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杨来科 著

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总 序

广东商学院是一所以经济学、管理学、法学为主，兼有文学、理学、工学等学科的多科性高等院校，是广东省省属重点建设大学之一。始建于1983年的广东商学院，无论是在人才培养方面还是在科学研究方面，都取得了长足的进步。进入21世纪后，全院上下正团结一心，为将学校建成一所“广东名牌，全国知名”的高等院校而努力奋斗。

高等院校的职责不仅仅是传承知识，更重要的是要创新知识。而科学研究正是高等院校创新知识和打造品牌的基本途径。近年来，我院逐步建立和完善了一套有效的科研管理机制，对于调动教学科研人员的积极性和创造性，发挥了重要作用，并取得了显著成效。这突出表现在我院的学术水平不断提高，学术影响不断扩大，学术成果大幅度增加，出了一批有影响的学术成果，培养了一批有影响的专业人才，学科建设大为改观。

为了总结和展示近年来的科研成就，促进我院学科建设和科研工作更上一层楼，我们编辑出版了《广东商学院学术文库》，并由广东商学院出版基金资助出版。该文库收录了我院专家学者多年潜心研究的学术成果，集粹了部分国家社科基金项目以及省部级科研项目的最终成果，其中不少是中青年学者的力作，这些成果都具有较高的学术水准。其研究内容涉及经济学、管理学、

法学、哲学、体育学等学科领域，涵括了理论、方法和实践等层面，展示了我院的学科优势与特色。相信《广东商学院学术文库》的出版，必将为活跃学术理论研究，促进地方经济和社会事业的发展发挥积极作用。

在此，我要特别感谢广东人民出版社，尤其是该社经济策划室的全体同志，正是得益于他们的大力支持，《广东商学院学术文库》才得以顺利出版。

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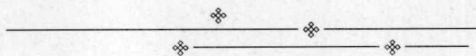
2001年6月26日

序

我国自 1992 年开始确定实行社会主义市场经济以来，只经过短暂的火爆期就陷入市场疲软状态。全世界都看好的这么一个巨大的中国市场，为什么胃纳这么小就饱和了呢？更何况我国还是一个发展中国家，经济总量小，人均量就更小，有极大的发展空间，出现这种状况是极不正常的。在我看来，供需矛盾的主要方面在供给而不在需求，仅加强需求管理而忽视供给管理是失策的。所以我提出有效供给问题，主张只有优化供给才能扩大需求。杨来科在攻读博士学位期间要做这方面内容的学位论文，我自然是有偏爱的，不论他研究的结果是否和我相同。现在要出版成书了，我愿作点介绍。

首先，本书研究有理论意义。

其一，我国作为世界上最大的一个人口大国，拥有 13 亿人口，人均国民生产总值不足 700 美元，生产水平和消费水平还不很发达，却出现了严重的需求不足和通货紧缩。这种奇怪现象是一种必然的结果，还是一种偶然的遭遇？我国是世界上最大的潜在市场，被评为十大新兴市场之首，国内市场的潜力和容纳力应当是非常大的。但是，改革开放以来，我国的经济的发展在很大程度上依赖的恰恰不是国内市场、国内需求，而是和诸如亚洲四小龙之类的许多中小发展中国家一样，依靠的是外贸出口和国外市



场。这是与美国、日本等发达国家的经验不同的。在扩展国际市场和培育国内市场之间，在出口导向与进口替代之间，以往的战略选择是不是一种错误？等等，这些问题在理论上都是值得我国认真分析的。

其二，我国经济正处在从计划经济向市场经济转型的关键时期。在这一时期，社会总需求及社会总供给的变动具有其特殊的轨迹和规律，是市场发育状况及供需矛盾变动最为剧烈、最敏感、最具冲击力的时期。又因为总需求的波动与整体经济的周期波动具有很强的相关性，因此研究转型时期的总需求波动及其规律对于剖析我国经济的周期波动具有十分重要的意义。

其三，当前，我国的经济改革已经进入攻坚阶段，能否推进下去关系到我国经济的前途和命运。然而，已经持续了三年多的需求不足问题已经直接影响到我国的经济发展和改革开放的顺利进行，因此，迫切需要从理论上分析这种现象，为我国启动经济、走出困境提供政策建议和理论指导。

从国内的情况来看，改革的实践中虽然也形成了许多新的理论和新的研究成果，这些文献都对中国的经济转轨进行了比较深刻的分析和研究。但是，由于 20 世纪 90 年代以前中国的经济是一种典型的“短缺经济”，因此，20 世纪 90 年代以前关于总需求的变动及其规律的研究，都是从“短缺”、“膨胀”的角度切入的，所关注的都是如何提高产出或降低通货膨胀率。真正从过剩的角度研究中国经济在向市场经济转轨过程中的需求变动规律的理论还没有。然而，自 90 年代以来，尤其是近几年来，我国的经济开始从原来的全面短缺逐步过渡到相对过剩的状态，从买方市场过渡到卖方市场，出现了改革开放以来从未出现过的需求不足及通货紧缩现象。经济环境的变迁使理论分析的基础也发生了改变，从而原来的理论都不能适应当前的实际需要，因而也就不

能很好地解决当前市场化进程中出现的内需不足问题。于是，从1997年下半年开始，大量集中探讨需求不足及通货紧缩问题的文章出现在各种报刊杂志上。但是，比较系统地从经济转轨的制度前提出发，研究市场化过程中的需求变动问题的还比较少。还需要理论上的不断深入和系统化。

其次，本书研究思路有特色。

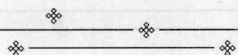
本书的研究思路是：把需求问题放在转轨经济的特定环境中，研究制度变迁对我国社会总需求的影响；把需求问题放在大国的环境中进行分析，分析像中国这样一个市场容量及潜力巨大的人口和资源大国里需求变动的特征；在上述分析的基础上探讨近年来我国需求不足的深层次的根源及综合治理措施。

本书的主要观点包括：

1. 经济转轨过程中必然伴随着从卖方市场向买方市场的转变和过渡，从短缺经济到过剩经济是市场化改革的必然结果。随着中国经济市场化程度的不断提高，中国的商品市场在竞争中不断整合，逐步由卖方市场过渡为买方市场。与此同时，消费者也不断趋于理性化和成熟化。

2. 经济转轨过程中社会总需求的变动有其特殊的规律，它既不同于计划经济体制下总需求的变动规律，也有别于成熟的市场经济条件下总需求的变动规律。一般而言，经济转轨过程中，由于各种变动因素的影响，社会总需求的波动要剧烈于成熟的市场经济与传统的计划经济。

3. 近年来我国的总需求波动只有明显的特异性，具体表现为巨大的市场与内需的萎缩并存、无效供给过剩与有效供给不足并存、经济高位运行与物价走低、市场低迷并存。总需求不足的形成根源既有制度性，也包括政策操作过程中的失误。启动国内市场必须标本兼治，必须将短期启动与长期治理结合起来，要将



启动市场与深化改革结合起来，既要注意眼前的需求管理政策，又要注意深化改革，通过市场经济的成熟来消除转轨过程中的过度波动。

本书的创新之处在于：第一，将中国的需求问题放在经济转轨的大环境中去分析，这样可以更深刻地分析市场化改革中制度变迁对社会总需求的影响。第二，将需求问题放在大国的背景中去分析，分析中国这样一个市场容量及潜力非常大的国家里，出现内需不足的特殊原因。第三，把需求问题的研究与中国的生产力水平相联系，分析我国在生产力水平还不很高，人民生活水平还比较低，而经济发展又比较迅速的前提下，需求不足现象的特殊性。此书是否如我所说，只有请读后自看了。

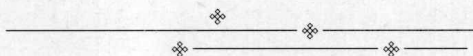
胡培兆

2001年10月18日

ABSTRACT

In recent years, Chinese economy is facing with serious shortage in aggregate domestic demand. It has already lowered down China's economic growth and affected the economic reform course. How to deal with the problems is now an urgent task not only for Chinese government but also for economists. The purpose of this book is to give some consultant to the policy makers by in - depth studying in this issue.

Significance of the program: the book has significant meanings either in theoretical or in practical sense. Firstly, As the most populous country in the world with about 130 billion people, China met with a serious insufficiency of domestic demand and deflation when its production power and consumption level are still very low that its per capita GDP is less than 700 \$. Is this an inevitable consequence or just an encounter? Our country is the biggest potential market in the world, its market is very bulky, but, since the open - the - door policy beginning, China's economic development was not dependent on domestic market but on the international market like four Asia small tigers. Is China's development strategy wrong? All these kinds of questions need analyzing and studying. Secondly, China current



is on the key point of institutional transition. In this time, social aggregate demand and supply have its own special rules, and the market is most fluctuant, sensitive and changeful during this period. So, observe and study aggregate demand and supply in transitional economies is very significant to our country. Thirdly, nowadays, the economic reform has been in the core stage, whether it will success or fail is related with the future of china's economy. But the shortage of domestic demand, which has existed for more than three years, is becoming a serious problem and block on the reform road. Therefore, it is needed to analyze the phenomena, and find some policy suggestions to restart the economy.

Domestic and overseas study in this field: supply and demand and their equilibrium is always a hot topic discussing in the history of economics. From J. B. Say, John Manard Keynes to Arther B. Laffer, large amount of the materials have showed that, the argument between demand - side theories and supply - side theories never stopped even a moment. In different time, under different conditions, the popular theory is different.

Generally speaking, western theory in this field has the following three limitations: the first one is, all these theories are based on capitalist market economies. Rare of them do studies on aggregate demand in socialist economy. The second one is, although there are many economists in former Soviet Union and Eastern Europe have done some research on demand and supply relationship in socialist economy, such as J. Kornai's The Economics of Shortage. But all of these researches regard socialist planned - economy as their precondition. This kind of theories is not suitable to current China's social-

ist market economy and cannot solve the problems turned out in it. The third one is, since 1990s, as the market – oriented economic reform in former Soviet Union and Eastern Europe goes further, a new research tide on economic transition surged over the whole world. Many scholars and economists like J. Sachs, B. Naughton, Woo YongTai, have done a lot of works in this aspect. But most of these researches are about institutional changes in the process of economic transition, very few of them are about market evolution and economic fluctuant cycles in the transitional countries. Say nothing of china's demand problems bring in economic transition.

In china, many new theories and researches turned out in the process of the economic reform. The representatives of these theories and researches are FangGang, Zhang ShuGuang, ZhangJun, Lin YiFu, ShengHong, and some others' works and studies, in which, the economists compared china's economic transition with than in Former Soviet – Union and Eastern Europe. Because the Chinese economy was a typical " shortage economy", so, researches before 1990 were all concerned and deal with the problems of inflation and shortage, none of them paid any attention to surplus problems in the economy. However, China's economy has transitioned from lack to surplus, from seller's market to buyer's market since the beginning of 1990s, and met with a new serious problem called deflation. The changes in the economic situation made the old theories not suitable to solve the new problems anymore, so that old theories need renewing, rectifying, deepening, and injecting new theory in.

Main ideas of the book: a) Economic transition will definitely



company with the transition from seller's market to buyer's market. b) The law of aggregate demand in transitional period, which is different from the law under the condition of a planned economy, also different from the law under the mature market economy, is a specific one. c) The fluctuant of aggregate demand during economic transition period is violent than in a mature market economy. The reasons of current insufficiency of demand includes the ones that related with institutional changes, also includes the mistakes occurred in policymaking process. d) To expand the domestic demand, we must take temporary solutions as well as some permanent solutions, combine short-run policies with the long-run policies, and band the market startup and deepening the reform together.

Structure of the book: the book consists of six chapters. The first chapter, "an historical analysis of the theory of demand and supply and their relationship", is just an introduction and a review of the theories about demand and supply. There are three kinds of theories are introduced in the chapter: the thinking and theories of demand and supply in ancient time of China, in western countries and that in Marxist economic theory. The emphasis is on the theories of western countries economists.

Chapter two, "the speciality of the relationship between supply and demand in transitional economies", does in-depth researches in characters and market evolution of transitional economies. Economic transition is a process of transformation from planned-economy to market economy, as well as a process from shortage economy surplus economy. In transitional period, market evolution and relations between supply and demand have many characters of transition such as

immature consumption pattern, irregularly market mechanism, and violent economic fluctuation.

Chapter three: analysis on causes of the current insufficiency of china's aggregate demand. Based on positive analysis, the chapter sums up the law of aggregate demand during china's economic transition, and analyzes its the effects on economic growth. This chapter will found a base for the next chapter's study.

Chapter four, " the causes of current insufficiency of our country's aggregate demand", does lots of in - depth analysis on problems about aggregate demand turned out in current China's economy. The chapter analyzed the relationship between consumption, investment, and savings firstly. Then, analyzed the macro reasons to the current problems with China's aggregate demand. In my point of view, macroeconomic policy makers' mistakes are one of the main causes for the problem. Then, the chapter studied the micro reason of the problems, which is related closely with the State - Owned - Enterprises of China, and is the special reason differentiates to the western countries. At last, the chapter did some researches on the structural and supply - side reasons of the problem.

The last two chapters, chapter five and chapter six, are the prepositional chapters. Chapter five, " the experience and lessons in history and international", makes a review of the policies used to deal with the economic depression and crisis. The chapter reviews in details of the New Deal in the United American during the Great - Depress, of the countermeasures adopted by Japanese government to deal with the deflation and depression in 1990s, and the experience of German government to deal with the inefficiency of demand in re-



cent years.

Chapter six, " the countermeasures to current inefficiency of aggregate demand", brings forward countermeasures to the problems. The countermeasures includes: a) the framework of macro policies to enlarge aggregate demand, b) the reestablishment of the micro basis of macro economy, and c) the harmonization of the policies of the current insufficiency of aggregate of demand.

Focus and the emphasis of the book: a) the evolution of market and the relation of demand and supply. b) The law of the demand in a transitional economy and the macro policies a government could choose to deal with the fluctuation of demand. c) A in depth analysis of the causes of the insufficiency of China's aggregate demand in recent years. d) The synthetic therapy for current problems about demand.

Breakthroughs and innovations of the book: what new in the book are include: a) the book put the current problems of China's demand into the environment of economic transition, thus we could analyze more deeply the influence to aggregate demand of institutional changes in china's market - oriented reform. b) The book put the current problems of demand into a big country with a very large domestic market, analyze the reasons of insufficient demand in a big country like china which have a very big market with a large capacity and a great potential. c) The book relates the demand problem with the productivity of China, and analyzes the speciality of the insufficiency of demand which come forth when China's production power and people's live level are still very low, and the economy are developing very fast.

Research methods: the study is guided by the materialism and dialectic, persist in the principle that the theory must combined with the practice, and synthetically use the theories that of Marxism, western macroeconomics, institutional economics and development economics to analyze the problems. In the process of the study, the author pays much attention to combination of normative analysis and positive analysis, dynamic analysis and static analysis, and embodying analysis and abstract analysis. In this way, the research will have a very strong and stable basis of study methods.

The famous development economists Fee and Ranis have ever said: developing country's aggregate is an area " which cannot do much things" (Fee and Ranis, 1989). It is because that, in developing countries, there are too much noneconomic factors affect the economy, while the statistic datum are too scarce. As a big developing country, china are naturally facing the same problems, so, the book is with many difficulties. But, as a very fundamental and very need - solving problem, we cannot avoid studying it and discouraged by the difficulties. The purpose of this book is no other than to do a try in this study area.

Key words: economic transition, aggregate demand, macroeconomic policy.