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RESEARCH LIBRARY FOR TRANSITION
OF RESOURCE-BASED ECONOMICS

城乡产业一体化发展： 基于企业区位选址视角

张子珍 ◎ 著

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前 言

城乡产业一体化发展是统筹城乡发展和推进城乡一体化的关键环节，是适应产业融合趋势的需要，是改变城乡二元经济结构的重要突破口。从中国城乡关系演变历程来看，新中国成立之初实行的“城市偏向”政策到2003年统筹城乡发展战略目标提出，各级政府对城乡统筹发展给予了足够的重视，在市场经济体制的引导下，释放了农村潜在的生产力，提高了城乡要素配置效率，城乡产业关系进入了由城乡产业分割向城乡产业协调发展的关键阶段。但目前城乡产业还面临着市场联系不顺畅、产业关联度不高和产业一体化发育程度较低的现状。党的十七届三中全会、十八大报告、十八届五中全会多次强调，要把城乡产业一体化发展作为城乡一体化发展的基础动力来着力推进，要建立以城带乡、以工促农的有效发展机制，增强农村发展活力，逐步缩小城乡区域差距，促进城乡共同繁荣。党中央的工作报告对城乡一体化发展提出的要求，为中国城乡产业一体化发展研究指明了方向。

城乡产业一体化推进的过程中，企业作为产业的微观载体，它为了获取最大利润就会在城乡寻找最佳区位，城乡产业一体化的推进过程就是企业进行区位选址的过程。传统企业区位理论认为企业区位选址侧重于对运输成本、规模经济和市场潜力等方面考虑，在对成本权衡的基础上，企业区位选址一般倾向于市场发育程度高、技术人才集中的大中城市。而随着工业化和城镇化推进，一方面，大城市集聚不经济现象凸显。产业和人口向城市的集聚使城市空间扩展规模空前强大，城市产业结构调整由于缺乏扩散空间而进展缓

慢，许多工业仍占据着城市的黄金地段，城市出现了集聚不经济现象，表现为人口密集、地价昂贵、交通拥堵、环境污染等问题，城市集聚不经济制约着城市的有序发展。另一方面，以互联网为主的信息网路发展对传统企业区位选址理论提出新的挑战。众所周知，城乡在土地、劳动力、资本等方面均存在差异，这种差距又难以改变，而信息网络要素的注入降低了城乡区位差异，使得在改变企业“实体”约束的同时，也影响着城乡产业的空间布局。

在大城市集聚不经济凸显和信息网络化发展的新形势下，现代企业区位选址行为将会呈现什么新特点？其微观机理如何实现？企业区位选址行为如何影响不同类型产业和企业的分工与空间布局？不同类型产业和企业分工与空间布局又如何推进城乡产业一体化发展，其空间分工布局模式又是什么？这些问题都需要寻求一条破冰之路加以解决。笔者希望通过本书的研究对城乡产业一体化的微观机理和城乡产业空间布局模式产生新的认识，进一步丰富企业区位理论、新经济地理学理论和产业转移与扩散理论。

首先，对相关概念进行了界定，提出了城乡产业一体化概念，并对城乡产业关系演变历程中企业区位选址问题进行了分析，还以传统企业区位理论为基础，进一步探讨了新形势下企业区位选址的影响因素，构成了本书研究的逻辑起点。企业区位选址是城乡产业一体化发展的微观基础，以互联网为主的信息网络化成为新形势下企业区位选址的重要影响因素。本书以企业区位选址行为作为切入点，研究了城乡产业一体化发展其实是企业在多种因素影响下进行城乡区位选址的决策。本书在传统企业区位理论基础，分析了不同时期企业区位选址的影响因素，构建了包括“传统时期影响因素—新形势下影响因素—政府制度影响因素”的企业区位影响因素框架，指出信息化成为现阶段企业区位选址的重要影响因素，在弱化传统区位影响因素的同时又催生了一些新的因素，信息化使企业区位选址具备了较大的多样性和区位自由度。

其次，将大中城市集聚不经济和信息化作为影响因素，运

用新经济地理学方法尝试从企业区位选址视角来探讨城乡产业一体化的微观机理。在城乡产业一体化推进过程中,城市集聚不经济凸显和信息网络化发展使企业区位选址行为及结果趋于分散化。本书运用新经济地理学分析方法,构建了包括城市集聚不经济和信息网络化变量的 CIGP 新经济地理模型,通过数值模拟,得出企业在城乡的区位选址活动呈现出“分散—集聚—再分散”发展趋势,再分散不是分散的简单重复与回归,而是初始分散的优化与升级。城市集聚不经济与信息化成为企业区位选址和空间布局的分散力量,具体表现为:第一,城市拥挤成本作为城市集聚不经济的量化指标,当城市拥挤成本越大时,企业区位选址的扩散效应越明显,两者呈正向关系。第二,信息网络凸显了“以时间换空间”和“虚拟空间和地理空间”的融合,造就了城乡“时空压缩”,降低了城乡贸易成本。从时间维度上看,当城乡贸易成本非常高或非常低时,企业区位选址趋于分散化布局。当城乡贸易成本处于中等发展水平时,进一步降低贸易成本将促使企业区位选址活动由集中转向分散。企业在乡村的分散化布局有利于避免城市集聚不经济的出现。从空间维度上看,距离仍然是影响城乡贸易成本的重要因素,信息化减少产品在流通过程中所耗费的时间成本和经济成本,企业集聚与扩散在城乡空间上出现并存局面。城乡产业一体化发展过程中,城乡区域差距拉大是城乡产业一体化发展过程的“分娩期”,企业在城乡空间选址的公平最优和效率最优将趋于分散化布局。信息化影响下的城乡贸易成本成为影响企业区位空间分布的重要因素,随着城乡产业一体化的推进,城乡区域发展差距呈现出先扩大后缩小的发展态势。随着城乡贸易成本的下降,城乡区域差距扩大是城乡产业一体化发展的必经阶段,是一体化发展的“分娩期”。就城乡产业一体化效率与公平而言,当城乡贸易成本较高时,政府在效率和区域差距扩大间要做出权衡;当城乡贸易成本较低时,政府在效率优先和兼顾公平两方面均可以实现。

再次,分别探讨了不同类型的产业和企业与城乡产业一体化横

向、纵向实现联动的问题。城乡产业合理分工与空间布局是对产业集聚力和分散力作用权衡的结果，不同类型的产业和企业区位选址决定了分工与空间布局模式在城乡间的差异。就不同类型的产业而言，城乡产业通过要素市场、产品市场和空间市场的联动发展推动了城乡产业横向一体化发展；就不同类型的企业而言，通过产业链的构建实现不同企业在城乡空间上的分离推动了城乡产业纵向一体化发展。

最后，通过实证，一方面分析了中国企业在城乡区位选址中的影响因素，目的是验证与本书提出的企业区位选址因素分析框架是否吻合；另一方面分析了中国各地区城乡产业一体化发展水平程度和空间分布态势。依据理论分析和实证检验的结果，对如何推动城乡产业一体化提出相应的对策建议。通过实证检验，可知中国城乡产业一体化发展水平的区域分布态势与区域市场化程度具有一致性，东部居高，中部紧随其后，西部相对较低。从空间维度上看，东中西部地区出现了集聚与扩散并存的局面，东部区域以扩散为主导，中西部区域以集聚为主导。同时，本书指出，地区经济发展水平和城镇化发展水平与城乡产业一体化发展水平具有相关性。

综上所述，本书以城乡产业一体化发展为研究对象，以企业区位选址行为为切入点，探讨了城乡产业一体化发展的微观机理和空间分工布局模式。城乡产业一体化问题是一个探索性很强的课题，其内涵涉及较广泛，属于经济学、地理学、管理学和生态学诸学科交叉的领域，目前仍处于探索研究阶段。囿于篇幅、笔者水平和认识能力的限制，加之参考借鉴的文献较少，在分析和论证的过程中尚存一些需要完善、拓展和深化之处。本书的研究仅仅是一个开始，还将经历一个漫长的理论探索过程。

Preface

The integration development of urban and rural industry is a key link in the process of balance urban and rural development and promotion the integration of urban and rural, is an adaption to the needs of the trend of industrial convergence, is an important breakthrough to change a dual economic structure of urban and rural. From the process of China's urban and rural relationship evolution, the governments at all levels thought highly of urban and rural development because of the transformation from the "urban bias" policy at the beginning of the founding of new China to put forward strategic objectives of balance urban and rural development put forward in 2003. Under the guidance of market economy system, our country has released the rural potential productivity, improved the efficiency of the factors allocation between urban and rural areas. Besides, urban and rural industrial relations entered a key stage from the industrial division between urban and rural areas to industrial coordinated development between urban and rural areas. But now, urban and rural industry also faces the tough market connection, low industry correlation degree and the deficiency of the industry integration development. The third plenary session of the 17th, in the report to 18, the fifth plenary session of the 18th stressed that it is essential to promote the integration development of urban and rural industrial as elemental incentive of urban and rural integration development, to establish a developmental mechanism of city leading rural and industry promoting agriculture, to enhance the vitality of rural development, to narrow

the gap between urban and rural areas gradually, to promote common prosperity between urban and rural areas. Requirement of integration development of urban and rural from the central party committee work report have pointed out the direction of the integration of urban and rural industry development in China.

In the process of the integration of urban and rural industry, the enterprise as the industry's microscopic carrier in order to get maximum profit will be looking for the best location in urban and rural. The process of the integration of urban and rural industries is the process of enterprises to carry out best geographical location. Traditional enterprise location theory is that enterprise location selection focuses on the transportation cost, scale economy and the market potential. On the basis of the cost balance enterprise location selection tend to select large and medium - sized cities that has high degree of development market and the tremendous technical personnel. With the trend of Industrialization and urbanization, on the one hand, big city agglomeration produced diseconomy phenomena. The agglomeration of industries and population into the city makes urban space extend an unprecedented scale. Urban industrial structure adjustment paced slowly due to a lack of diffusion space. many industries are still dominating the cities' prime locations. Urban agglomeration produced diseconomy phenomenon with the densely population, expensive land price, the traffic congestion, environmental pollution problem. And it restricts the orderly development of the city. On the other hand, the Internet information network development put forward new challenges to traditional geographical location theory. As is known to all, the urban and rural areas treating land, labor and capital differently make the difference be difficult to change. And the injection of information network elements decreased regional differences between urban and rural areas, making it change enterprises the "real" constraints, also affecting the spatial layout of urban and

rural industry.

There is a new situation in which urban agglomeration producing dis-economy and information internet development. What are new characteristics of modern enterprises location selection? How do they achieve microscopic mechanism? How do enterprises location selection affect division of labor and space layout of industries and enterprises in different types? How do division of labor and space layout of industries and enterprises in different types push the integration of development of rural and urban industry? These questions need a solution in a elegant way. The author hope that through this book we can have a new understanding of the microcosmic mechanism of the integration of urban and rural industries and urban and rural industrial spatial layout pattern. So we can enrich the enterprise location theory, new economic geography theory and industry transfer and diffusion theory further.

First of all, we defined the concept of this book, putted forward the concept of integration of urban and rural industry, analyzed enterprise location selection problem in the evolution of relationship between urban and rural industry. Basing on the traditional enterprises location theory, the book discussed the affecting elements of enterprise location selection under new situation, which is the logical starting point of the book. Enterprise location selection is the microcosmic basis of the integration development of urban and rural industrial, information network whose prime is the internet has become important influence factors of enterprise location selection under the new situation. Based on enterprise location selection behavior, this book found the integration development of urban and rural industry was actually the decisions of enterprise selecting location under a variety of factors influence. On the basis of traditional enterprise location theory, the book analyzed the influencing factors on site selection in different periods, constructed affecting framework of enterprise location including “traditional

factors – influencing factors – under the new situation – government institutional factors affecting” , pointed out that the information network became the important influence factors of enterprise location selection at the present stage, weakened traditional location elements, created some new influencing factors and made the enterprise location selection of information network have a larger diversity and geographical degrees of freedom.

Second, the book tried to explore the microscopic mechanism of integration of urban and rural industry from the perspective of enterprise location selection making the large and medium – sized cities agglomeration diseconomy and information network as the influencing factors and using the methods of new economic geography. In the process of the integration of urban and rural industry, urban agglomeration diseconomy and information network development make the enterprise location selection behavior and the results tend to be diversification. Using new economic geography analyzed ways, this book constructed the CICP designation of a new economic geography model including urban agglomeration diseconomy and information network variable. Through the numerical simulation, it is concluded that enterprise location selection activities in urban and rural areas show “ scattered – agglomeration – then dispersed ” development trend with the fact that it is not a simple repetition and return dispersion, but scattered optimization and upgrade. Urban agglomeration diseconomy and information network become of scattered power of enterprise geographical location and spatial distribution. Embodied in: First, urban congestion cost is urban agglomeration diseconomy quantitative indicators. When urban congestion cost is larger, the diffusion effect of enterprise location selection is more obvious. Second, information networks highlighted the fusion of the “ time for space ” and “ virtual space and geographical space ”, made the “ time – space compression ” urban and rural areas, reduced the trade costs between urban and rural areas. From the time dimension, when

the urban and rural trade costs are very high or very low, enterprise location selection tends to be diversified layout. When trade costs between urban and rural areas is in the medium level of development, it will reduce trade costs leading to further business site selection activities from centralized to decentralized location. Companies' country diversification of the layout is helpful to avoid the emergence of urban agglomeration diseconomy. From the spatial dimension, distance is still the important factors that affect urban and rural trade costs. Information network reduced time cost and economic cost of product in the process of circulation. Enterprise agglomeration and diffusion in urban and rural space appears at the same time. In the process of the integration development of urban and rural industry, the widening gap between urban and rural areas is the "during delivery" of integration development of urban and rural industry. The optimum of fairness and efficiency in enterprise location selection will tend to decentralized optimal layout. Under the influence of the information network, urban and rural trade costs become the important factors that affect enterprise location space distribution. Along with the integration advancement of the urban and rural industry, regional development gap between urban and rural areas showed development momentum that first enlarged then narrow. As the cost of trade between urban and rural declines, the widening gap between urban and rural area is the inevitable stage of integration development of urban and rural industrial being the "during delivery" of the integration of development. In terms of the integration efficiency and fairness of urban and rural industry, when the urban and rural trade cost is high, the government have to make trade-offs between efficiency and regional gap. When trade costs between urban and rural areas is low, two aspects of priority to efficiency and due consideration to fairness can be realized by the government.

Third, the book discussed vertical and horizontal linkage between the

industries and enterprises of different types and the integration of urban and rural industry respectively. Urban and rural industrial reasonable division of labor and the spatial layout is the balance effect on industrial agglomeration and dispersion forces. The different types of industries and enterprises resulted in different types of division of labor and the spatial layout model in rural and urban. In terms of different types of industry, urban and rural industry promoted the cross development of the integration of urban and rural industry by factor market, product market and space market linkage development. In terms of different types of enterprises, achieving different enterprises diversion at urban and rural space by the construction of industry chain promote the development of urban and rural industrial vertical integration of separation.

Last, on the one hand, the book analyzed affecting factors of the China enterprises location selection. The purpose is to verify the Consistent with the analytical framework of the enterprise vocational selection that is proposed the book. On the other hand, the book analyzed China's regional integration development of urban and rural industrial level and space distribution situation by the empirical analysis. Based on theoretical analysis and empirical test results, it put forward corresponding countermeasures and suggestions that are about to how to promote urban and rural integration. Through empirical test, the of regional distribution situation of integration development level of urban and rural industry is in accordance with the regional market degree. The east is highest, the middle follows the east and the west is the lowest. From space dimension, the whole areas appear the situation of the agglomeration and diffusion with the eastern region dominated by diffusion and the mid-west region dominated by agglomeration. At the same time, this book pointed out that the regional economic development level and the urbanization development level associated with the integration development level of urban and rural industry.

This book discussed the micro mechanism and spatial pattern of division of labor of the integration development of urban and rural industrial basing on the integration development of urban and rural industrial and making enterprise location selection behavior as the breakthrough point. The integration of urban and rural economy is a strong exploratory subject, which belongs to the cross field of economics, geography, management science and ecology, Its connotation involves so widely that it is still in the research stage. Because of the limited space, the restrictions of level and cognitive ability of the author, and insufficient reference to the reference literature, there are something to improve, expand and deepening in the process of analysis and argumentation. This is the future direction of the author.

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第一章 导论

第一节 选题背景和意义

一 选题背景

随着工业化和城市化的推进，城乡产业一体化发展既是城乡统筹发展的重要组成部分，也是适应城乡产业融合发展的内在要求。城乡产业之间的分工是工业革命的产物，工业革命前的农业社会，由于从事非农生产的人口较少，城乡区域差异并不是很明显。18世纪中叶工业革命之后，在集聚经济的影响下，工业经济活动在城市得以集聚，城乡产业分工发展格局逐步形成。而中国城乡产业发展的历程与现代化先行国家显著不同，现代化先行国家的现代化属于内生现代化类型，其实现主要是由原乡村地区的传统工业作坊蜕变而来；而中国属于外诱现代化类型，在西方工业化浪潮的冲击下，近代工业首先在中国沿海、沿江得以兴办，而农村处于衰落和停滞发展状态。中国由此形成现代工业和传统农业并存、城市和乡村彼此分割的城乡二元经济结构。

新中国成立后，政府通过追赶战略寻求民族自强，采取了“重视工业、城市偏向”的产业政策，利用价格“剪刀差”等手段将农业剩余转移到城市工业部门，城市工业获得发展的同时，农民被排斥在工业化和城市化的收益分享之外，城乡二元经济结构得以强化；改革开放以后，农村率先改革，农业产业化、乡镇企业成为改