



The Effect of Policy  
Heterogeneity on Service Trade

# 政策差异性对服务 贸易的影响

修媛媛 ◎ 著



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## 摘 要

20 世纪 70 年代以来,伴随着世界经济的迅速增长,企业与个人对服务的要求愈加强烈,服务贸易作为国际贸易的新增长点,异军突起,国际服务贸易有了突飞猛进的发展,年平均增长率超过了货物贸易的增长率。进入 21 世纪以来,2001 年至 2010 年的 10 年间,世界服务贸易总额从 29 578 亿美元增长到 71 666 亿美元,增长了 2.42 倍之多。1994 年关税与贸易总协定的乌拉圭回合谈判签署《服务贸易总协定》,为降低市场准入、推动服务贸易自由化发展打下了坚实的基础。

与此同时,中国服务贸易也行驶在高速发展的道路上,自中国加入世界贸易组织(WTO)以来,与世界各国的贸易往来日渐密切。在入世效应的推动下,中国加大了服务贸易的开放力度,我国服务贸易发展迅速。中国服务贸易在保持较快增长的同时,服务贸易逆差也呈继续扩大之势。这样的现状说明,中国的服务贸易与世界水平相比还较为落后,另一方面也说明,我国的服务贸易还存在很大的发展空间。

随着服务贸易的快速发展及其在国际贸易中的比重日益上升,各国普遍意识到服务贸易蕴含着大量商机和利润,加上服务贸易往往还涉及国家安全、民族文化和社会稳定等内容,因此,服务贸易的保护也越来越成为各国政府贸易政策的重点,许多国家也实施了保护本国服务产业而限制国外服务进口的服务保护政策,服务贸易壁垒不断增强,对世界服务贸易的发展产生了重要影响。

学术界在近 20 年来也一直围绕服务贸易壁垒的本身、规模以及其对经济

的影响进行持续的研究。大多数的研究都显示最惠国待遇对国际贸易壁垒有根本性的改善作用，但是最惠国待遇又不能完全消除国际服务贸易领域内的壁垒。有研究显示，各国的政策差异就是国际服务贸易间最重大的一个壁垒。由于服务贸易壁垒和规制的不同，导致各国服务贸易发展环境的差异，进而影响各国服务贸易企业的竞争力和发展水平。因此，从政策规制层面研究国别之间由于开放政策差异而对服务贸易发展和服务企业竞争力的影响具有重要理论价值与现实意义。

本书的主要研究问题是政策差异对服务贸易的影响，主要研究目标在于利用经济合作与发展组织（OECD）产品市场规制数据库的翔实数据建立国与国之间政策差异性的指标体系，不仅在国家层面探讨政策差异性对于服务贸易总体的影响，还在产业层面利用分部门数据对政策差异性的影响结果进行实证检验。不管是政策差异性指标体系的建立，还是将实证检验从国家层面到产业层面的拓展，都是对现有服务贸易理论的有力拓展，对服务贸易自由化研究领域具有重要意义。

第一，从分析政策差异性的来源（如政策强度的不同所导致的差异等）入手，探究政策差异性对于服务贸易的影响途径对于服务提供者跨国经营决策的影响机制，结合产业层面的特点对政策差异性在产业层面的影响特点进行分析，从而建立其政策差异对服务贸易影响的理论模型，该理论模型是以垄断竞争和固定成本为特征，通过双边服务贸易的多样性以及规模的变化，来观察国际政策差异性对服务贸易造成的影响。

基于理论模型所证明的政策差异性对服务提供者决策的影响机制如下：政策差异性对国家之间服务贸易的影响主要是通过影响服务提供商的出口决策来进行，这个过程依赖于企业出口过程中存在的固定成本这一要素。正因为存在服务提供商跨境经营的固定成本，当政策差异性提高的时候，这种固定成本也会升高，企业需要进行更大规模的输出才可以补偿这部分升高的固定成本。在这种情况下，两条路径会同时影响一国服务贸易的出口额，但方



向相反。一方面,政策差异性的提高会减少出口企业数量从而减少服务贸易出口额;另一方面,政策差异性的提高也提高了每家出口企业的出口规模,从而增加服务贸易出口额。这两种相反路径的综合作用结果与研究产业和产品的特征有关。但是在一般的服务贸易产业中,这种综合作用的结果往往是政策差异性的存在阻碍服务贸易的进行。

第二,基于理论模型所揭示的有关机制,从国家层面进行政策差异对双边服务贸易影响的实证检验。实证部分分成以下几个步骤来完成:(1)构建跨国的政策差异性指数,并对模型的参数进行选取;(2)对引力模型研究模型中变量之间的相互影响与关系,对模型的稳健性进行检验并模拟;(3)对模拟结果进行解释,并提出相应的政策建议。

政策差异性指数构建的核心方法是将不同国家的同一条目下的政策进行两两对比,考虑规制的形式与内容,来计算两个国家之间政策差异性指数,进而拓展计算多个国家的政策差异性指数。然后在这个指标体系的基础上,采用修正的引力模型,研究多种因素对双边服务贸易流以及对外直接投资的影响。影响因素变量选取国内生产总值、两国的物理距离和语言距离、两国的产品市场政策指数、政策差异性指数以及企业家壁垒。拟通过模型来检验双边服务贸易流量与上述变量的关系,分析政策差异对服务贸易的影响,结果显示规制与行政的不透明性、竞争性壁垒、贸易与投资的显性壁垒这三个领域将会对双边服务贸易产生负面的影响。

第三,将引力模型进行适当的变形,拓展到产业层面的论证。基于国家层面的引力模型,参考产业国际竞争力的分析框架,选取产业国际竞争力分析指标体系中的核心指标来替代国家层面的自变量,得到产业层面的基础实证模型。通过对电信业和运输业两个国际服务贸易中的重要部门的行业数据进行建模回归,发现差异性对于双边服务贸易的影响在产业层面体现得更为明显。

产业层面的实证结果为:政策强度对于电信服务业双边贸易有着显著的

负向影响,国家控制和新建企业壁垒的政策差异性对电信业双边贸易具有明显影响,行政规章不透明也是阻碍电信业双边贸易发展的一个重要因素,但是竞争壁垒的实证结果却是竞争壁垒的差异性促进了电信业双边贸易的发展;在交通运输服务业方面,新建企业壁垒的政策差异性指数明显阻碍运输服务业双边贸易,国家控制的差异性也是阻碍运输业双边贸易发展的重要因素,行政规章不透明和竞争壁垒的差异性指数两个子维度的回归结果与作者预期不一致,运输服务业中行政规章不透明和竞争壁垒的差异性不但对双边贸易没有抑制性作用,反而有一定的促进作用。尽管政策差异性指标在各个子维度上与产业层面双边服务贸易的影响关系存在一定的不确定性,但是整体上来说,政策强度和政策差异性都会阻碍两国服务贸易的发展。尽管产业本身的特点和快速反应能力可能在短期内调整自身来适应国外市场与本国市场的差异性,但是降低差异性和减少一些不必要的政策规制可以大大促进各国之间的服务贸易。

第四,运用全球贸易分析模型(GTAP)对中美双边投资协定(BIT)谈判和国际服务贸易协定(TISA)谈判所可能带来的冲击进行测算模拟,以检验当中国服务贸易措施同国外逐步接轨,服务贸易壁垒降低后对中国服务贸易乃至中国宏观经济发展的影响。通过设定五种情景,进而能相对准确地模拟各情景下中国的利弊得失。这五种情景分别是:TISA 谈判成功,但中国并未加入 TISA;TISA 谈判成功,中国加入 TISA;TISA 谈判未成功,中美 BIT 协议成功签署;TISA 谈判成功且中国未加入 TISA,但中美 BIT 协议成功签署;TISA 谈判成功且中国加入 TISA,同时中美 BIT 协议成功签署。研究发现,如果不存在服务贸易政策差异,或政策差异降低等情形下,在中国加入 TISA 或中美签署 BIT 协议等情况下,即中国可有效降低其与其他国家服务贸易措施差异的背景下,可有效促进中国经济增长,提升国内福利,并能有效促进服务贸易的进一步发展和质量的提高。

第五,根据前文研究的结论,提出中国进一步促进我国服务贸易开放,

提高服务贸易竞争力的措施：（1）对内放开服务业发展限制，健全完善国内服务贸易政策支持体系；（2）加大服务业对外开放力度，构建服务贸易发展促进支持体系；（3）双边层面上，加快与多个国家自贸协定的签署，尤其是服务贸易协议的签署。

本书研究中应用多种研究方法，从国际经济学视角入手，以服务贸易壁垒、服务贸易成本、政策管理力度和差异、企业生产率等为研究对象，对服务贸易政策调整的效果进行差别化评估与量化。利用文献分析和历史归纳的方法在充分掌握丰富的现有文献的基础上，对新古典增长理论、新经济增长理论和新国际贸易学关于贸易政策变动对一国经济和企业等的影响程度和作用途径进行探讨，并加以归纳总结。并且定性 with 定量分析相结合，同时研究质的规定性和量的规定性，使两者有机地结合起来并互相支持。既采用定性研究及其资料收集与分析方法，又大量采用政府与学术层面的权威数据进行定量分析，尤其是致力于对国际、国内服务贸易差异及服务贸易成本进行定量分析。在回顾相关理论研究文献的基础上，进而对现有理论进行梳理及部分改进，最终通过定量分析、实证分析等方法，对服务贸易政策差异化的调整带来的贸易增长的作用机制、作用途径以及作用程度进行衡量评估。

本书的创新点主要体现在三个方面：一是在引力模型的基础上加入政策差异性变量推导其对服务贸易发展存在的影响。此前很多研究都没有考虑政策差异性对服务贸易发展的影响，而实际上各国政策调整时间和政策规则标准的不一致对服务贸易的发展会存在重要的影响。二是基于经济合作与发展组织（OECD）的数据库对政策差异性对服务贸易的影响进行实证分析，对不同行业由于政策强度和政策差异等所造成的贸易流的不同，考察政策强度对服务性全要素生产率的影响。三是基于全球贸易分析模型（GTAP）对中美BIT协定、TISA谈判对中国服务贸易发展的影响进行不同方案模拟预测，由于近期中美双边投资协定（BIT）谈判正在进行，中国也正式提出加入服务贸易协定（TISA），本研究成果得出的一些结论具有重要政策决策价值。



本书研究中存在以下局限性：首先在基于 OECD 数据库进行跨国实证分析时，数据的可获得性和时间跨度的不一致有可能对实证分析造成一定难度；其次，在根据 GTAP 模型对中美 BIT 协定、TISA 谈判的影响进行模拟预测时，模型的建立以及相关参数的设定具有一定的困难，需要进行深入的分析 and 一定的主观判断，基于行业经验与分析重点的偏向，在进行参数选择的时候存在一定的主观性。

关键词：服务贸易；政策差异性；全球贸易分析模型（GTAP）

## **Abstract**

Since 1970s, international trade began to develop rapidly. Along with the rapid growth of the world economy, enterprises and individuals put more emphasis on the improvement of service. So the service trade is considered as a new growth point in the international trade. The service trade has exceeded the growth in goods trade. From 2001 to 2010, world service trade volume increased from \$ 2, 957. 8 billion to \$ 7, 166. 6 billion, an increase of 2. 42 times. The “general agreement on trade in services” in the WTO Uruguay round negotiation also laid a solid foundation for the development of trade in services.

At the same time, China service trade also develops at a high speed. Since China joined the WTO, China holds close trade with other countries. The open Chinese market has attracted many foreign enterprises. In the promotion of market effect, China has vigorously put forward to develop the trade in services. Thus the Chinese status in international service trade market has been upgraded continuously and the trade in services also has been developed rapidly. However we still find a huge gap between trade in services and trade in goods. Our exports are in the inferior position. These situations illustrate that compared to the world level, Chinese service trade is still backward, and on the other hand, there is still much room for the development of the service trade in China.

Because of the particularity of services industry, international trade in services becomes one of the severest places of trade barriers. On one hand, some core

service products takes the character of “quasi-public good”, which fluctuates several countries’ poorly political nerves and thus set barriers to restrict international movement of service products. On the other hand, to use the comparative advantages in service trade, encourage the development of service trade, and facilitate economic growth and employment, many developed countries have optimized environment of service development through clearing service trade barriers and establishing rules and laws related to service trade.

Due to the differences in service trade barriers and rules, the development environment of service trade differs among countries. That affects the competitiveness and development level of service firms in different countries. In recently twenty years, academics have focused on service trade barriers, its scale and its effects to economy. Most researchers conclude the improving effect of most-favoured-nation to international trade barriers, but the former cannot clear all the barriers. Some researches show that policy diversity is one of the most serious barriers in international service trade. In this sense, how to understand policy regulations’ effects on international service trade and service firm heterogeneity, the experiences of developed countries in this situation, as well as the deficiency of China’s regulations in promoting service trade, is a significant topic to be researched.

The main research question of this dissertation is the influence of policy heterogeneity on service trade. This dissertation analyzes the origin of policy heterogeneity theoretically, such as various degrees of policy regulations. And also the ways in which these policy heterogeneity affect service trade and the decision-making of service providers when they provide service across borders. Having taken into consideration the characteristics of the industrial level, this dissertation analyzes the features of the influences that policy heterogeneity has on the industrial

level, thus establishing a theoretical model of policy heterogeneity' impacts on service trade. After that, the dissertation did empirical tests on the impact of policy heterogeneity of bilateral service trade on state level. An indicator system to measure policy heterogeneity is established. On the basis of the indicator system, with the utilization of gravity mode, quantitative research has been carried out to find out the relationship between policy heterogeneity and service trade in order to find out what kind of influence the former has on the latter. In the meantime, this dissertation offers theoretical discussion on transmission mechanism of the influence of policy heterogeneity on service trade, through the discovery of which, the author puts forth political suggestions to promote the liberalization of services. Then, by transferring from state level to industrial level, the dissertation makes empirical tests of the impact policy heterogeneity have on bilateral trade in services with reference to the analysis framework of international competitiveness on industrial level as well as the modeling regression of the data from the two most important sectors of international trade in service—telecommunication service and transport service with the conclusion that the policy heterogeneity influence bilateral trade in service more evidently on industrial level than that on state level. Another conclusion is that what needs our urgent attention is the impact of China's service policy laid on its involvement into international trade in service. This dissertation also analyzes the influence of China's changes in service policy on service industry. With reference to previous researches of trade policy modification on service trade barriers and its development, on the basis of GTAP model and under the assumptions of Sino-US BIT negotiation which is carried out now and the TISA which China would possibly join, the author simulates the potential effects of various results from Sino-US negotiation of BIT and TISA on China's service. Lastly, the author brings about suggestions for the improvements of China's service

trade, especially for the situation after industry segmentation based on the impacts of policy heterogeneity on service competitiveness which are discussed in the earlier part of this dissertation.

This dissertation used various research methods. From the perspective of international economics, it takes the barriers of trade in services, the cost of service trade, the strength and differences of policy management, and the productivity of enterprises as research objects to evaluate and quantize the effects of the adjustment of policy on service trade. On the basis of reading substantial literature, through literature analysis and historical induction, to discuss the neo-classical growth theory, new economic growth theory and new International trade theory about the influence and effect of a country's economy and enterprises on the condition of trade policy changing, and this dissertation also summarized about the phenomenon. Besides that, this dissertation not only combines qualitative and quantitative analysis together, at the meantime, it also studies the prescriptive quality and quantity, to integrate and support both of them. This dissertation adopts qualitative research and it's method of data collection and the way of analysis. The quality research depends on the authoritative data of government and academia, especially when the doing the quantitative analysis for the differences and costs between international and domestication service trade. On the basis of reviewing relevant theories and literatures, to clear the existing theories and improve part of them, in ways of quantitative analysis and empirical analysis, so on and so forth, which aim to evaluate the mechanism, purposes and grades on the condition of different adjustment of trade policy. At the same time, this dissertation also supplemented by case study method, which is, analyzing the differences among OECD countries and emerging economics on service trade policy from the overall impact and mechanism function. Since the different adjustments of service trade,

the influence is different. In terms of that, this dissertation did an in-depth analysis of the influence, combined horizontal analysis and vertical analysis together, and fully considered the changes on the background of economic globalization, technology, capital and some free flow of production elements, the results can be compared and verified.

This dissertation is on the basis of theoretical model analysis to make empirical research assumptions. No matter on the overall level or the level of five dimensions, the policy heterogeneity between home country and host country can significantly hinder trade exports of home country service trade. And this kind of hinderance is more obvious on industry level rather than national level. This dissertation also forecasts the empirical results, and believes that pure national policy strength index cannot fully explain the regulation's effects on bilateral trade in servicetrade; it needs a further analysis which combined with taking policy heterogeneity into consideration. The influence of policy heterogeneity among countries' service trade are mainly affected by the influence of export decisions of service providers. This process depends on the fixed costs of enterprises export. Because of the existence of fixed costs of service provider when doing cross border business, policy heterogeneity increases, the fixed cost will rise too, companies will need lager output to compensate this part of higher fixed costs. On this condition, the two paths will at the same time affect a country's exports of service trade, but the two are in the opposite direction. On the one hand, the increase of policy heterogeneity will reduce the amount of export enterprises and the exports of service trade will reduce too; on the other hand, the increase of policy heterogeneity increase the export scale of every export enterprise, which may increase the exports of service trade. The effects of the two opposite paths have a connection with research industry and characteristics of products. But in general



service trade industry, the results can often be that the policy heterogeneity hinders the service trade.

Through the analysis which is based on OECD data, the main conclusion has some distance. Although it may generate some negative effect, the coefficient is very small. This may be because of the use of electronic communications in recent years, the influence of network may be larger than the influence of face-to-face communication. Besides, the influence of policy heterogeneity can be observed from the following variable parameters. First, the product market regulation level (PMR) of the country has a negative impact on bilateral service trade. This is consistent with Porter Hypothesis, which is the regulation and protection of domestic market and hinder the international competitiveness of domestic service producers, to reduce the possibility of service exports. This is also consistent with common sense. The higher of the regulation level, the greater enterprise costs will be, it may also indirectly influence the international competitiveness of enterprises of export services. On the dimension of policy heterogeneity, the regression results show that, the opacity of regulation and administration, competitive barriers, the dominant barriers of trade and investment may have a negative impact on bilateral service trade. Assumed that the country and the year is fixed, the opacity of regulation and administration decreased by 50%, other subdomains remained, the overall trade service can increase by 30%. If all the regulations of subdomains cancelled, the overall level will increase by 300%.

From the influence of policy heterogeneity and policy intensity on direct foreign investment, the differences can hinder the FDI of service department. From several perspectives of regulation, the possibility of opening its own country's product market is very small.

The empirical results from industry level are as follows. The policy intensity

for the telecommunication of bilateral trades has an obvious significant effect. The policy heterogeneity of state control and newly built enterprise barriers has obvious effect. The opacity of regulations is also an important factor which hinders the bilateral trade development of telecommunication. However, the empirical results of competition barriers demonstrate it actually promote the development of bilateral trades in telecommunication industry. On transportation services, the policy heterogeneity index of newly built barriers obviously hinder the bilateral trade, differences of state control is also an important factor in hindering the development of transportation bilateral trade. The two indexes, namely the opacity of regulations and differences of competitor barriers, have different regression results as the author expected. The opacity of regulations and differences of competition barriers do not have inhibitory effect, however, to some extents, it stimulate it. The differences of competition barriers may be caused by the industry characteristics and fast respond capability of competitors. However, the relationship between the opacity of regulations and bilateral trades is still needed further verified. In other words, despite policy heterogeneity have some uncertainty relationship with bilateral service trade on many dimension, however, for the overall perspective, the policy intensity and policy heterogeneity may hinder the development of the service trade of the two countries. Although the characteristics of the industry itself and its quick reaction capability can be adjusted in a short time to adapt domestic and foreign market. However, lowering or reducing some unnecessary regulations can greatly promote service trade among countries. At the same time, the bilateral service trade on industry level has positive correlation with the index of exports domestic comparative advantage on industry level, and has negative correlation with imports domestic comparative advantage. And both of the two countries' innovation competent indexes have positive relationship. This can

demonstrate that the industry's international competitiveness index system have certain science, it can be verified with empirical data. The hierarchical evaluation system of industry competition strength, competition potential and competition environment can be applied in the later quantitative research.

This dissertation has three innovations. The first one is on the basis of gravity model joining policy heterogeneity to deduce the influence of service trade development. Many previous studies didn't take policy heterogeneity into consideration. In fact, the time of regulation adjustment and standard of regulations of different countries will exert important influence. The second innovation is this dissertation is based on OECD data. The empirical analysis mainly concentrate on the different trade flows according to different industry regulations and policy heterogeneity, and the influence of policy regulation on service total factor productivity. The last one is this dissertation is based on the GTAP model for BIT of China and the United States agreements, TISA negotiation, to estimate the influence of China's service trade development. Due to the recent bilateral investment treaty (BIT) agreement is in progress, China has formally applied to join the service trade agreements (TISA), assuming that China basically agreed to the terms and conditions of the above two agreements, to further adjust the service trade measures and to examine the service trade liberalization of China's service trade may be affected.

At the same time, this dissertation may have such following limitations. First, when using OECD multinational database for the empirical analysis, the differences of time and span of accessing data may cause certain difficulty to the empirical analysis. At the same time, when forecasting the influence of BIT agreement and TISA negotiations based on GTAP model, there are some difficulties such as setting up related parameters. It needs in-depth analysis and certain subjective