy of Chinese-Foreign Cooperation in Running Schools (375)

by *Yao Zhenxiang*

Development of European High-tech SMEs and Its Apocalypse (380)

by *Wang Feirong*

Examine Technological Innovation Question of Small and Medium-sized Enterprises from Exterior Effect of Multinational Company (391)

by *Zhang Jinliang*

A Study on the Mechanism of Venture Investment in the Public-tech Industry Based on Zhejiang' s Cluster Economy (395)

by *Bu Qingjun, Ouyang Zhongjian*

The Influence on Small and Medium-sized High-tech Company' s Finance Management from Venture Capital (405)

by *Lü Xiaoqing*