

博士



资源环境约束下的 钢铁产业整合研究

*Ziyuan Huanjing Yueshuxia de
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摘 要

摘要

20 世纪 80 年代以来,特别是进入 21 世纪后,我国的钢铁产业超常规发展。粗钢产量 1996 年突破 1 亿吨大关之后,在 10 余年的时间里翻了两番,2007 年已经达到 4.9 亿吨,占世界钢铁总量的 1/3 强。但由于钢铁产业粗放型增长方式仍没有得到根本转变,投资过度、低水平产能过剩、产业集中度过低、布局分散化等问题突出,导致资源能源消耗高及环境污染严重,成为国家宏观调控首当其冲的主要产业之一。

本书以科学发展观为指导,运用产业经济学、区域经济学、战略管理、制度经济学等学科的交叉优势,借鉴和吸收国内外相关研究成果,对我国钢铁产业运行的实践进行总结和反思。通过国际比较、理论推导和实证分析等,从产业视角对我国钢铁产业在资源环境约束下的发展和产业整合进行系统深入的探索,其目的是为我国钢铁产业转变发展方式、实现可持续发展提供思路,为高消耗、高污染产业调整提供借鉴,为政府制定合理的产业政策提供依据和建议,同时,也进一步拓展产业整

合理论的研究深度和广度。

全书把钢铁产业面临的资源环境约束作为基础条件,把转变钢铁产业发展方式作为目标,从钢铁产业组织整合、产业链整合和产业空间整合三个纬度进行深入探讨,并就市场和政府在钢铁产业整合中的定位和作用进行了分析。构建了资源环境约束转变产业发展方式、钢铁产业整合市场与政府科学定位的逻辑分析框架。

全书共分为8章,具体内容如下:

第一章 导论。本章主要是对立题的依据及意义、研究的主要内容和分析框架、研究方法和创新与不足之处进行简要的阐述。

第二章 产业整合文献综述。本章对国内外现有的产业整合理论文献进行了梳理和综述,主要包括斯密、马克思等早期经典理论对产业整合的相关论述,科斯、威廉姆森等新制度经济学的观点,近年来西方学者对产业整合实证研究的结论以及我国产业整合最新的理论研究成果。

第三章 钢铁产业发展面临的资源环境约束。本章简要回顾了我国钢铁产业的发展历程,探讨了钢铁产业随工业化进程的演变规律。在概述了我国工业化进程中的资源约束总体状况、能源消耗与环境代价之后,运用大量翔实的资料对钢铁产业的资源支撑能力、环境约束进行了重点分析,特别对铁矿石进口依存度逐年提高和近年钢铁出口热进行了冷静、深入的思考。

第四章 转变发展方式与钢铁产业整合。本章对转变经济发展方式与转变经济增长进行了对比,笔者认为两者不是对立的,转变经济发展方式是转变经济增长方式的延伸和深化。对我国钢铁产业粗放型特征进行了分析,并从6个方面详细阐述了产业整合是转变钢铁产业发展方式的重要途径,特别就产业整合对促进钢铁产业技术创新的作用进行了深入剖析。

第五章 钢铁产业组织整合。本章对我国钢铁产业组织现状进行了评述,特别指出我国钢铁产业的逆集中化趋势和规模不经济的特征。总结了世界钢铁产业组织整合的历程和动因以及对我国钢铁产业整合的启示,指出我国钢铁产业要在世界钢铁市场中发挥与产能规模相匹配的作用,就必须加强产业整合,实现向寡头垄断型市场结构的转变。论证了我国钢铁产业所处的产业生命周期阶段及产业整合的“难题”,提出了我国钢铁产业整合的6大驱动力和概括归纳出5大钢铁产业整合模式。并从国际铁矿石价格博弈对我国钢铁产业组织整合进行透视。

第六章 钢铁产业链整合。本章对上游资源的掌控能力和对市场的控制能力是中国钢铁产业的“两大软肋”。本章提出了钢铁产业的前后向整合,构筑协调发展的钢铁产业链的思路,对基于循环经济的产业链整合进行了系统分析和整体设计。通过对钢铁企业案例分析,实证了产业链整合是提升企业竞争优势的有效手段。

第七章 钢铁产业的空间整合。本章在综述产业布局理论的同时,强调科学发展观指导下的产业布局理论创新。在总结我国钢铁产业空间布局特征的基础上,提出钢铁产业空间整合的思路:按照“内陆压缩存量,沿海转移增量”的原则,依托现有优势企业,结合兼并、搬迁,综合考虑矿产资源、能源、水资源、交通运输、市场需求、环境容量和利用国外资源等条件,逐步提高产能的空间集中和资源的区位优势配置。我国钢铁产业整合特别是跨区域整合进展相对缓慢,与地方政府的行为有直接关系,本章对钢铁产业跨区域整合过程中的地方政府行为进行了深入分析。

第八章 钢铁产业整合中的市场与政府。市场机制在钢铁产业整合中应发挥基础性作用。本章基于资源约束和钢铁产业的负外部性,论证了政府推动钢铁产业整合的依据。资本市场

为钢铁企业市场化整合提供便捷、高效和低成本的创新手段，政策调控为钢铁产业整合创造环境条件。并以宝钢整合八一钢铁的案例实证分析了市场与政府在跨区域产业整合中的定位和分工。

本书提出了以下有创新性的观点：

1. 构建了资源环境约束条件下的钢铁产业整合理论分析框架

本书把资源环境约束作为全文的基础条件，深入探讨了高能耗、高污染的典型代表——钢铁产业整合及其转变发展方式的路径，构建了资源环境约束下的钢铁产业整合的理论分析框架。已有文献主要把产业整合作为企业的一种战略行为，从企业战略角度分析产业整合，而本文把产业整合集中应用于产业层面，在合理吸收战略管理理论精粹并在对现有产业整合理论进行梳理的基础上，从产业视角对产业整合进行研究；并且提出了钢铁产业整合包括产业组织整合、产业链整合和产业空间整合三个有机组成部分，并以此展开深入分析，丰富和发展了产业整合理论的内容。

2. 对产业集中度、产业整合与产业生命周期阶段的关系进行了论证

本书分析了我国钢铁产业处于产业生命周期的成长期的特征，指出钢铁产业集中化和分散化趋势并存，但分散化趋势占主导地位，导致产业集中度明显下降。论证了产业成长周期的不同阶段与产业整合的活跃度和难易度间的关系，提出我国钢铁产业整合面临产业快速成长过程中的“难题”：一方面，工业化特别是重工业化的加速，钢铁产业国内需求快速增长，企业间的兼并重组缺少动力与压力，“优胜劣汰”的市场竞争规则在正处于成长期的我国钢铁产业中还没有发挥出实质性作用，产业整合难度较大；另一方面，出于提升钢铁产业运行效率的

需要,特别是由于资源、环境的约束强化,要求加强钢铁产业整合,提高产业集中度。强调产业整合在产业成长期的市场环境下的艰巨性,由此推导出我国钢铁产业整合不仅需要市场自身的整合力量,还需要政府推动的结论。

3. 提出了我国钢铁产业整合的驱动力模型

本书通过比较分析认为,西方发达国家的钢铁产业整合驱动力主要是市场需求约束下的市场竞争压力以及钢铁企业追求规模经济和市场控制力的内在动力,行业不景气时期往往是并购等产业整合活动的活跃期。我国钢铁产业的运行环境与西方发达国家有所不同,钢铁产业整合的驱动力也存在着差异。在我国,钢铁产业正处于成长期、面临着资源环境约束和加快转变经济发展方式的背景下,钢铁产业整合驱动力不仅来自于市场需求约束下的生存竞争和企业扩张的内在冲动,而且更多地来自于资源约束、节能减排、外资并购压力、产能过剩、集中度过低、产业政策等综合因素。

4. 我国钢铁产业整合应在市场和政府“双轮驱动”下进行

本书认为,基于资源约束和钢铁产业的负外部性,论证了政府推动钢铁产业整合的依据。指出我国市场机制不完善,产业整合的市场环境不成熟,如果单纯依靠市场机制的优胜劣汰来实现诸如钢铁产业这样的高能耗、高污染产业的整合和调整,其周期过长,并伴随着资源的持续浪费和环境的严重污染。按照科学发展观的要求,在资源环境约束条件下,政府推动钢铁产业整合不仅是理性的,而且是必要的。本书以宝钢整合八一钢铁为例探讨了市场和政府在钢铁产业整合的定位和分工,提出我国钢铁产业整合尤其是跨区域产业整合应综合利用市场和政府两方面的合力,充分兼顾各方利益,采用“市场化运作+政府推动”模式是比较合适的选择。

5. 系统地论证了产业整合是转变经济发展方式的有效途径

本书认为，产业整合是转变经济发展方式的有效途径，转变经济发展方式是产业整合的目标和内在动力。本文详细论证了产业整合是转变钢铁产业发展方式的有效途径：产业整合有利于缓解产能过剩的矛盾，节能减排；有利于有限资源的集中有效使用，形成规模经济；有利于钢铁产业技术创新，实现产业升级；带来产业运行的相对稳定性、持续性，减少资源的浪费。在论证过程中，还提出一些明确的观点，如我国钢铁产业的现状与其说是产能过剩，不如说是技术水平低下、高能耗、高污染、低效率的企业过剩，产能过剩或许可以通过未来不断增长的钢铁市场需求来消化，而解决“企业过剩”的最好办法是产业整合，提高产业集中度。此外，还提出通过产业整合，造就产业领袖企业，由产业领袖企业主导产业秩序、平抑市场波动、推动产业升级的主张。

由于研究能力和研究条件的局限，本书对产业整合的理论分析还不够透彻；缺乏计量模型的支持；还不能完整提出对策建议和具体措施等。这些问题有待以后的研究予以完善和补充。

关键词：资源环境约束；产业整合；钢铁产业；转变发展方式；产业链；循环经济

Abstract

Since 1980s in the 20th century, especially in the 21 century, the domestic steel industry develops with a transnormal scale, after the production of rude steel exceeded 100 million tons in 1996, it quadrupled in ten years, which was 490 million tons in 2007, and accounted for more than 1/3 of total world steel production. Because the extensive development mode is not completely changed, such problems as overinvestment, superfluous low - level production power, low industry concentration, scattered industry layout are still prominent, the resource and energy consuming and environment pollution are serious, so the steel industry is first and foremost one of those main industries that is up to the macro regulation of our country.

The dissertation takes Scientific Outlook on Development as a guide, uses such disciplines as Industrial economics, regional economics, strategy management and institutional economics as a cross - advantage, and uses for reference and absorbs related domestic and

overseas research result, summarizes and thinks over the practice of domestic steel industry, through international comparison, theoretic deduction and empirical analysis, systematically and deeply explores the development and integration of steel industry under the binding of resource and energy in an industry angle of view, which provides an idea for transformation of development mode and realization of sustained development in domestic steel industry, and offers reference for the adjustment of high resource consumption and high pollution industry, provides evidence and suggestion for the government's policy-making, and furthers the research depth and width of industry integration theory.

The dissertation takes the binding of resource and environment confronted by steel industry as a fundamental condition, takes the development mode transformation of steel industry as a target, deepens the discussion in three latitudes of industry organization integration, chain integration and spacial integration, and analyses the respective positioning and function of the market and the government in the steel industry integration. As an important result, the dissertation constructs a logic analysis framework as follows: the binding of resource and environment transformation of industry development mode integration of steel industry scientific positioning of the market and the government.

This dissertation includes eight chapters as follows:

Chapter I Preface. This part mainly explains the reason why I choose the subject, and concisely introduces the signification, content and analysis framework, research method and the innovation of the dissertation.

Chapter II Literature summarization on industry integration.

This chapter cards and summarizes the overseas and domestic existing research on industry integration, which mainly includes not only the relative discussion on industry integration in early classic theory of Adam Smith and Karl Marx, but also the viewpoints in New Institutional Economy by Coase and Williamson. The empirical research conclusion of some western scholar is covered as well as the domestic theoretic research on this topic in recent years.

Chapter III The binding of resource and environment confronted by the steel industry. This chapter briefly reviews the development of the steel industry in our country, and explores the evolving rules of steel industry in the industrialization process. After summarizing the total resource - binding condition as well as the energy consumption and the environmental cost, this part emphasizes the analysis of the resource - sustaining ability and the binding of energy consumption and environment of domestic steel industry with a plenty of full and accurate data, in particular this part offers a calm and in - depth thinking over the increasingly rising dependence degree of iron ore import and the steel export tide in recent years.

Chapter IV Development mode transformation and integration of steel industry. In comparing the increase mode transformation with the development mode transformation, we deem that development mode transformation is not opposite to increase mode transformation, but the expanding and deepening of the latter. After that, this part analyses the extensive characteristic of the steel industry in our country, and demonstrates in six aspects that the industry integration is an effective way of transforming the development mode of steel industry, especially in that industry integration can accelerate the technology innovation of steel industry.

Chapter V Organization integration of steel industry. This part comments on the nowadays organization condition of the steel industry, in particular points out the anti - concentration trend and uneconomical scaled feature of the steel industry in our country. Further this part summarizes the course and incentive of organization integration of the world steel industry, which enlightens the domestic steel industry organization integration. Also this part demonstrates the industry life stage that domestic steel industry lies in and the difficult problems caused by it, and put forward six incentives of domestic steel industry integration, summarizes five integration mode through empirical study. Finally this part takes an insight into the integration with the price game on international iron ore.

Chapter VI Industry chain integration of steel industry. The dominating ability of upstream resources and market control power are two shortcomings of domestic steel industry. In this part I put forward the viewpoint of constructing harmoniously - developing industry chain through forward and backward integration of steel industry, systematically analyse and totally design the industry integration that is based on cycle economy. At last I demonstrate that industry chain integration is an effective way of enhancing the competitive advantage of steel companies.

Chapter VII Spacial integration of steel industry. This part summarizes the industry layout theory and emphasizes the innovation of industry layout theory directed by Scientific Outlook on Development. On the basis of the conclusion to the feature of domestic steel industry spacial layout, in this part I bring forward the idea of the spacial integration. The relative slow progress of spacial integration, especially the cross - region integration, is directly due to the behavior of local

government , accordingly this chapter analyses the behavior of local government in the cross - region integration of steel industry.

Chapter VIII Market vs government in the process of the steel industry integration. Market mechanism should play the foundational role in the steel and iron industry integration . Grounded on the resource binding and the negative externality of steel industry , I demonstrate the rationality that the government pushes forward the steel industry integration. The capital market offers a convenient, efficient and low - cost innovation instrument, the regulation of the policy offers proper environment for the steel industry integration. Also, I demonstrate how the market and the government should respectively position themselves and divide the work in the cross - region steel industry integration.

There are such innovative viewpoints as follows in this dissertation :

1. This dissertation constructs the theoretical analysis framework of industry integration bounded by the binding of resource and environment.

Taking the resource and environmental restriction as the fundamental condition of the whole text, this dissertation deeply analyses the typical representative of high energy - consuming and high pollution - steel industry integration and the way to realizes the development mode transformation, and constructs the theoretical analysis framework of industry integration under the binding of resource and environment. Existing literatures mainly treat industry integration as a strategic behavior of the company, and the analysis was done in the angle of business strategy. On the basis of reasonably absorbing the theoretic substance of strategy management and the pectionation of ex-

isting industry integration theory, this dissertation explores the industry integration in the industry angle of view, still puts forward three organic part of steel industry integration, including industry organization integration, industry chain integration, industry spacial integration, on the basis of which the research is furthered so that the industry integration theory is enriched and developed.

2. Demonstration on the relation among industry degree of concentration, industry integration and industry life cycle stage.

This dissertation analyses the specific feature of domestic steel industry in the growth stage of industry life cycle, and points out that the trend of industry concentration and deconcentration coexist, but the latter is dominant, which leads to the obvious decrease of steel industry in concentration degree. Also, the dissertation demonstrates the relation between the stage of industry life cycle and the active degree and difficulty degree of industry integration, and puts forward the difficult problems confronted by steel industry integration during the rapid progress of steel industry: on the one hand, the speeding of industrialization, especially heavy industrialization, causes the increasing domestic demand, while the integration between companies is in lack of pressure and incentive, the competitive rules of "the superior survives and the inferior drops out" do not play an substantial role yet in the growing stage of domestic steel industry; on the other hand, owing to the demand of raising the operation efficiency of steel industry, especially owing to the strengthening binding of resource and environment, it is necessary to enforce the integration to raise the industry concentration degree. Accordingly, this dissertation points out the formidability of industry integration in the growth stage of the industry life cycle, thus it can be inferred that the steel industry integration

ernment promotes the industry integration, and points out that with the incomplete market and immature market environments of industry integration, the industry integration and adjustment of such high energy - consuming and high pollution industries as steel industry will last too long a cycle and will be accompanied with continuous waste of resource and serious pollution of the environments if we uniquely rely on the market mechanism of "the superior survives and the inferior drops out" to realize the industry integration. According to the requirements of scientific outlook on development, and with the binding of resource and environment, it is not only reasonable but also necessary for the government to promote the industry integration. Further, this dissertation discusses how the market and the government should respectively position themselves and divide the work with the case of baoshan company integrating "BAYI" Iron & steel company, and maintain the steel industry integration, especially the cross - region integration should integrate the power of the market and the government, take into account each party's benefit, "market operation plus government's impetus" is a proper integration mode.

5. This dissertation discussed systematically industry integration is an effective path to transform the economic development mode.

Industry integration is an effective path to transform the economic development mode, while transformation of economic development mode is the target and internal drive of industry integration. This dissertation demonstrates in detail that the industry integration is an important way of transforming the development mode of steel industry in that : industry integration helps alleviate the contradiction of superfluous production power, conserve energy and reduce emissions; industry integration helps effectively make use of limited resources by