



A Study on the State
Competitive Advantage
Based on Market Property Right
— A New Game Rule and Theory for Economic Globalization

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国家竞争优势研究

——一个新的经济全球化“游戏规则”及其博弈框架

◎ 曾繁华 鲁贵宝 / 著
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前 言

2002年12月9日至10日，中央经济工作会议在北京召开，会议指出：“我国国内市场潜力大，经济发展的回旋余地大，这是我们的优势，在全面建设小康社会乃至现代化建设过程中，我们要始终发挥好这个优势。”如何认识、界定、利用和充分发挥这一优势，需要我们在理论研究方面进行大胆创新。一位西方学者曾尖锐地指出：“对于一个国家来讲，失去市场比失去领土的后果更为严重，占领市场比占领领土能够享受更多的好处。”大量事实表明，在经济日益全球化条件下，发达国家产品的长驱直入已影响到许多发展中国家的经济与市场安全。尤其是在国际竞争实力不对称的条件下，如果没有市场产权规则和制度的合理安排，广大发展中国家一旦失去经济与技术赶超的“自主市场空间”，经济与技术的边缘化将不可避免，后发的领先优势将难以形成，提升本国的国际竞争力将很难实现。实际上，市场不仅存在产权界定问题，而且存在产权主体归属问题，在经济全球化及市场一体化条件下，各国市场产权主体不仅要解决国家与企业之间市场产权的契约关系问题，而且还要解决国家与国家之间市场产权的“游戏规则”与制度安排问题。当前，国内外对产权理论研究刚刚起步，随着社会实践的发展，该理论的研究仍需要进一步深化和大胆地探索，特别是市场产权理论的研究落后于实践，这对于国家的经济发展、国家的市场安

全、国家的竞争力提升和全球化条件下的游戏规则修改与制定等都有着重要影响。因此，加强对市场产权的研究，直接关系到中国经济与技术赶超的“市场路径选择”，直接关系到国家竞争优势的充分发挥。从理论上讲，“市场产权”是经济学的的一个基本范畴，有着极为广阔的应用领域。从实践上讲，对于建立国际国内市场经济运行新体系、构建市场所有权安全预警保障体系和把中国市场所有权优势转化为市场竞争优势等都具有重大意义。为此，本书从市场产权的角度出发，通过对市场产权核心理论的深入分析和研究，并对其具体应用作了较为全面的探讨和分析，指出了中国市场产权制度的不足与优势，提出了如何克服其不足以及如何把这一优势转化为国家竞争优势的措施。

全书内容共分为6章。第1章，首先分析了本书的写作背景及意义，回顾了国内外关于产权基本理论研究的现状并做出了简要评析，阐释了与本书内容密切相关的几个重要概念，指出了本书的基本思路、研究方法与创新之处。第2章，对市场产权核心理论进行了较为充分的论述。在分析产权、市场等基本理论的基础上，探讨了市场产权的起源及其内涵，并对“市场产权”这一基本概念做出了界定：市场产权是指一国中央政府对其构建、所有、运作、管理市场及从市场获益的一系列市场规则与制度安排。第2章着重论述了以下方面的内容：市场产权的构成要素，即市场所有权、市场使用权、市场占有权和收益权；市场产权的基本特征，即市场产权的稀缺性、市场产权的准资本属性、市场产权的排他性、市场产权收益的可计量性和市场经营权的可交换性（或转让性）；市场产权的三种基本形式，即市场国家所有制、市场区域共享制以及市场全球共享制；市场产权成本及其构成要素，即市场产权构建成本、运行成本和监管成本，并指出了市场产权成本分析的经济意义；市场产权的主体归属，即个人与企业非市场产权主体属性、中央政府是市场产权的唯一合法主体；市场产权规则的基本内容，即企业间市场产权规则、政府与企业间市场产权规则、中央与地方政

府之间市场产权分权规则、地方政府之间市场产权规则的差异与协调和国家之间市场产权规则的差异、协调与趋同等内容。第3章，作者对市场产权与区域经济一体化之间的内在联系做了分析和探讨。区域经济一体化，从本质上说，它是市场的统一与扩大，反映了区域性国际分工的深化与资源在区域共同市场范围内使用效率的提高；而从市场产权角度来看，区域经济一体化是各成员国在拥有各自狭义市场所有权的前提下，在市场使用权、市场占有权和市场收益权等方面所形成的是一种市场共享关系，是市场经营权、市场收益权的有限让渡、交换和分享，其目的是促进参与国社会经济福利水平的提高，实际上这是一种市场区域共享制。第3章重点论述了市场区域共享制的理论基础，如关税同盟理论、大市场理论、区域发展的相互依赖理论、新制度经济学的相关理论和合作博弈理论等；市场区域共享制形成的原因、主要模式；市场区域共享制产生的效应，如经济效应、政治与安全效应等；市场区域共享制组建的成本收益以及中国参与其中的主要对策。第4章，论述了市场产权与经济全球化的关系。从市场产权视角来看，当前的经济全球化发展，国际市场逐渐统一与扩大，所形成的不是市场全球所有制，而是在一个相对有限的范围或空间内，实行的是市场全球共享制。它是指世界上凡是实行对外开放和参与国际分工的国家和地区，各自从自己的经济实力、国际竞争力和主权国家利益出发，在相对有限的市场空间范围内实行市场经营权的相互交换和有限分享，其目的是实行自由贸易和自由竞争，在全球范围内实现资源的合理、有效配置。第4章主要分析了市场全球共享制的理论基础、成因、效应及成本收益，在此基础上，指出了中国参与市场全球共享制的主要策略；阐述了经济全球化“游戏规则”的类型、特征及其与世界财富分配格局之间的关系，指出市场所有权原则应成为经济全球化的重要原则与制度安排，强调发展中国家参与新“游戏规则”博弈与制定路径——应按照市场产权原则来进行，这样可增加自己在“游戏规则”中博弈的砝码，进而影响其修改与制定，加快促进国

际经济新秩序建立。第5章,作者在研究市场产权基本理论的基础上,结合目前中国市场经济发展的状况,进一步分析了该理论在中国经济实践中的其他若干具体应用,即主要分析了市场产权在政府宏观调控、国家经济安全、中小企业国际化经营和“以市场换技术”策略等方面的具体应用。第6章,作者对市场产权与国家竞争优势作了较为深刻的剖析。从中国实际出发,具体分析了目前中国市场产权存在的缺陷,提出了克服其缺陷应采取的措施;充分论述了中国市场产权的优势所在,即中国目前的最大优势是市场所有权优势,并针对性地提出了如何把这一优势转化为国家竞争优势的主要措施。

总体上说,第1章是本书写作的背景、意义等方面的总体介绍部分;第2章是理论部分,集中体现从理论上研究和现实中具体把握的逻辑起点;第3章到第6章则是从理论抽象逐步上升到现实具体的过程,这个过程同时又体现着从国际到国内的研究分析过程。

本书在学术上的主要创新和突出特点体现在以下几个方面:第一,明确了市场产权概念的含义,分析了市场产权的构成要素、基本特征、基本形式、成本构成及其规则,区别了市场经营主体与市场产权主体等相近概念的差别,为进一步系统研究市场产权问题奠定了基础。第二,从理论上提出了市场产权理论及市场所有权优势理论,可以说它填补了产权理论研究领域的一个空白,这使本书在选题上具有前沿性和开拓性,它是一个原创性的理论创新。对该理论的深入研究,可以丰富和发展政治经济学、世界经济学和国际贸易与投资学等学科的理论体系。在实践中,可以为中央政府整治地方市场保护主义和行业垄断,建立与完善全国统一、竞争、开放和有序的市场体系;规范市场经营秩序;强化政府宏观调控职能;维护国家市场安全与经济安全;提高“以市场换技术”的策略绩效;促进经济全球化游戏规则重新修订以及增强国家竞争优势等方面提供了新的理论基础和对策参考。第三,从体系上构建了市场产权理论、具体应用剖析和应对措施分析三个部分,并将三个部分有机结

合起来，这种结构体系安排也是本书的一个创新点。第四，在研究方法上，做到理论与实践相结合、实证分析与规范分析相统一、定性分析与计量研究相结合，采用演绎归纳法、比较分析法、成本收益分析法以及博弈论等多种研究方法；并且从新古典经济学、新制度经济学、政府经济学、法理学、伦理学等多重理论视角对市场产权与国家竞争优势问题进行综合研究。

关键词：市场产权 理论内核 区域经济一体化 经济全球化
游戏规则 国家竞争优势

Introduction

From December 9, 2002 to 10th, the Central Economic Working Conference was held in Beijing. On the conference it pointed out that “in our country the home market potential is huge, and economic development space is wide, which is our advantage. In the process of building a well – off society in an all – round way and even in the modernization drive, we should make a good use of this advantage from beginning to end” . But how to understand, define, use and give fully play to this advantage, we need to conduct research on the theory with bold innovation. One of western scholars once acutely pointed out that “for a country, it’s more serious to lose market than to lose territory, and it can take more benefits from occupying market than occupying a territory” . With the increasing globalization of economy, the inrush of products imported from the developed countries have affected the economy and market security of the developing countries. Especially asymmetric in the international competition, once the vast number of developing countries lose their economic and technological advantages on catching up “autonomous market space” without reasonable arrangement in market rules and systems of property rights, the marginalization of their economy and technology will be unavoidable. And then it is very difficult to form the lead and improve its own country’s international competition. In fact, the problems in the market are not only to define property rights, but also the property ownership. Under the condition of the economic globalization

and the integration of markets, the property ownership is not only to solve the contractual relationship of the market property rights between the State and enterprises, but also to establish “the rules of game” and the systems of arrangements of market property rights between countries. At present, the theoretical study on property rights at home and abroad yet has not reached the level of maturity, especially in the theoretical study of the market property rights falling behind the practice, so the theoretical study still needs further deepening and more boldly exploring with the development of its social practice. It has an important impact on the national economic development, the national market security, the competitiveness of the State and the formulation and amendment of the rules of game under the condition of the globalization. Therefore, the research of market property rights is directly related to China’s economy and technology catching up “market Path Selection” as well as to the national competitive advantages into full play. In theory, “market property rights” is a fundamental area of economics, which has a very broad applying field. In practice, it is of great significance to set up the new operating system of international and domestic market economy, to establish market ownership security precaution and protection system and to transfer the ownership advantages of the China’s market into the competitive advantage in the market, and so on. Therefore, the paper, in the perspective of the market property rights, through in – depth analysis and research on the core property theory of the market, analyses its specific application more comprehensively, points out the deficiencies and advantages of China’s market property rights system, and then proposes how to overcome its deficiencies, as well as how to turn the advantages into the national competitive advantages.

This paper is composed of six parts. The first part analyses the writing background and the significance, reviews the status quo of theoretical

study on basic property rights at home and abroad, makes a brief assessment of it, explains several closely related important concepts of the contents in the paper, and points out the basic ideas, innovations and research methods. The second part discusses and analyses the core theory of the market property rights more fully. On the basis of the analysis on the basic theories such as property rights and market, it discusses its origin and connotations, and defines the basic concept “the market property rights”, which is a series of market rules and institutional arrangements that the central government builds, owns, operates and manages the market, and benefits from the market. The part focuses on the following aspects: the constituent elements of the market property rights, namely, the market ownership, the right of market use, the right of market tenure and the right of market gains; the basic characteristics of market property rights, namely, the scarcity of the market ownership, the quasi – capital properties of the market ownership, the exclusive of the market ownership, the benefit measurability of the market ownership and the exchangeability (or transferability) of the right to use; three basic forms of the market property rights, that is, the state ownership of market, the market share systems of regions and the globe; the cost and elements of the market property rights, (that is, the building cost of the market property rights, operating cost and regulatory cost) and the economic significance on the cost analysis of the market property rights; the subject of the market property rights, that is, the central government being the only legitimate subject of the market property rights, not individuals and enterprises; the mainstay of the basic rules of the market property rights, namely, the market property rights rules between enterprises, the market property rights rules between government and enterprises, the market property rights division rules between the central and local governments, the difference and the coordination of market property

rights' rules between local governments, the rule difference, coordination and convergence between states, and so forth. The third part focuses on the intrinsic link between the market property rights and the regional economic integration. In essence, the regional economic integration, being a unification and expansion of the market, reflects the deepening of regional international division and the improved efficiency of the resources in the regional common market; but in the market's perspective, on the premise of the narrow market ownership, regional economic integration of the member countries is a market share relationship based on the right of the market use, the right of market tenure and the right of market gains, which is the limited transfer, exchange and share of the rights of the management and gains. Its purpose is to promote and enhance the socio - economic welfare level of the participations. In fact, it is a regional market - sharing system. The part focuses on the theoretical foundation of the regional market share system, such as the customs union theory, the big market theory, the interdependence theory of the regional development, the theory of the New Institutional Economics and the cooperative gambal theory; the reasons and the main mode of formation of the market regional sharing system; the effect of the regional market share, such as the effects of economy, politics and security; the cost of benefits of the regional market share system and the main countermeasures of Chinese participation. The Fourth part is about the relationship of the market property rights and the economic globalization. In the market property rights' perspective, with the current development of the economic globalization and the international unity and gradual expansion of market, the market is not the result of global ownership, but the implementation of the global market share system in a relatively limited scope or space. It refers to all the opening to the outside world and the participation in international division of labor in countries and regions,

each from their own economic strength and international competitiveness in the sovereignty's interests, which aims to free trade and competition and distribute resources reasonably and effectively in the global scope, for the mutual exchange and share in the scope of a relatively limited space in order to operate the market. The part discusses the theoretical foundation, the causes and effects of cost – benefit of the global market share system. Based on this, it points out the principal strategies of China's participation in global market share; making known the relationship among “the rules of game” type of the economic globalization, characteristics and pattern of the distribution of the world's wealth. The principle of the market ownership should become an important principle and institutional arrangements of economic globalization, and it emphasizes that developing countries participate in the game with the new “the rules of game” and the development path-which should be in accordance with the principle of market property rights, increase their own weight of the game in the “the rules of game”, and thereby affect the revision and development, accelerate and promote the establishment of a new international economic order. The fifth part further analyses specific applications of the theory in China's economy practice on the basis of the basic theory of the market property rights with the current development of China's market economy status, namely, the market property rights practically used in the government's macroeconomic control, national economic security, the international operation of small and medium enterprises and “market for technology” strategy, and so on. The sixth part analyses the relationship of the market property rights with the national competitive advantages more profoundly. According to Chinese actual conditions, it specifically analyses the defects of the market property rights in China and proposes the measures to overcome; it discusses the advantages of China's market property rights fully (that is, the largest advantage

in China currently is the market ownership advantage) and targets how to turn the advantage into competitive advantage for the country's major initiatives.

Generally speaking, the first part is the overall presentation such as the background and the significance about the paper; the second part is about the theory, concentrating on the theoretical study and the specific logic starting point in practice; The third to sixth parts are gradually rising from abstract theory to the concrete reality of the process, which embodies research and analysis process from international to domestic at the same time.

In this paper, the main academic innovations and outstanding characteristics are reflected in the following aspects: Firstly it defines clearly the meaning of the concept of the market property rights, the constituent elements of the market property rights, the basic features, the basic forms, the cost and rules, and the difference between the similar concepts such as the subject of the market and the subject of the market property rights, in order to lay the foundation to further study the market property rights. Secondly, in theory, the market property rights and the market ownership advantage theories can fill a blank in the field of property theory, which make this paper on the forefront of topics and pioneering, being an original theoretical innovation. With in - depth study of the theory, it can enrich and develop discipline theoretical systems of the political economics, the world economics and the sciences of international trade and investment. In practice, the central government puts things in order for the local market protectionism and monopoly of trade and establishes and perfects a nationwide unified, competitive, open and orderly market system; it may regulate the market order of operation, strengthen the government's macro - control functions, safeguard national market security and economic security, raise "market for technology"

strategy performance, promote the economic globalization as well as the rules of game revised to strengthen the country's competitive edge, etc. and provide new theoretical foundation and countermeasure reference. Thirdly, it constructs three parts of the market property rights, the specific application analysis and responding measures from the system, and organically integrates them, which also structures an innovation point of this paper. Fourthly in the study methods, it combines theory and practice, empirical analysis and normative analysis unity, qualitative analysis and measurement research, and uses many other research methods such as interpretation of inductive method, comparative analysis, cost - benefit analysis and game theory; it also studies the issues of the market property rights and the national competitive advantages comprehensively in the multiple theory perspectives such as new classical, economics, and new institutional economics, governmental economics, jurisprudence and ethics.

Key words: *market property rights; theory essence; regional economic integration; economical globalization; the rules of game; national competitive advantage*

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