

教育产业 与 经济发展

■ 问青松 著

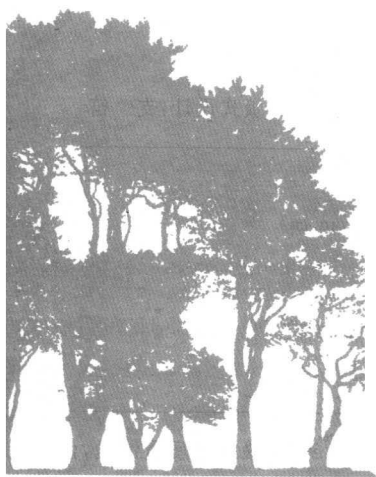


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序

问青松同志的《教育产业与经济发展》一书即将出版了,作为他的导师,我感到十分高兴。这本书是问青松同志在他的博士学位论文基础上形成的。研究教育产业与经济发展的关系有着重要的理论意义与实践意义。早在1992年,中共中央、国务院在《关于加快发展第三产业的决定》中就明确指出:教育产业是对国民经济发展具有全局性、先导性的行业,属于第三产业;1999年,江泽民同志在第三次全国教育工作会议上指出:要把教育纳入战略重点和现代化建设的整体布局之中,切实把教育作为先导性、全局性、基础性的知识产业和关键基础设施,摆在优先发展的战略重点地位。随着知识经济时代的到来,教育产业受到越来越多的关注。抓住知识经济的机遇,发展教育产业,为我国经济、社会、自然的协调发展提供科技支撑和智力支撑,这是全面建设小康社会和中华民族复兴的必然要求。尽管在社会上包括教育界内部,对教育作为一种产业还存在一些不同的认识,但是,以经济学的眼光看,教育具有产业属性,是一种特殊的产业,应该是毋庸置疑的。正是立足于这样一个基本认识,本书以教育产业作为研究对象,并且从教育产业的特点、教育产业的运行机制、教育产业的规模、教育产业的结构、教育产业的布局、教育产业的竞争力等各个方面深入考察了教育产业与经济发展的辩证关系,从中我们不仅可以更深刻地理解经济发展如何作用于教育产业,教育产业又如何反作用于经济发展,而且可以看到教育产业与经济发展二

者相互作用的方式和途径,以及相互作用的深度和广度,为我们揭示了教育产业与经济发展相互作用的某些带规律性的认识。本书的特色在于此,其创新也源于此。

本书不仅结构严谨,论证缜密,语言质朴,行文流畅,而且创新之处颇多。作者把竞争力理论引入教育产业的研究,在科学阐述教育产业承载力、创新力和吸引力等概念的基础上,提出了增强教育产业竞争力的思路。作者提出的我国教育产业发展的“双优”战略,即“优先发展、普及优先”,既是科教兴国战略的延伸,又是对教育产业发展内在规律的认识和应用,它体现了科学发展观关于“以人为本”的发展理念,也体现了党的十六大提出的全面建设小康社会的目标和建设和谐社会的要求。应当特别指出的是,这些创新见解是作者多年从事教育管理工作的直接体验和总结,是非常可贵的。

当前,我国经济处于一个改革发展的关键时期,教育产业面临着发展的战略机遇,也面临着各种各样的矛盾。从宏观上看,教育产业面临的主要矛盾,仍然是教育服务供给与人民群众对教育服务尤其是优质教育服务的广泛而强烈的需求之间的矛盾。这种供需矛盾,总的来说,是经济发展的水平决定的,是教育产业发展不够造成的。解决这个矛盾的出路,就在于保持教育产业的全面、协调、可持续发展。而且,教育产业的发展也面临着一些认识上和理论上的困惑,需要从理论和实践的结合上去研究和解决。我相信,这本书的出版,对于促进教育产业的发展,对于推动教育产业的研究,对于丰富我国经济发展理论,都会产生积极的作用。

刘光杰

2005年5月6日于珞珈山

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内 容 摘 要

教育是一种古老而又复杂的社会活动。随着知识经济的来临和经济全球化的推进,教育产业与经济发展的关系越来越密切。1996年,经济合作与发展组织(OECD)发表了一份题为《以知识为基础的经济》的报告,首先提出“知识经济”的概念,使人们明确地建立起知识是重要经济资源、教育产业是国民经济的重要组成部分等一系列新观念。经济全球化和市场一体化进一步加剧了世界各国的综合国力的竞争,而综合国力的竞争,其核心是科技的竞争、人才的竞争,归根结底是教育的竞争。教育产业的发展已成为各国经济发展的新引擎。

我国是一个发展中的大国,目前正处于一个社会大变革时期。我国的教育也发生着深刻的变化,教育的产业属性日益彰显。教育作为产业进入到社会经济运行体系之中。许多教育机构已经告别计划经济体制下形成的传统观念和管理方式,主动走向市场,逐步创建符合市场经济体制环境的教育产业发展新机制。民办教育机构、中外合作办学的合资教育机构等新型的教育机构大量涌现。与此同时,我们不能不注意到,当前我国生产力和科技教育水平还比较落后,我国人力资源状况面临严峻挑战,国民科学文化素质偏低,劳动力知识结构重心偏低,人才状况不适应国际竞争和产业结构调整的要求,高素质的技术工人也远不能满足社会需求。而且,教育经费投入不足,教育资源供给不足,办学条件急需改善,教育手段现代化和

信息化程度较低;一些重大教育改革还有待推进和深化。

我们必须面对国际、国内的现实,承担全面建设小康社会的光荣任务和中华民族复兴的历史使命,抓住知识经济的机遇,发展教育产业,为我国经济、社会、自然的协调发展提供科技支撑和智力支撑。为了加深人们对教育产业演变规律的认识,深入研究教育产业与经济发展的关系,本书从教育产业的主要特征、运行机制、规模、结构、布局以及竞争力等各个方面来考察教育产业与经济发展的辩证关系,并在此基础上提出了我国教育产业发展的“双优”战略。全书共八章,各章主要内容如下:

第一章,在分析研究背景和意义的基础上,综合评述了关于教育与经济发展关系的理论成果,关于教育产业及其与经济发展的关系方面的已有研究成果。

第二章,详细阐述了笔者对教育和教育产业的认识,全面分析了现代经济中教育产业的内容及其总体特征;指出了教育作为现代产业在投入产出形式上表现出来的特点;解剖了教育产业市场。笔者认为教育是提供教育服务及其相关产品的机构的集合,既具有与其他产业相同的特征,也具有与许多产业不同的知识性、基础性、全局性、先导性特征;教育产业投入劳动和资金,劳动主体表现出双重性、群体性,劳动内容则具有传承与创新知识的特征,劳动回报较高;教育产业投资具有投资主体的差异性、分散性,投资过程的长期性、积累性和投资回报的长效性、社会性;教育产业产出主要是教育服务,教育服务作为教育产业的主导产品是在生产和消费同时进行的过程中实现的。教育产业市场表现出结构复杂性、需求扩张性、资源供给短缺性等特征。

第三章,研究教育产业运行机制与经济发展的关系。在回顾了教育的运行机制的演变过程,分析了教育产业运行机制形成的基本条件和教育产业运行环节、构成要素的基础上,揭示了教育产业运行机制的特征,即学校是教育产业的主要构成单元,教育产业运行机制主要体现在学校的运行与管理上;学校运行和管理的核心是加强经济核算,控制办学成本,规范经济行为和内部分配。

第四章,研究教育产业规模与经济发展的关系。教育产业规模既是教育发展的历史累积,也是教育产业未来发展的基础。首先,分析影响教育产业规模的因素;其次,揭示教育产业规模对经济增长方式转变的作用;最后,采用计量方式测算出教育产业规模对经济增长的贡献。影响教育产业规模的因素主要包括人口总量、教育需求量和教育产业资源的供给水平。教育产业规模对经济增长方式的推动作用表现在提高劳动生产率、提高经济管理水平和加速科学技术发展等方面。笔者采用改进的“沈一朱因素测算法”,计量分析在1982~2002年的20年间,教育产业对经济增长的贡献,测算结果是贡献率为10.31%。

第五章,研究教育产业结构与经济发展的关系。笔者将教育产业内部结构划分为层次结构、学科结构、类型结构和产权结构。笔者认为:①教育产业层次结构上存在的主要问题是基础教育普及不够,不能完全普及义务教育;高等教育近几年发展较快,但还不能完全满足经济与社会发展的需求。现阶段我们应该改善和协调各办学层次,形成宝塔型教育产业层次结构。②学科结构是提高教育产业服务水平的基础。学科结构应该与经济发展保持良好的协调性。我国教育产业的学科结构与经济发展的协调性不够好,尤其是应用学科、新兴学科偏少,阻碍了教育产业的发展,也限制了教育产业对经济发展的推动作用。③教育产业类型结构包括职业教育、成人教育、在职培训等多种形式,各形式办学缺乏特色,相互之间沟通不畅。调整类型结构应以经济发展需求为导向,以改革办学体制为基础,突出重点,兼顾一般。④教育产权结构方面应当一改国家大一统的产权格局,推进多元产权并存,加强产权运作,提高办学效率。

第六章,研究教育产业布局与经济发展的关系。科学合理的教育产业布局是提供教育服务、保障教育产业对经济发展发挥作用的必然要求。教育产业布局必须遵从五条原则,即因地制宜、地方化,合理调配、均衡化,分层调控、有序化,成本核算、经济化,区别对待、特色化。针对教育产业布局现状及存在的问题,应当及时进行布局调整。笔者特别针对我国当前争论较多的研究生教育机构布局问题

进行了具体详细的研究,提出了相应的政策建议。

第七章,对教育产业的竞争力及其与经济发展的关系进行研究。教育产业竞争力是教育产业国际化过程中的核心能力。我国教育产业与世界其他国家教育产业相比,无论是教育投入、人均经费、教育产出、教育消费等方面,还是教育产业在经济发展中的地位、作用及贡献量等方面,都相差甚远。在我国加入 WTO 后,在国际经济一体化、市场化发展中,我们必须下大力气提高教育产业的竞争力。本文认为提高竞争力必须着眼于增强教育产业的承载力、创新力和吸引力。既有教育产业的资源利用效率以及教育产业发展的投资能力决定一国或一个地区教育产业的承载力;教育产业的学科建设水平和教育从业者的素质是教育产业创新力的平台和动力源泉。只有能够提供符合国际规范的、优质优价的特色化教育服务的教育产业,在国际市场上才会有较强的吸引力。

第八章,研究我国经济转型期教育产业发展战略。通过对二元经济结构及其对教育产业影响的分析,提出了我国教育产业发展的“双优”战略,这一战略既服从于国家发展的整体战略要求,也遵循了教育产业内在的发展规律,具有一定的指导性、实践性。

本书运用发展经济学、产业经济学和教育经济学等多学科的理论,深入探讨了教育产业的一些基本理论问题和教育产业与经济发展的辩证关系,提出一些新思想、新观点。作者力求在以下几个方面有所创新:

1. 通过对教育产业内涵的分析,将教育产业界定为专事提供教育服务及其相关产品的机构的集合,对教育产业的特点进行了描述,将“教育产业”与“教育产业化”进行了区分。

2. 将竞争力理论引入教育产业的研究,认为教育产业竞争力是经济竞争力、国家综合竞争力的核心,提出增强我国教育产业的竞争力必须着眼于提高教育产业的承载力、创新力和在国际市场上的吸引力。其中,承载力是基础,创新力是根本,吸引力以承载力和创新力为前提条件。

3. 本书提出现阶段及在今后相当长一段时间内我国教育产业

发展应推行“双优”战略,即“优先发展、普及优先”。这一战略是在总结国内教育产业发展经验和详细剖析我国社会、经济实践的基础上提出来的,它既是科教兴国战略的延伸,又是对教育产业发展内在规律的认识和应用。该战略具有一定的指导性和实践性。

4. 书中还有许多分散于各章的新观点。如在对教育产业市场的研究中,提出了该市场所具有的结构复杂性、需求扩张性、供给短缺性等特性。

关键词: 产业 教育产业 经济发展

Abstract

Education is a kind of complicated social activity with a long history. With the approaching of knowledge economy and the promotion of globalization, education has been more and more involved in economic development. The concept of Knowledge Economy was firstly defined in a report, *An Economy Based on Knowledge*, published by The Organization for Economic Co-operation and Development (OECD) in 1996. And some new ideas and concepts of knowledge have been set up since then. People begin to realize that knowledge is a kind of important economic resource, and education industry is an important part of national economy. Globalization and market integration have promoted the comprehensive national strength competition among countries, and the core of such competition is the competition for technology and talents, namely education competition. Therefore, education industry is becoming a new engine of economic development.

China is the biggest developing country in transition. Profound changes are taking place in China's education, and it is getting clearer and clearer that education is an industry. As an industry, education has already been incorporated into social economy operation system. Many educational organizations have already abandoned the traditional

ideas and management patterns and begun to play according to market economy rules. New development mechanism in education industry that is in accordance with market economy practice is under construction. The number of some new types of educational organizations, such as private educational organizations and foreign-funded educational organizations, is increasing dramatically. Meanwhile, what cannot be ignored is that our productivity, technology and education are rather backward and we have a lot of problems concerning human resources as well. These problems include that the civil technological and cultural quality is not high, most of the labor force is not well-educated, the talents can hardly meet the requirements of world competition and industrial structure adjustment, and there are not enough high-quality skilled workers. What's more there are some other issues requiring concerns, such as no sufficient education investment and education resources supply, conditions in schools need improving, low level of education equipment modernization and informationization. Reform in education should be promoted and deepened.

We have to face the reality of home and abroad, take up the task of constructing a well-off society and bring about a great rejuvenation of the Chinese nation, and exploit the opportunity provided by knowledge economy to develop the education industry. The education industry provides technological and intellectual support to the coordinated development of our economy, society and nature. To equip people with a better understanding of the laws of education evolvement, and to carry out a deeper research on the relationship between education industry and economic development, this dissertation discusses features, operation mechanism, scale, structure, layout and competitiveness of education industry to reveal the dialect relationship between education industry and economic development.

Based on the above-mentioned discussion, a Double-Priority Strategy of the development of our education industry is put forward.

The dissertation consists of the following eight chapters:

Chapter One Based on an analysis of the research background and its significance, this chapter is a literature review of the existing research on the relationship between education, education industry and economic development.

Chapter Two In this chapter, the author's view on education and education industry, the contents and the overall features of education industry in modern economy are discussed; the features of input-output pattern of education as a modern industry are pointed out; and education industry market is examined. In the author's point of view, education is an aggregation of organizations offering education service and education products. On the one hand, it shares some commonness with other industries; on the other hand, it also has some unique characteristics, such as it is an industry of knowledge, it is fundamental to a society, it has an overall impact on society and economy, and it is a forerunner industry in national economy. Labor and capital are invested in education industry. As to the labor input, its subject has the characteristics of doubleness and collectiveness, its content includes inherited traditions and innovated new knowledge, and it is repaid well. As to the capital input, such investment is a long-term and accumulative one, but it also enjoys a long-term return and social benefit. The output of education industry is education service. As the leading product in education industry, education service is produced and consumed simultaneously. Complicated structure, expanding demand and scarcity in resources supply have become the new features of education industry market.

Chapter Three The relationship between education industry operation mechanism and economic development is explored in this

part. After a review of the evolvement of education operation mechanism, conditions of education operation mechanism shaping, links on education operation chain and components of education operation mechanism are discussed to reveal the characteristics of education operation mechanism. Schools are the principal units in education industry, so the education operation mechanism mainly involves the operation and management of schools. And the core tasks of the operation and management in schools are to carry out stricter economic auditing, control running cost, regulate economic behavior and internal distribution.

Chapter Four This chapter works on the relationship between the scale of education industry and economic development. The scale of education industry is not only a result of historical accumulation but also the foundation for future development. At first, factors that can have impact on the scale of education industry are examined in this part, and then how the scale has effected economic growth pattern transition. Finally the scale's contribution to economic growth is calculated with metrological method. The scale of education industry is decided by such factors as population, demands for education and supplies of education resources. The scale of education industry can promote the economic growth pattern by improving productivity, improving level of economic management and promoting the development of science and technology. After comparing some metrological methods, the improved *Shen-Zhu Factor Method* is applied to calculating education industry's contribution to economic growth from 1982 to 2002. The contribution rate is 10.31%.

Chapter Five The discussion in this chapter focuses on the relationship between education industry structure and economic development. In the dissertation, the structure of education industry refers to hierarchy structure, subject structure, type structure and

property right structure. (1) The key issues in the hierarchy structure are that the fundamental education is not well popularized; compulsory education has not been carried out in some areas; despite its rapid development, the higher education still cannot satisfy the requirements from economic development and social development. The task at present is to improve and coordinate different levels of education service, and establish a pyramid like education industry hierarchical structure. (2) The subject structure is the foundation for the improvement of education industry service. A proper coordination between subject structure and economic development should be maintained. This is a main concern in China's education industry. Applied subjects and newly developing subjects are underdeveloped, which has limited the development of education industry and limited education industry's contribution to economic development. (3) The types of education industry include vocational education, adult education, in-service training and so on. The problem is different types of education organizations have no distinct trait, and there is no communication among them. The adjustment of education industry type structure should be economic development oriented, and have reform in schools running system as the foundation. During this process, while focus should be paid to key organizations, the common ones should receive some attention as well. (4) As to the property right structure of education industry, the situation that the government is responsible for everything should be changed. Different natures of property right could be introduced to education industry, property right operation should be promoted and school management efficiency should be improved.

Chapter Six This part deals with the relationship between education industry layout and economic development. A scientific and reasonable layout is necessary for education industry to provide

education service and make contribution to economic development. When deciding the layout of education industry, five principles are to be followed. They are localization, equilibrium, orderly hierarchical regulation, economical cost control and maintaining differences. Adjustment should be made accordingly and timely when situation changes or problem appears. In this chapter, a heated discussed issue, the layout of postgraduate education organizations, is focused on and some suggestions are put forward.

Chapter Seven The research on the relationship between the competitiveness of education industry and economic development is carried out in this chapter. Education industry's competitiveness refers to its core competence during the process of education industry's globalization. Compared with the education industry in other countries, China's education industry gets behind a lot as to the investment in education, educational outlay per capita, educational output and educational consumption, as well as education industry's function, contribution and status in economic development. After China's accession to WTO, in the process of economic globalization and in marketization process, competitiveness of education industry deserves more effort. Only having in mind the enrichment, innovation and attractiveness of education industry can its competitiveness be improved. The enrichment of education industry is decided by investment and how efficiently resources are utilized. The subject construction and the quality of educational professionals are the platform and energy source for innovation. And only an education industry that is offering internationally standardized service, service of high-quality-and-reasonable-price and unique service will be attractive on international market.

Chapter Eight The development strategy of education industry in China's transition period is the focus in this chapter. Based on an

analysis of the dualistic economic structure and the impact it has on education industry, a Double-Priority Strategy of education industry development is brought forward. This strategy is in accordance with both the overall strategy of the national development and the inherent laws of the development of education industry. It is meaningful in both practice and directing the industry development.

Based on the theories of economics, industrial economics, education economics and many other subjects, the author goes deep into the discussion on some basic theoretical issues in education industry and the relationship between education industry and economic development. In the dissertation, some new thinking and ideas are put forward, and the innovations can be summarized as follows:

1. After analyzing the meaning of education industry, it is defined as an aggregation of organizations that specialize in offering education service and products. The features of education industry are described to distinguish education industry from education industrialization.

2. It is the first time that competitiveness theory is introduced to the research on education industry. In this dissertation, the competitiveness of education industry is viewed as the core of economic competitiveness and national competitiveness. Only with an eye to improving the enrichment, innovation and attractiveness on international market, can our competitiveness of education industry be enhanced. And the enrichment of education industry is the basis of innovation and attractiveness; innovation is the key point while the attractiveness has the enrichment and innovation as its precondition.

3. It is brought forward in the dissertation that at present and in the future, a Double-Priority Strategy should be carried out. The Double-Priority Strategy refers to that the priority in development and priority in promotion should be given to education industry. Such