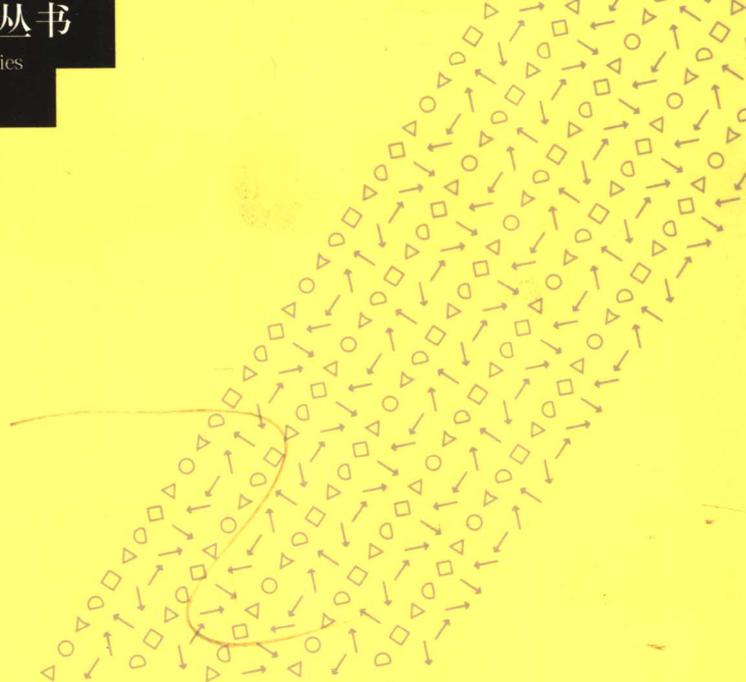


经济学系列丛书

Contemporary Economics Series

主编 陈昕



市场秩序和规范

当代
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文库

洪银兴 著



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洪银兴，1950年生于江苏常州市。经济学博士，南京大学党委书记、教授、博士生导师，国务院学位委员会理论经济学学科评议组成员，教育部社会科学委员会委员，江苏省哲学社会科学界联合会主席，中国《资本论》研究会副会长。曾获国务院学位委员会和国家教委颁发的“做出突出贡献的中国博士学位获得者”称号，1994年获国家级“有突出贡献的中青年专家”称号。2000年作为中方经济学科的唯一代表以“富布莱特(Fulbright)杰出学者”身份应美国政府邀请出访美国并就中国的市场化和中国的经济开放问题作讲演。主要研究方向为经济运行机制、经济发展和宏观经济的理论与政策研究。先后获得孙冶方经济学奖(1987)、国家级优秀教学成果一等奖(2005)和二等奖(1993、2001、2005)等9项国家和省部级优秀成果奖。

出版前言

为了全面地、系统地反映当代经济学的全貌及其进程,总结与挖掘当代经济学已有的和潜在的成果,展示当代经济学新的发展方向,我们决定出版“当代经济学系列丛书”。

“当代经济学系列丛书”是大型的、高层次的、综合性的经济学术理论丛书。它包括三个子系列:(1)当代经济学文库;(2)当代经济学译库;(3)当代经济学教学参考书系。该丛书在学科领域方面,不仅着眼于各传统经济学科的新成果,更注重经济前沿学科、边缘学科和综合学科的新成就;在选题的采择上,广泛联系海内外学者,努力开掘学术功力深厚、思想新颖独到、作品水平拔尖的“高、新、尖”著作。“文库”力求达到中国经济学界当前的最高水平;“译库”翻译当代经济学的名人名著;“教学参考书系”则主要出版国外著名高等院校的通用教材。

本丛书致力于推动中国经济学的现代化和国际标准化,力图在一个不太长的时期内,从研究范围、研究内容、研究方法、分析技术等方面逐步完成中国经济学从传统向现代的转轨。我们渴望经

济学家们支持我们的追求，向这套丛书提供高质量的标准经济学著作，进而为提高中国经济学的水平，使之立足于世界经济学之林而共同努力。

我们和经济学家一起瞻望着中国经济学的未来。

Abstract

Market Order and Normalization

Modern market economy is neither a beast of prey nor a tame lamb. This means that market economy needs both full development and efficient harnessing in our country. How to harness market economy? That does not depend on a certain person or a certain institution. It depends on institution and order. The fundamental cause of the various phenomena of market disorder existing in present day China lies in the incompleteness of our economic transformation. Although we can tackle these problems in reality by rectification or dealing them hard blows, the building of a sound system remains the fundamental and permanent solution. Marketizational reform needs institutional arrangement for such market disorder problems caused by the incompleteness of our reform.

1. Market Order Needs to Be Consciously Built

Generalizing regulations in all respects, we can provide that order is a certain kind of norms, rules and corresponding conformity. Market order is market

norms, rules and corresponding conformity.

Standardized market order and competition involves perfection of the market system, competitiveness of the market structure, impartiality of market competition, transparency of the market, freedom and openness of the market, organizability of the market, credible relationship, and the completeness & accuracy of market signals.

Although Market order may take shape on its own, it needs to be consciously built at the present stage. There are two reasons. First, breaking up of the central planning system is merely the initial step toward the system of market economy. It will take a long process if it is left to evolve by itself. And a series of institutional frictions may arise in the process. Second, the present market disorder is not the result of disruption of an existing market order. It comes from the lack of market order. For instance, market segmentation is not the result of division of an existing unified market. Instead, it is the result of lack of such

a unified market. So market order needs to be built consciously.

In the theoretic framework of Marxism, market order is essentially the functional mechanism of value rules. Value rules perform their function through the market by realizing efficient allocation of resources. Freedom, equality, ownership and Bentham can be regarded as Marx's generalization of the market order then.

In view of the tasks we face in transition toward a market economy, following goals should be reached in the building of market order: (1) ownership protection. (2) lower cost of transaction. (3) guarantee of a fair market transaction. (4) realization of social benefits.

Every game has its rules, so does market transaction. The present phenomena of market disorder (such as monetary gifts and kickbacks) are becoming spontaneous rules (or potential rules) of trade in the market. The major sticking point lies in the lack of consciously

contrived rules that normalize the market and the over-running of those potential rules that lead to market disorder. So in building market rules, the more important thing is the building of those consciously contrived rules, and through intensification of those consciously contrived rules, to improve customs and ethics, and to form new spontaneous rules that are self-disciplined and can prevent market disorder.

The theory of market economy has two paradigm. One is competition. Its corresponding goal for designing market rules is to nurture competition and to give full play to competition mechanism. The other paradigm is institutional. The corresponding market rules are designed to regulate and to bind competition behavior, so that contracts and agreements are to be enforced and cost of market transactions lowered. The market orders put forward by the two paradigm are not mutually exclusive. Rather they are complementary to each other and can both be targeted as the paradigm of market order that we mean to build.

In transition from a central planning economy toward a market economy, production factors are entering the market and forming a perfect factor markets. This is of marked significance. Only when various factors have entered the market system can there be a factual market economy. A complete market system includes not only the market for merchandise on hand. Futures market is also indispensable.

In modern economy, particular attention of the ability to harness market economy is given to the ability to harness virtual economy. The basic requirements for harnessing virtual economy are going after benefits and avoiding risks. The fundamental matter in maintaining the virtual capital market order is to prevent and tackle over-speculation and bubble economy. The key to rightly deal with virtual economy and factual economy lies in the institutional innovation and optimization of market economy, endowing the market the function to adjust the scale of virtual economy automatically.

2. A Unified Market Needs to Be Built

The present market is divided by “bars” and “blocks” so it is not a unified market. The division by “bars” and “blocks” are in essence the division by governments. At the present stage to build a unified open national market rightly means to break up the administrative monopoly and regional blockade of the markets, to realize the free flow of merchandise and of various production factors in the whole country and to offer the agency of the market an equal chance to enter the market to do business.

Market disorder may come from over competition. It may also come from business monopoly. The profits a business gets after acquiring the monopoly status may be the outcome of exclusive control over a commercial activity. They may also come from its particular efficiency and innovation. To judge accurately the monopolistic practice that you should oppose and the normal competitive performance you should permit is the key to maintain market order.

To build a competitive market involves two aspects. First in an over-competed market there is the need to form a certain degree of monopoly by means of merging and acquisition. Here what we should oppose is not the formation of monopoly but monopolistic practices. Second, in a total monopoly market there is the need to introduce competition by means of breaking up governmental regulations etc. The major form of centralization and monopoly from an over-competed market is an oligarchical monopolistic market. The way to introduce competition into monopoly of a whole industry is also an oligarchical monopolistic market. This type of market may become the major form of the future efficient market structure in our country.

The administrative monopoly of an industry is based on administrative power. The inseparation of businesses from government is at its core. In view of the fact that in our country at the present stage monopoly of an industry is characterized by administrative monopoly, the initial anti-monopoly effort should be

directed to the administrative basis of monopoly. Deregulation itself is a good anti-monopoly policy. Even in an industry of natural monopoly, competition also needs to be introduced while maintaining that monopoly.

In view of the imbalance of marketization in the city and the country, the separation of price mechanism between industrial and agricultural goods and the separation of factor markets between the city and the country, our goal in unifying urban and rural markets is to protect farmers' status as the agency of the market, so as to safeguard their legal rights and benefits in trade. The ways to our goal include unifying the buying and sales markets of agricultural products, making the modern business organizations the major body of the transaction of agricultural products, and standardizing land market exchange etc.

To break up regional division and regional protection of markets is in essence to reform governments. To break up the administrative barriers in each regional market and to unify those markets, it not only needs to

reform local governments, but also needs governments to intervene actively. The precondition of unifying markets is the unification of policies, unification of their policies for intervening in the markets. The major body to unify markets is enterprises. The relationship between different businesses in different links of the same supply chain turns from competition toward cooperation. This provides great power to unify markets.

The fundamental way to coordinate regional development is to build a unified market that covers the whole country. Our country has a vast expanse of territory. The unified market can not be accomplished overnight. The process must be gradual and progressive, one section after another. The first step is to form a common market (such as the unified market in Yangtze delta) in each region. Then these regional markets get expanded ring on ring, penetrate and radiate into each other, and finally forms a unified market that covers the whole country.