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# 武汉经济发展战略研究

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1985年毕业于中南财经大学，获经济学学士学位；1996年毕业于武汉大学，获经济学(会计学)硕士学位；2006年毕业于武汉大学，获管理学博士学位。1997年被评为武汉市“优秀青年教师”，2000年入选武汉市“跨世纪学科带头人”(“213人才工程”)。在《管理世界》、《中国注册会计师》、《武汉大学学报》等专业学术刊物上公开发表论文40余篇，主持或参与省级以上课题10余项，主编教材3部。

## 《江汉大学学术丛书》

### 总 序

在我们跨入人类又一个新千年的时刻,白云黄鹤的武汉终于迎来了一所将与武汉特大中心城市地位相称的地方一流综合性大学——江汉大学。

在我国高等教育布局中,武汉是个高校林立、人文及科技精英荟萃的重镇,以武汉大学、华中科技大学为代表的高等院校享誉国内外。江汉大学在这样的时空环境中建立,面临的挑战,肩负的重任是不言而喻的。

要建成一所名副其实的地方一流综合性大学,需要的条件很多:好的校长,一批高水平的教授,好的校园环境及设施,高水平的教学和管理等。但是,不可否认,最重要的方面之一是源源不断的、紧跟时代学术潮流的高质量科研成果。

这里的《江汉大学学术丛书》是江大学人为中国高等教育面向世界、面向未来、面向现代化的一份微薄奉献,是对人民期望的回报,是对科教兴国的呼应。

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大学人对具有中国特色社会主义建设贡献的聪明才智的结晶。

《江汉大学学术丛书》体现江汉大学学术成果的水平,涉及哲学、经济学、法学、文学、历史学、理学、工学、农学、医学及管理学等诸多领域,显示老一辈专家和中青年学者组成的学术阵容。

《江汉大学学术丛书》一定要成为培养江汉大学学术精英、建设江汉大学师资队伍和回报社会的园地。在这里,锻炼我们的学术品格,提升我们的学术水准,并成为我们的学术象征。

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薪火相传,代代不息,江大学人努力吧!

李连才

2001年2月

## 摘 要

全球化环境使资源总是向最有效率的地方积聚,主权国家的市场界限正在被淡化,国家竞争更多地体现为区域或城市竞争,区域和城市对全球的市场、技术和文化的变化有更灵活的适应能力,在制定目标性发展计划、与跨国公司协作、促进中小企业发展、吸引财富和创新方面,具有更大的反应能力;而在产业层面,新的产业分工的空间格局表现出高度的跨区域集聚特征和动态性,具有全球竞争优势的产业集群往往位于特定的地理区位,并能保持持久的生命力和创新活力。因此区域或城市成为经济发展中重要的经济单元,区域或城市竞争力越来越受到各国的高度重视。

城市竞争力就是城市的生产率。城市通过提供自然的、经济的、文化的和制度的环境,集聚、吸收和利用各种促进经济和社会发展的文明要素的能力,并最终表现为比其他城市具有更强、更为持续的发展能力和发展趋势。

20 世纪 90 年代以来,对城市竞争力的关注已成为国内外的研究热点,随着中国步入城市经济时代,城市发展和竞争力状况越来越成为国家、地区经济发展的重要风向标和衡量城市持续发展能力的新标杆。

经济全球化背景下的区域竞争,导致以国家为基本考察单位的惯例正在向以产业区域及其创新环境为出发点的立场转变,区域集聚条件正在成为国际资本流动考虑的首要因素和政府战略性思考的主要指向,并改变了我国区域经济格局。

我国城市之间的竞争发端于经济市场化过程,并大致沿着“城市规模—综合经济实力—城市竞争力”的路径展开。因此,传统战略制定过程中关注一定时期产出产品、服务的数量的思维方式正



在改变,从而引致区域竞争中战略取向的重大调整,地方政府纷纷谋求本地经济发展的持久性优势,将战略主要指向经济集聚、制度创新、政府替代和软环境建设等方面。

城市经济发展战略的根本目标是创造财富,而关于如何解决经济发展问题的政策建议,都源自各种经典理论,虽然这些理论可能只是解释了复杂经济现象其中的一缕,但这并不妨碍我们从整合中得到有益的启迪。比较优势原理与当时产业状况、生产形态相适应,随着技术变迁、经济全球化等因素的影响,比较成本优势的重要性日益下降,而波特的竞争优势理论则能够给予我们很多富有启迪的观点。发展经济学关于经济发展模式及路径选择理论为区域和城市经济发展战略提供了广泛的理论基础,对当今世界各国产生着极大的影响。

经济发展状况是历史、自然的一种自组织现象。在全球和区域竞争环境下,进行区域发展战略理论整合与重构是十分必要和迫切的。任何现存的有待破解的问题都是由过去的事实不断演化而来的,在处理当前问题时不能仅从表象而应从过程和机制入手,战略演进必须与其赖以存在的社会环境相适应。追求战略与环境的适应性一直是战略管理的核心,但对环境的不同认知却产生了不同的战略适应逻辑,也导致不同的战略绩效。传统战略观念及其所隐含的战略适应逻辑,过分强调内部资源与外部环境的静态匹配,从而导致战略缺乏创造性,在急剧变化的环境下,稳定的适应也就不可能产生,因而必须从一种复杂的、动态角度把握区域未来发展的环境和路径,而非遵从某种不变的策略。

经济增长与制度变迁是一种互动的关系,制度变迁通过调整制度安排的效率来影响经济增长。经济发展战略及其调整本质上是一项重大的制度安排,在技术不变的条件下,通过战略创新可以促进经济发展。作为一种制度变迁,经济发展战略及其调整的特殊性在于它不是一个自然演进过程,而是一种自觉选择的结果,国

家(区域)创新体系,作为一种系统的思维方式,不仅解释了现代经济增长和社会进步的原因,也为国家创新系统的理论和实践提供了理论基础。

寻找准确定位是提升城市竞争力的关键环节。在自然经济时代,城市间的竞争及绩效,主要取决于国家政治中心的转移、交通方式的改变以及生产要素的分布格局等因素;在计划经济年代,城市规模的大小、产业结构布局,实际上都是由政府“有形的手”来操控的,城市实力更多地依赖于城市政府与中央政府博弈的意志与能力。市场化改革驱动的城市竞争,使市场机制日益成为配置资源的主要手段,决定城市繁荣的“有形的手”以及资源禀赋等,已经被看不见、更难以捉摸的多种因素和无形资源所替代,其中一个十分关键的因素就是一个城市如何确定和实施其战略定位。

由于区域经济主体的发展和竞争是多维度的,其战略定位也应该是多维度的。一般而言,城市发展战略定位至少包括产业定位、基本功能定位、总体属性定位。其中,产业定位是基础,功能定位是核心,总体定位是灵魂。

产业发展战略的形成实际上是产业吸引力与竞争能力等因素综合权衡的结果,是城市经济发展战略的核心。城市是产业集聚的基本空间形式,城市经济竞争和发展主要是通过产业来实现的,其基础产业、支柱产业和主导产业的确定及其相互关联关系在一个较长的时期内影响城市经济面貌和发展前景。一个城市的竞争力取决于其产业竞争力,而产业竞争力又依赖于企业和产品竞争力。

聚集经济是城市经济的最主要的特征,与专业化经济相联系的规模经济和与多样化经济相联系的范围经济利益是经济聚集的两个不可或缺的系统力量。经济聚集应该成为经济发展战略的重要基础和基本目标。产业集群化作为一种高效的组织形式,以区域网络为基础,通过强化专业细分,最大限度地发挥产业关联和协作效应,形成产业之间的协同发展。这不但有利于降低产业的发

展成本,提高企业生产经营效率和竞争优势,而且还可以通过优化产业布局,加速技术、人才等资源的合理流动与配置,有效地破解土地、资源和环境等制约因素,实现区域经济的全面协调可持续发展。因此,走产业集群化发展道路符合科学发展观的要求,也是促进区域发展和提高国际竞争力的战略选择。产业集群的发展,将使相关产业的经济联系泛化,从而在更广阔的空间范围内实现经济集聚,经济带、城市群发展是经济空间集聚的更高级形式,围绕核心城市构建经济圈层结构是经济集聚战略的本来之义。“武汉城市圈”概念的提出是在新的区域经济竞争环境下省—市互动的产物,按照“8+1”模式构建城市经济圈,以加强武汉与湖北省内诸城市的经济联系,实现互利双赢是适应区域竞争环境的重要举措。

在城市竞争和维持经济发展方面,政府尤其是中国各级政府具有不可替代的作用,在地方经济发展战略层面上,政府甚至发挥着关键的作用。因此,合理确定政府与市场的关系及其作用边界,提高政府效能、建立有效政府是十分紧迫的任务。政府职能的作用范围是弥补“市场失效”,主要体现在维持秩序,有效保护产权和提供市场交易的基本博弈规则,解决市场本身无法克服的外部性问题,提供社会所必需的公共产品。在处理市场机制与政府替代的关系时,有一个可以参照的坐标,即政府作为不超越政府与市场的边界:凡是能由市场调节的,政府就不应干预;凡是市场失灵的,政府就必须有所作为。这就意味着在市场化水平低,市场机制中存在许多“真空”的情况下,政府替代边界就必然相应地扩大。从目前中央政府和区域政府经济政策走向看,政府替代的力度不会减弱,关键是要解决政府质量问题,特别是政府决策的科学性。

关键词: 城市竞争力 战略适应 产业集群 城市圈 政府替代

## ABSTRACT

The environment of globalization causes the resources accumulate to the most effective places at all time, while the market boundary of sovereign nations are weakened, and the national competitions reflected more on the competition between regions or cities. With more flexible adopting ability of changes on global market, technique and culture, regions and cities own bigger reaction capacity in formulating objective development plans, cooperating with multinationals, advancing medium and small—scale enterprises, attracting wealth and innovating; In industrial aspect, the labor spatial pattern of new industrial division displays high centralizing characteristic and dynamic of cross—region, which make the industrial clusters with global competition advantages always locate in a specific geography area, and maintain lasting vitality and innovation vigor. As a result, regions or cities become the important economic units in economy developing, and their competitiveness are attached greater importance by all nations.

A city's competitiveness is its productivity. Via providing environment of nature, economy, culture and system, cities gather, absorb and utilize all kinds of ability that promotes civilized essential factors of economy and social development, and finally demonstrate as stronger, more sustaining development ability and tendency compared with others.

Since the 1990s, attentions to cities' competitiveness have

become the hot point of domestic and foreign studies. With China's stepping into the era of city economy, the urban development and the competitiveness status are more and more regarded as the crucial vane of national and local economic development, as well as the new pole, which measures the sustainable developing capacity of cities.

Region competitions in the background of economic globalization result in standpoint transformed from the convention of taking country as the basic inspection unit, to make the industrial regions and their innovation environment as the starting point, by which the regions gathering condition is now becoming the first factor considered for international capital flow and main direction for government strategic reflects. It has also changed the regional economic patterns of our country.

Competitions between cities in our country stem from economic market process, and they are approximately carried out along the path of "city scale — overall economic strength — city competitiveness". Therefore, the formulation process of traditional strategy, in which the quantity of output products and services in a certain phase are concerned is changing, thus brings about significant adjustments of strategic orientation in the regional competitions. Local authorities seek long — standing advantages of local economic developing in succession, which mainly direct the strategies toward aspects as economy accumulating, system innovation, government substitution and soft environment construction.

The basic goal of city economy development strategy is creating wealth, but each policy and suggestion on how to solve the

economic development problems source from all kinds of classical theories. Although these theories may possibly explain just a single piece of the complex economic phenomenon, it cannot hinder us to obtain some beneficial inspirations from integration. Comparison Advantage Theory adapted to the industrial conditions and manufacturing model at that time, but with the influences of factors like technical transformation, economic globalization and so on, its importance has decreased day by day, while Competition Advantage Theory of Michael E. Porter can give us a great many of enlightening viewpoints. In developing economics, theories about economic developing patterns, along with approach choosing theory have provided the widespread rationale for regional and urban economy development strategies, which bring enormous influences to countries of the world currently.

The condition of economic development is kind of self-organizing phenomenon in history and nature. It can only be brought out in an open system, in which the openness of system and adaptability to environmental changes weighs. Therefore, to carry on development strategy theory integration and re-construction is extremely necessary and urgent. Any existing problems to be solved are continuously evolved from the past facts, hence, when handling these problems one should not merely start from the appearance, but the process and mechanism, and the strategic evolution must be adapted to the social environment that it exists on. Pursuing the adaptability between strategies and environment has long been the core of strategic management, but different cognitions cause dissimilar strategic adaptation logic and strategic performance. Traditional strategy ideas and its con-

cealed strategic adaptation logic overemphasizes the static match of internal resources and external environment, thus causes the strategy to lack creativity. The stable adaptation is impossible under a rapid changing environment, thus the environment and approach of regional future must be comprehended from a complex, dynamic angle, not just complying with some kind of invariable strategy.

The economic growth and system transformation are kind of interactive relations, while the latter one affects the previous through efficiency of adjusting system arrangement. The economic development strategies and their adjustments are essentially some significant system arrangements; under the condition of remaining the same techniques, economic development may be promoted through strategic innovations. As a system change, the particularity of economic development strategies and their adjustments lie in its not being a natural evolution process, but the result of conscious choice. The national (regional) innovation system, as sort of systematic thinking manner, has not only explained the reason of modern economy growth and society progress, but also provided the theoretic basics for theories and practices of national innovation system.

Seeking the accurate localization is the essential part of promoting the city's competitiveness. In the natural economy era, inter-urban competitions and performances are mainly decided by some factors, such as displacement of national politics center, alteration of transportation manner as well as distribution pattern of production elements and so on; in the economy age, size of city scale and the industrial structure layout are in fact held and

controlled by the "visible hand" of the government, hence the city strength relies more on the will and ability of the city government chessing with the central authorities. City competition driven by market reform makes market mechanism become the main method of allocating resources, the "visible hand" and resources gifted etc. that decided a city's prosperity have been replaced by invisible, trickier multi-factors and some invisible resources, among which an extreme key factor lies in how a city determines and implements its strategic orientation.

Due to the multi-dimension of development and competition of regional economic main body, its strategic orientation should also be multi-dimensioned. Generally speaking, an orientation of city development strategy should at least include orientations of industries, basic functions and overall attributes. Among them, industrial orientation is the foundation, while function orientation the core and overall orientation the soul.

Forming of industrial development strategy is actually a result that factors like industrial attraction and competitiveness balancing with each other; it is the core of city economic development strategies. Cities are the basic spatial form in which the industries gather, competition and development of city economy is mainly realized through various industries. The determination and inter-associating relationship of fundamental industries, pillar industries and leading industries will affect the economic appearances and development prospects of the city in a longer run. Competitiveness of a city is decided by its industrial competitiveness, while it relies on the enterprises and product competitiveness.



Accumulating economy is the major characteristic of urban economy, while scale economy, which relates with specialized economy along with scope economy benefits, which relates with diversified economy are two indispensable system strengths of economy gathering. It should be made the important foundation and the basic target of economic developing strategies. The industrial collectivization, as kind of highly effective organization form, taking the regional network as its foundation, maximizes the displaying of industrial connections and cooperation effects, forms coordinating development between industries via strengthening specialty subdivisions. This not only benefits the reduction of industrial developing cost, enhancing the production, management efficiency and competitive advantage of enterprises, but also accelerates rational flows and allocations of techniques and personnel through optimizing industrial layouts. Moreover, it effectively breaks restricting factors such as the land, resources, environment and so on, realizing comprehensive coordinated sustainable development of regional economy. Therefore, the approach of industrial collectivization development conforms to the requirement of scientific developing view; it is also the strategic choice of promoting regional development and enhancing international competitiveness. The development of industrial grouping will generalize economic relations of correlated industries, thus realize economy gathering in a broader spatial scope. Developing of economy belts, city groups are more advanced patterns of economic spatial gathering, while the construction of economic circle structure surrounding core cities the original meaning of economic gathering strategy. The proposal of conception of "Wuhan ur-