

跨国公司发展 及其经济效应 分析

李洪江著

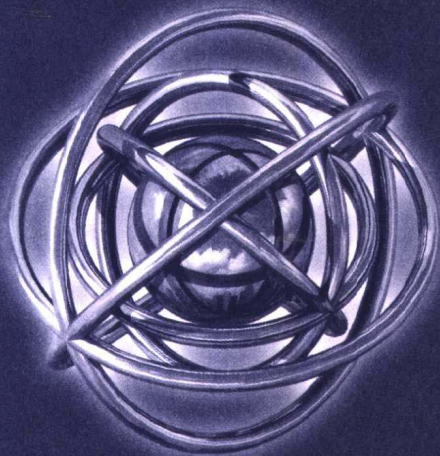
黑龙江

文

博士

库

黑龙江人民出版社



李洪江著

跨国公司发展及其
经济效应分析

黑龙江大学博士文库

责任编辑:陈春江 李春兰

封面设计:于克广

跨国公司新发展及其经济效应分析

Kuaguo Gongsì Xinfazhan Jiqi Jingji Xiaoying Fenxi

李洪江 著

黑龙江人民出版社出版发行

(哈尔滨市南岗区宜庆小区1号楼)

黑龙江人民出版社激光照排中心制版

黑龙江省教委印刷厂印刷

开本 850×1168 毫米 1/32·印张 8

字数:220 000

2002年1月第1版 2002年1月第1次印刷

印数:1—3000

ISBN 7-207-05365-7/F·990 定价:25.00元

如发现印、装质量问题,影响阅读,请与印刷厂联系调换。

厂址:哈尔滨市南岗区和兴路147号 电话:6336978 邮编:150080



李洪江，1964年7月出生
于黑龙江省集贤县。先后就读于
哈尔滨工业大学、吉林大学等
校，分别获得工学学士、管理学
硕士、经济学博士学位。现任黑
龙江大学经济学院副教授、硕士
生导师。主要从事国际直接投
资、企业战略管理问题研究。多
次承担国家社会科学基金课题
和省部级课题研究。出版《技术
引进运行机制的理论与实践研
究》(合著)、《东亚区域产业循环
与中国工业振兴》(合著)等著作
5部。发表学术论文30余篇。

出版说明

在幅员辽阔的中国大地上,黑龙江省虽地处边陲,但经过改革开放的洗礼,还是春色满园,各项事业蓬勃发展。在党中央科教兴国的战略方针指引下,各领域各学科的学术科研活动也空前活跃,硕果累累。

值此之际,我们推出《黑龙江博士文库》丛书,目的是进一步促进更广泛的学术交流,使专家学者们的学术科研成果得以迅速推广,并尽快转化为现实生产力,更好地为社会主义物质文明和精神文明建设服务。

《黑龙江博士文库》丛书,首批编辑出版了黑龙江省8名博士的学术专著,引起了社会学人的好评,为满足广大读者的需求,我们推出了第二批博士的学术专著,内容仍然是涉及经济、政治、哲学、历史、法律、文学等学科领域,我们真诚地欢迎更多的专家学者将你们的学术专著送给我社编辑出版,黑龙江人民出版社愿意成为你们真挚的朋友。

内 容 提 要

经济全球化和经济信息化是当前世界经济发展的两大主流。跨国公司既是这两大主流的载体,又是这两大主流的动力。同时,适应这两大主流的发展,20世纪90年代以来,西方国家的跨国公司有了新的调整和发展。本书从四个方面进行了概括:跨国并购成为跨国公司对外直接投资的主要方式;网络型组织逐渐取代层级组织;跨国公司之间广泛缔结国际战略联盟;跨国公司研究与开发国际化。跨国公司在体制结构和经营战略上的重大调整和发展,既推动了跨国公司理论的发展和 innovation,也给跨国公司的投资母国和东道国带来深刻的经济影响。本书运用既有的跨国公司理论和相关学科的最新研究成果,对跨国公司新发展进行了理论分析,并提出了解释跨国公司新发展的新的理论视角。在此基础上,对跨国公司新发展的经济效应,从资本形成、就业、竞争、技术扩散、产业转移、民族国家利益关系等六个方面进行了分析,构建了分析跨国公司新发展的经济效应体系,指出了跨国公司新发展对投资母国和东道国的利弊得失。本书最后两章对中国引进外国跨国公司直接投资和发展中国企业对外直接投资进行了实证分析,并以中国经济国际化现阶段特征为背景,提出引进外国跨国公司直接投资和发展中国企业对外直接投资的战略建议。

Abstract

The informationalization and globalization of economic are the two essential aspects of current development of world economy. Transnational corporation is the form as well as the impetus of the two aspects. To adapt to the development of the two essential aspects, western transnational corporations have made new momentous restructuring and development on organization structure and operating strategy since 90s' of the 20th century. To make a deep and comprehensive study of its restructuring and development and to illustrate its nature, effect and influence both theoretically and practically is of great significance for grasping the direction and tendency of world economy development and is worthy of reference for executing omnidirectional, wide range and multiple - layer opening up policy after China's entry into WTO.

The thesis adopts the method of the unity of normative analysis and demonstrative analysis, the unity of microcosmic analysis and macroscopical analysis. Around the subject of transnational corporations' momentous restructuring and development since 90s' of the 20th century, the thesis develops into 6 chapters. The first chapter is brief introduction. The following chapters are summarized as follows:

The second chapter: the new development of transnational corporation in the 90s' of 20th century. Focus of the chapter is the tendency, characteristic, operating system and strategic objective of the new development of

2 跨国公司新发展及其经济效应分析

transnational corporation. The illustrations conclude four aspects: (1) transnational mergence is the major way for transnational corporations' direct foreign investment. Transnational corporations establish new enterprises at abroad to invest directly and they also adopt the way of mergence as direct foreign investment. Western enterprises have experienced 4 tides of mergence since the end of 19th century and the beginning of 20th century. The characteristic of the 5th mergence appeared in the 90s' of 20th century is that the mergence mainly appeared in America and Europe, centering on science and technology concentrated industry and is of tremendous scale. The strategic objective of transnational mergence is to rapidly expand corporations' scale, pursue scale economy, strengthen corporations' competitive capacity, promote global operating strategy, grasp the commanding point of international industry, scramble advanced technology and build corporations' whole competitive capacity; (2) administrative levels of transnational corporations' organization structure were replaced by network structure. This is reflected in the deduction of administrative levels. The traditional strict pyramidal type of management was changed, multidimensional organization structure of network type among enterprises was established and net - management was performed. The purpose of the new type of management is to develop network's external economic efficiency, improve corporations' capacity on resources adjustment, enhance the communication and utilization of internal and external info, improve corporations' flexibility and capacity of handling emergency, improve corporations' innovative capacity and organization's operating function; (3) international strategic alliance were widely formed among transnational corporations. The previous competitive relations among transnational corporations were changed into cooperative relations. This is a kind of international co-

operation without participation of capital, based on the principal of mutual benefit, complementary superiority and highly efficient operation. Its purpose focuses on fully utilization of external resources, obtaining economy of scale and range, sharing risks, avoiding and preventing excessive competition and improve corporations' competitive capacity; (4) transnational corporations' research and development became internationalized. The advantage of monopoly on technique has always been the key factor for transnational corporations to grow and develop. And the investment has always been focused on research and development. Previously transnational corporations' technical department was commonly concentrated and holdup in parent company. Since 90s' of 20th century, transnational corporations' research and development take on an international tendency. The proportion of foreign investment on scientific research of the total funds for research and development and the ratio of foreign scientific research personnel recruitment have continuously been going up. Research and development institutes were established at abroad, global unit of training, scientific research and manufacturing was set up, international cooperative research and development was performed in many high tech fields. The purpose is to utilize foreign technological resources and decentralize risks, to more perfectly meet local market requirements, to establish its own international research and development network and therefore to strengthen its monopoly advantage. In conclusion the above four improvements of transnational corporations match the current economic tendency of globalization and informationalization, improve their competitive capacity and save energy for develop global competition.

The third chapter: analysis of theories of transnational corporations' new development. Theories originate from practices and guide practices.

4 跨国公司新发展及其经济效应分析

With the development of transnational corporations, the theories of transnational corporations are also in development. Commonly, the emphasis of transnational corporations' theories is to study and illustrate the intention, trend and policy of transnational corporations' direct foreign investment. According to the origin and basis of learning, transnational corporations' theories include two systems, theories of macroscopic and microcosmic analysis, microcosmic analysis theories being the essential aspect. This thesis comments on the main theories of the two systems, and relevant achievements since 80s' of 20th century of enterprise's strategic management theory, enterprise's organization theory, network theory and theory on relation between technological development and resources requirement. Based on the above and the usage of some valuable aspects of various theories, the thesis analyses and theoretically illustrates transnational corporations' new development such as transnational mergence, organization adjustment, strategic alliance, and the internationalization of research and development, after which the thesis raises theory of stimulation of external environment. In my opinion, the various representations of new development of transnational corporations have close connection with the change of international economic environment. Since the 90s' of 20th century, the establishment of world market economy system has provided transnational corporations with wide space for operating activities. International economic organization, regional economic organization and each government's policy adjustment to economic globalization all weakened the barrier for transnational corporations to enter into other nations. The rapid development of information technology provides transnational corporations with new technological physical conditions. These environmental changes, which are beneficial for transnational corporations' operation, stimulate transna-

tional corporations to adjust organization and innovate strategy.

The fourth chapter: economic effect analysis of new development of transnational corporations. The new development of transnational corporations inevitably brings great influence on the development of world economy. And this influence acts differently on developed and developing countries, on investment parent countries and host countries. From the six aspects of capital formation, employment, competition, technique diffusion, industry transfer and relation between national and country's benefit, the thesis analyses the economic influence of the new development of transnational corporations and the different economic effect brought to different types of countries, esp. developed countries and developing countries. (1) capital formation. The influence of direct foreign investment of transnational corporations to parent country and host country has dual - nature: from the point of view of short term, direct foreign investment of transnational corporations increase host country's capital capacity and improve the capital quality, but also decrease parent country's capital accumulation; From the point of view of long term, with a great deal of profit return to parent country, host country's capital accumulation is reduced while parent country's is increased. On the capital expansion form of transnational merger, the new development of transnational corporations is disadvantageous for host country's capital formation; however on the other side transnational corporations' internationalization of research and development is of positive significance for host country's capital formation. Thus the new development of transnational corporations has not changed the dual - nature effect of capital formation to host country; (2) on employment. Influence of direct foreign investment of transnational corporations is reflected on the quantity, quality and field of employment, and the effect of

6 跨国公司新发展及其经济效应分析

it is also of dual - nature. Influence to parent country is reflected as "substitution effect" and "stimulation effect", influence to host country is reflected as "direct effect" and "indirect effect". The advantages and disadvantages of the influence of the new development to parent country and host country lie on the competitive superiority such as local natural resources, labour force, technical and management capacity, etc. With competitive superiority one can get fine employment environment in international division of labour, increase employment opportunity and gain post of high level authority. Or else, it will be the contrary; (3) on competition. Enterprises' competitive capacity is mainly reflected on capital capacity, technical innovative capacity and organization coordination capacity. The new development of transnational corporations just improve capacity on these three aspects, thus improve competitive capacity of transnational corporations and intensify the intense degree of international competition. However on the other side, the form and nature of competition are changed through transnational corporations' transnational mergence, organization network and international strategic alliance. The single competition status became associated competition status, the "single competition" became "double win competition". The global expansion of transnational corporations brings opportunity to developing country to participate in international division of labour, provides new employment capacity and improve national enterprises' competitive capacity through gaining from transnational corporations the resources allocation, technique diffusion and management experiences. Meanwhile developing country is also facing intense competition, if failed, it may lead to national economy's frustration, market be occupied and common wealth be washed away; (4) on technique diffusion. Transnational corporations are main force of world technique in-

novation and main carrier of technique diffusion. Transnational corporations build monopoly advantage by possessing advanced technique. Technique monopoly and technique diffusion have contradictive as well as unitive relations. Technique diffusion comes from transnational corporations' direct investment and non - stock cooperation based on direct investment. Transnational corporations' new development such as transnational mergence, organization network, international strategic alliance and internationalization of research and development broaden the technique diffusion, changed the single direction of technique diffusion, enhance level of technique diffusion and thus strengthen technique diffusion effect. Transnational corporations and host country (cooperative associate) have their own advantages and disadvantages. Although transnational corporations' technique spillage is increased, they obtain technical and lab our resources of higher level; host country (cooperative associate) gains more technique diffusion and spillage effect, reduces the gap between local enterprises and transnational corporations, but it also restrains independent technique development and becomes dependent on foreign technique; (5) on industry transfer. The procedure of transnational corporations' direct foreign investment is also the procedure of industry transfer. Generally direct foreign investment provides parent country with space for upgrading and developing new industry, the negative impact is the growing of frictional unemployment and vacancy of local industry. Developing country who accepts the transferred industry may upgrade and optimize its industry structure and gain associated promoting effect. However it's unfavorable for the country to fast reduce the industry difference compared with developed country, and the transferred industry may have pollution. The new development of transnational corporations, especially transnational mergence and interna-

8 跨国公司新发展及其经济效应分析

tionalization of research and development, to some extent changed the industry transfer order from low to high rank. And this change makes it possible for developing country to rapidly upgrade its industry. However the industry may be controlled by transnational corporations and the decision-making power of industry development may be weakened; (6) national and country's benefit. Although transnational corporations' dependence on parent country becomes less and less and are almost of non-nationality, they still depend on parent government to carve the way for global operation. And the parent government also depends on transnational corporations' foreign expansion to realize its political target. Meanwhile transnational corporations' operating target of maximizing profit has contradiction with host country's target of stimulating national economy, especially reflected on transnational corporations' technique control, market monopoly, pollution industry transfer, etc. This leads to national dominion infringed by transnational corporations, struggle of control and anti-control between transnational corporations and host countries. Host countries should make policies for transnational corporations on basis of allocation of resources, stable economy, independent development of industry, safety of national economy and social justice, etc. These policies should include stimulating financial policy, ownership, field and industry of investment, achievement requirement of investment field, supervision and management of operation, etc.

The fifth chapter: China's attraction of transnational corporations' direct investment and thought for relevant strategy. It is the important sector of China's opening up policy and the important approach to accelerate the modernization of China's economy to widely introduce direct investment from transnational corporations. In the past 20 years of opening up,

the introduction and utilization of direct foreign investment has experienced four stages, begin, sustainable development, rapid development and adjustment and improvement, the scale being enlarged and the level being improved constantly. The introduction and utilization of direct foreign investment has significant positive effect on China's capital formation, employment, technique improvement, industry structure upgrading, foreign trade expansion, increasing financial revenue and balancing international receipt and payment, etc, and promotes reform of China's economic system. Transnational corporations' investment in China has its characteristic and deficiency on industry distribution, region distribution, capital resources and forms of investment, etc. The investment brings challenge to safety of national economy. To cope with the new development of transnational corporations and the new situation after China's entry into WTO, we should have some new policy on attracting transnational corporations' direct investment. This thesis gives five suggestions as follows: (1) establish self - supporting economic development mode. The government should hold initiative power of economy development, independently control direction of economy development; national enterprises should control the strategic or national capital should be funded on dominant industry of national economy; government's capacity on macro control and adjustment should be improved. On the above prerequisites should we actively attract transnational corporations' direct investment and promote rapid and coordinative development of national economy; (2) establish dynamic strategy of attracting investment with sustainable increasing advantage. To constantly expand new competitive industry and field and realize sustainable increase of industry, technique and market; (3) establish strategy of selective attraction of transnational corporations' direct investment. In order to

10 跨国公司新发展及其经济效应分析

realize the focus transfer from the quantity and scale to quality and efficiency, selective entrance strategy should be adopted. That includes technique selectivity, market effect selectivity, capital resource selectivity and investment direction selectivity; (4) to develop multiple cooperation form in order to cope with transnational corporations' new development tendency. Transnational corporations should be allowed to merge China's enterprises. China's enterprises should be encouraged to establish strategic alliance with transnational corporations and actively participate in the internationalization of transnational corporations' operating network, research and development. This is of positive significance to change the situation of division of industry and region, realize enterprise's capital reform, adjust industry structure and expand the way for China's products into world market; (5) establish fine investment environment and regional advantage for attracting foreign investment, and actively promote the strategy of "utilize science and education to prosper the nation". Regional advantage and talents advantage are the important basis and condition for attracting transnational corporations' investment and bringing the function of foreign funds into play.

The sixth chapter: Chinese enterprises' direct foreign investment and thought for relevant strategy. With the development of China's economic and competitive capacity, we should not only introduce into foreign capital but also invest abroad and develop our transnational corporations. Only in this way can we more fully utilize international resources, more directly participate in global market competition and more efficiently participate in international division of labour and economic cooperation. Chinese enterprises began to invest at abroad directly in 1979, engaged in transnational operation. The investment scale has been increasing; investment field has

been expanding from developing countries to developed countries with more and more various forms. But generally Chinese enterprises' foreign investment and international operation are still at the start point, being the immature foreign investment, having a long distance to globalized operation; the outstanding characteristics are small scale, low degree of intensity, limited region, single form, poor benefit and lack motivational foresight and global strategic target. In order to turn and change the above scale, this thesis gives following strategic suggestions to develop Chinese transnational corporations: (1) establish large - scale transnational enterprises and groups. International competition is the competition of scale and strength. Only when transnational corporations have formed a certain scale, can they gain sufficient funds and better capability of research and development, efficiently reduce business cost, gain multiply operating basis and stronger capacity for resisting risks; (2) set up the idea of global competition. On point of globalized operation transnational corporations should consider, allocate and compete the factors such as funds, technique, management, information, talents and market; learn from western transnational corporations to realize scale and essential expansion through mergence; gain external profit through network operation; mobilize enterprise's external operating resources through international strategic alliance; obtain wide range of technical support through internationalization of research and development; participate in the suitable sector of transnational corporations' value - chain, share profit of globalized operation and realize its own comparative advantages; (3) lay emphasis on the development of enterprise's core capacity. The establishment of core capacity is the key factor to obtain competitive advantage. Different industries, enterprises and products have different core capacity. Transnational corporations