

当代  
经济学  
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Contemporary Economics Series

陈昕  
主编

当代经济学文库

# 服务经济发展

## 中国经济大变局之趋势

周振华 著



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## 主 编 的 话

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上世纪 80 年代，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。本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，更注重经济学前沿学科、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”主要出版国内外著名高等院校最新的经济学通用教材。

20 多年过去了，本丛书先后出版了 200 多种著作，在很大程度上推动了中国经济学的现代化和国际标准化。这主要体现在两个方面：一是从研究范围、研究内容、研究方法、分析技术等方面完成了中国经济学从传统向现代的转轨；二是培养了整整一代青年

经济学人，如今他们大都成长为中国第一线的经济学家，活跃在国内外的学术舞台上。

为了进一步推动中国经济学的发展，我们将继续引进翻译出版国际上经济学的最新研究成果，加强中国经济学家与世界各国经济学家之间的交流；同时，我们更鼓励中国经济学家创建自己的理论体系，在自主的理论框架内消化和吸收世界上最优秀的理论成果，并把它放到中国经济改革发展的实践中进行筛选和检验，进而寻找属于中国的又面向未来世界的经济制度和经济理论，使中国经济学真正立足于世界经济学之林。

我们渴望经济学家支持我们的追求；我们和经济学家一起瞻望中国经济学的未来。

陈昕

2014年1月1日

# ABSTRACT

According to the economic convergence theory, this round of strong potential of extraordinary growth has originated from the economic development gaps between the newly developing countries and the developed ones. The international experience also tells that the speed of economic growth tends to slow down after the country's GDP per capita exceeds \$ 16,740, or when the ratio of a certain country's GDP to that of the most developed countries(for example, the USA) exceeds 57%, the economic growth of the said country would fluctuate around the "technical boundary", that means, its growth trajectory converges gradually. If counted in terms of Purchasing Power Parity(PPP), China's GDP per capita in the year of 2008 accounted for 21% of that of the USA, the remaining gaps to that of 57% will be the potential of China's extraordinary growth in the future. From the theoretical reasoning, China's extraordinary growth can last at least for more than 20 years. But we argues that when we make the analysis of the extraordinary growth, we have to introduce the structural factors as the struc-



tural configuration effect is the main channel to release the supernormal growth potential.

Among many of those structural disequilibriums, the development level of the service economy lags far behind the others, and its structural imbalances remain to the maximum degree. The world development data from the World Bank showed that, in 2008, the world service industry as a share of GDP has risen from 53% in 1970 to 70.1%, the high-income countries of the service sector reached 73.4%, and the proportion in China in 2010 was only 43%, which is significantly lower than that of the world average, and even lower than the value added per capita of service sectors in the middle-and-low-income countries. Not only that, as the service economy development has a close relation with the development of industrialization, urbanization, informatization, marketization, the structural imbalances brought by the serious delay of the service economy development often stretch to the cause of structural distortion of the development of industrialization, urbanization, informationization, marketization. Therefore, China faces great potential to narrow the gap with the world level of the service economy development and the structural configuration effect will be released to the great extent.

At present, China is still in the transitional period from the medium-term to the late-term stage of industrialization, the industrial development and its proportion in the national economy plays a dominant role and presents many typical characteristics of large-scale industrialization. In the context of current development level of China, it is hard to say whether it is too early to discuss the development of service economy. To the matter of fact, it is an issue of the actual adaptability to the development of service economy. In fact, the industrial economy has inner linkage with the service economy development in the process of industrialization in any country. The process of industrialization is almost simultaneous with that of the cultivation and development of the service economy. Furthermore, the process of cultivating and developing service economy is not passive, it often plays a guiding and supporting role to the process of industrializa-

tion. Not only that, under the condition of different historical background, a certain country's industrialization process has different trajectories of its own. In the historical background of the era of a global economy, China, as the world's second-largest economic entity, has gradually been integrating into the great process of economic globalization and the world economic pattern, which inevitably will bring profound influences and changes to our country's industrialization process. Therefore, we must examine thoroughly and follow closely the main trend of world economic development and promote the industrialization process with the help of global service economy. The promotion of the development of new-style industrialization is subject not only to the technological innovation and transforming the traditional industries with information technology, but also upgrading the value-chain of manufacturing industry by means of servitization. In achieving the change of economic development mode, we depend more on the domestic demand, especially the consumers', the drives by the accumulation in human capital and improvements in efficiency, and also the vigorous boost of service economy.

Judging from China's future economic development, the era of service economy is not very far from us. In the coming ten years, China's per capita GDP may probably rise from 4000 US dollars to 10,000, ranking, at that time, as one of the developed countries. According to the forecast of "global wealth report" released by the Credit Suisse Research Institute in 2011, China's total household wealth will increase from \$20.1 trillion in 2011 to 39 trillion in 2016, which will represent a net increase of \$18 trillion to the global wealth, equivalent to the combined wealth of all Asia-Pacific countries excluding that of India's. Consistent with the trend of rapid increase of wealth, the service economy is bound to witness a rapid development. Moreover, some developed areas, especially those of metropolitan cities in China have been entering the stage of post-industrialization, therefore, the development of service economy becomes a very urgent pressing realistic problem. Under the current situation of political and economic structure readjustment in the world caused by the financial crisis,



the global competition for the international economic center will be more and more heating. Shanghai, as one of the big cities, has the responsibility to shoulder the task of realizing national strategy, therefore, it is its inevitable choice to speed up the development of service economy in order to participate the global competition on behalf of China. At the same time, the speeding-up of the development of service economy can consolidate and give full swing of the comparative advantages of these big cities and play a much better demonstration and leading role.

The biggest challenge of the development of service economy lies in what kind of strategic development pattern we choose and the constraints that affect the function of institution and mechanism. As the development of service economy engages closely with the system change and the evolutionary process, it brings about profound change, the adjustment and transformation of the industrial structure, the functions of the government, legal and regulatory environment, population and the industrial spatial layout, transportation system, various kinds of non-governmental organizations as well as the living environment. Only the shift of the strategic development pattern and the deepening of the system reform can a number of effective demands and supplies of services be activated, as a result, we can improve the service level of the national economy and provide a broad space for the development of service economy. From this point of view, the main functions of the external variables caused by the service trade and investment in services lie not in the introduction and trading of the service resources and the improvement of national welfare, but the introduction of international general practices and the formation of the "Forced Mechanism" to promote the deepening of the domestic system reform, especially the change of government function, substantial cancellation of the administrative examinations and approvals, lowering of the threshold of market access, enforcement of reasonable and effective supervision, perfection of the social credit system and standardization of the market order, etc, by means of opening wider to the outside. Therefore, the release of the potential and capability of the extraordinary growth based on the effect of structural configuration of the service economy is subject to

the understanding and mastering the regular patterns of the service economy development, the finding of new power sources, especially the breakthrough of the institutional bottlenecks that restrict the development of service economy, so as to provide an institutional guarantee for the development of service economy, to magnify the structural configuration effect by a systematic way and to achieve the promotion of economic supernormal growth.

As one of the main research objects, the development of service economy has its own special regularity. In the existing literature, we can consult many references concerning the research analysis and discussion, such the research objects as the service enterprises, service industry, service trade and investment, service innovation and so on. However, all these professional researches are conducted either from the enterprises, industrial or regional aspect. Instead, the development research of service economy is carried out from a comprehensive study and macroscopic point of view, as the breeding, development and maturing of social-economic formation, which is examined in a higher level, a broader time span with different social-economic formation, instead of the micro and medium level. Of course, the development research of service economy in above-mentioned level and dimension will naturally cover the following different aspects or professional points of view of the related content, especially the generalization of service activities in service economy and in the dominant services, etc., but these contents are only one of the main components of the development researches of service economy. Besides, while conducting the research of service economy development, the major components, such as the service enterprises, service industry, service trade and investment, service innovation are not separated or isolated, nor do we simply make a combination or out-of-order accumulation, but make it be included in the service analysis framework of economic development, as a kind of an organic part of linkage and interaction with each other in the operation system of the economy. Therefore, the development research of service economy is based on some kind of comprehensive study of the economic system.

The development research of service economy, as a kind of exploration to the regularity of social-economic development pattern, mainly argues such issue as “where does the service economy come from, and where to go”. Such kind of research focuses on the analysis of endogeneity of the natural development process of service economy, reveals various roles of functional mechanism and evolution route of the development of service economy, examines how the service economy bred and developed within the industrial economy matrix, expounds the basic characteristics of the development trend of service economy, and analyzes the main variables and the working mechanism affecting the development of service economy, such as, the development strategy and its pattern, market environment and management system, informationization, and the opening of the economic system.

This book, as an endeavour to the research of the service economy development, is not a purely theoretical induction and logical deduction, but an in-depth exploration of many variables affecting the service economy development, revelation of trend change and the development prospect by means of case analysis in China. The development research of the service economy, as a starting point of the research, is not in a great extent based on the construction of the social-economic system theory concerning the service economy, but is evolved on the main studying line of “how does the service economy develop”. This research explores the endogenous dynamics and affect factors of the development of service economy, historical stage and its characteristics, industrial patterns and development model, market structure and the reconstruction of microstructure, as well as the process situation and the future trends and so on. Starting from this research perspective, we conduct an interaction analysis of service economy development from two dimensions, one from the general of the world, the other the particular of China as an example. The development of service economy has its own regularity, which is of general significance, and has been witnessed sufficiently in the developed countries, so we should make the analysis of the endogeneity and general conditions of service economy development from such a dimensions

as the world as the general case. If not so, it will be difficult for us to master the basic attributes of service economy development and its trends. But among many important variables affecting and determining the development of service economy, the other variables are so different in reality that it is too difficult to abstract them into general factors. At the same time, the realistic need of the research requires that we can hardly explore those factors affecting the development of service economy without connecting the real-world situation of China. Therefore, it is necessary for us to analyze how the service economy develops from such dimension as China as a particular case.

In this book, the two dimensions are interwoven. Analyzing from the general dimension of the world, we can have the general frame of reference of the service economy development, which is helpful for us to make an in-depth analysis of the service economy development in China, particularly helpful to seek further the deep-seated reasons, especially in the case of severe deviation.

If analyzed along the particular dimension as the case of China, we can have a clear picture of the actual situation and case studies concerning the service economy development, which is helpful to enrich and perfect the general process of service economy development, especially in reality that there are a number of important variables affecting the service economy development in its unique way, causing its development ways and evolution track more diversified and changeable, abnormal to the extremity. So we endeavour to analyze how these important variables affect the development of service economy along the two interwoven dimensions, based as much as possible on the general conditions and combined with China's actual situation. This is not only beneficial for us to expand and enrich the general theory frame of service economy, making it more applicable and with more explanatory power, but also helpful for us to further explore the important clues and ideas as how to promote the development of service economy.

The analysis logic of the service economy development in the book is as follows: firstly to identify and define the connotation of the service economy and its

quantitative measure, by teasing out some concepts, and give an answer to the general question as “what is the service economy” from a theoretical point of view, so as to establish the basic research premise.

Then, to elaborate the mechanism of formation and development of service economy, reveal the characteristics of evolution and development trend of service economy and strive to find out the question as “where does the service economy originate from” by means of analyzing the motivation and its action mechanism of the development of service economy. So, we have built up the general theoretical analysis framework of the development of the service economy.

Within such theoretical analysis framework, we can explore some important variables affecting the development of service economy, by means of the analysis of China's case. Especially, we made an in-depth analysis of the development strategy and its pattern, market foundation, institution and policy environment which exert an impact on the development of the service economy. Besides, the book provides an empirical analysis of the general challenges that the development of the service economy confronts, that is, the unbalanced growth of the service industry based on the “cost disease” will gradually converge toward the low-level growth. Within this book, we also endeavour to prove that the service informatization and the informatization-based revolution of the new industry are the major driving forces to improve the comparative labor productivity of the service sectors and break the weaknesses of the service economy development. Finally from the perspective of future development, this book expounds that the transformational development and the deepening of reform is the first premise to promote the development of service economy and the informatization-based service innovation is beneficial to solve fundamentally such core issues as information, knowledge processing and transfer on which the service is most reliant. The book also gives an answer to what effect the trend of internationalization of service based on trade service will exert on development of service economy in China, to answer the realistic path as “how to promote the development of the service economy”.



## 当代经济学文库

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