

市场经济与非营利组织研究

陈晓春 著

Market Economy

and

Nonprofit

Organizations

By Chen Xiaochun

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Preface

Nonprofit organizations has a dual nature, that is, it is both an administrative unit and an industrial unit. Qualified human resource is the power for economic growth, their creativity is the vigor of enterprises, information technology is the pillar power to develop the new technology. Expansion of nonprofit organizations is a universal rule in the development of society and economy.

To improve social welfare, nonprofit-making organizations operate their business by using market mechanism as the regulating tool and adopting two ways: a profit making one and a nonprofit making one. Because the purpose of profit-making is to fulfil social mission and to develop nonprofit organization, we can't equalize the with the tool to realize it, so we can't neglect the profit-making nature of the nonprofit organizations in education, medicare, science and technology, and social welfare. Capital is the bottleneck hindering the development of nonprofit organization, therefore, we should use any means possible to raise capital so as to enlarge investment in nonprofit organizations, and we should adopt the joint-stock measures to centralize the financial power to promote nonprof-

it-making organizations.

This book is my ph.D paper which is written with the support of my respected academic advisor, Professor Tadashi Datai Kurume university, Japan, who has given me a lot of precious advice on my paper writing.

In this book I have made the following study, mainly concerned with the theory of social development stage, by means of international comparison.

Chapter 1 presents the idea that the nature of market is freedom, and is people's pursuit of their interests and desires.

The disorder nature of market and the asymmetry of information necessitate the entry of nonprofit organizations to achieve harmony and balance.

This chapter, on the basis of classifying private goods markets, points out that it is necessary to classify public goods, quasi-public goods and their markets.

Chapter 2 presents that nonprofit organization is an independent third sector, changes in people's needs hierarchy are direct motives for nonprofit organization expansion.

Failure in market objectively necessitates the expansion of nonprofit organizations, whose economic functions can make enterprise vigorous, and can promote economic growth and social progress. Their expansion is the fundamental rule in social and economic development.

Chapter 3, on the basis of analyzing the tertiary industry and nonprofit organizations, presents that informa-

tion industry should be separated from the tertiary industry hierarchy, becoming the fourth industry. This chapter also discusses the classification of nonprofit organizations and the theory it's based on.

Chapter 4 states that nonprofit organization can vigorously propel the development of market economy, it is the "safety valve" in the process of market economic development, and the combining point in the integration of economy and culture.

Information technology has dramatically reduced the cost of social transactions and has made the transactions running more orderly.

This chapter discusses the theory and practice incorporation in nonprofit organizations and Nonprofit Organization life cycles.

Chapter 5, on the basis of analyzing the market economy modes of U. S., Germany, U. K. and Japan and by reference to the U. K. Third Road economic policy and Japan territory development theory, makes discussion on some issues such as emphasis on the development of profit-making enterprise and nonprofit organizations in China's Development of Western Territory.

Chapter 6, by focusing on industrial revolution, analyzes the conditions of industrial society, capitalist society, socialism society and post-industrial society, and puts forth that China is approaching a post-industrial society and China will encounter 7 mega-trends: (1) from "power utility" to "knowledge utility". (2) from mass

production, mass consumption, mass disposal to proper production, proper consumption and recycling. (3) from mere economic growth to economic and social mutual development. (4) from product economy to knowledge economy. (5) from emphasis on profit-making organizations to emphasis on profit-making organization as well as nonprofit-making organizations. (6) from nationalization to globalization. (7) from productive society to welfare society.

Chapter 7 makes analysis on the economic development in each social development stage and the nonprofit organization, and makes discussion on nonprofit organizations in post-industrial society such as the web education organizations, knowledge associations, nonprofit web organizations, distant medicare networks and nonprofit genetic organization.

Chapter 8 discusses the conception, procedure, method and sampling for investigation nonprofit organizations.

Chapter 9 presents that the product of nonprofit organization is an activity providing some utility in the form of labor. The product, although does not have physical or chemical nature, it can meet people's various needs in the form of service. The market of nonprofit organization and the market of profit organization have some in common, but they also differ in same way. This chapter also discusses the classification of nonprofit organization markets.

Chapter 10 to chapter 13 deal with the Chinese edu-

cation system and reform, the issues of Chinese tele-education. This chapter also discusses the relationship between education and knowledge economy, investment and credit, and analyzes the hypothesis that education is the fifth industrial sector.

Chapter 14 discusses how Chinese medical industry utilize market mechanism as the regulating tool and how to rationally allocate medical resources. This chapter also makes some analysis on Chinese medical system, hospital operation and management by enumerating some examples.

Chapter 15 analyzes the characteristics of social welfare and social welfare system in China, November presents that social welfare operation can take two forms: profit-making and nonprofit-making.

Economy and culture don't conflict, market mechanism can be used as a tool for nonprofit organizations to allocate resources. Development of market economy depends on the expansion of nonprofit organizations, which is the main idea in this book.

Chen Xiaochun

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November. 2000

前 言

营利组织和非营利组织是相互依存、相互促进的。管子曰：“仓廩实知礼仪。”经济的增长对人的全面发展，对人类社会的进步来说是必要的条件，市场经济的发展为教育、医疗、科学技术、社会福利等方面的发展提供物质基础。反过来，这些为社会公益服务的部门的发展也能促进经济的增长，因为文化、礼仪与经济有一种内在联系，文化、知识是经济增长的原动力。非营利组织是实现经济文化一体化的平台。资源配置最优化是社会福利最大化的必要条件，但还不是充分条件。如果轻视文化对市场经济的影响与作用，只一味地追求单纯的经济增长，追求物质享受，只注重营利组织的发展，就会导致对文化的否定和排斥，导致对文化价值的分裂。因此，我们要强调“知礼义仓廩实”，要把人自身的发展以及环境的相应改善放在首要位置，通

过人的发展来推动经济的发展。

非营利组织具有二重性，其既是事业单位，也是产业部门，高素质的人力资源，是经济增长的动力，劳动者的创造能力和创新能力使企业充满活力，信息技术是发展新经济的支撑力，非营利组织的扩展能够调整产业结构、推动社会进步是社会经济发展的普遍规律。

非营利组织为了更好地为社会公益服务，将市场机制作为调节手段，采取盈利、非盈利两种方式进行经营与运作。由于这种盈利的目的是用于完成社会使命与非营利组织的建设，因此，不能将目的与手段等同起来，由此否定教育、医疗、科学技术、社会福利等机构的非营利性。资金是制约非营利组织发展的瓶颈，要开辟多种渠道，筹集资金、加大对非营利组织的投资，要借用股份制来集中财力，推进非营利组织的建设。

本书是我的博士论文，恩师日本久留米大学驹田井正教授，从选题、大纲到写作都给予了精心指导。

这本专著以社会发展阶段学说为主线，在国际比较的基础上，展开了下述研究：

第1章提出市场的本质就是自由，是人们对自己利益与欲望的追求，市场的无序性、信息的不对称性，需要非营利组织介入以达到和谐均衡。在对私人产品市场分类的基础上指出还应对公共产品与准公共产品市场进行分类。

第2章非营利组织是独立的第三部门，人们需求层次的变化是非营利组织扩大的直接动因，市场失败客观上要求扩展非营利组织、非营利组织的经济力使企业充满活力，促进经济增长、社会进步，它的扩大是社会经济发展的基本规律。

第3章在三次产业与非营利组织分析的基础上，提出信息行业应该从第三产业中的“层次论”中独立出来，成为第4产业。对非营利组织的分类理论基础与结构划分进行了讨论。

第4章非营利组织有力地推动市场经济的发展，是市场经济发展过程中的“安全阀”，是经济文化一体化的结合点；信息技术使社会交易成本大幅度降低，使交易更加有序地进行。对非营利组织引进股份制的实践与理论进行了讨论。

第5章在对美国、德国、英国、日本市场经济模式分析的基础上，借鉴英国第三条道路的经济政策与日本国土开发理论，对中国西部大开发应该注重视营利企业与非营利组织的建设等问题进行了讨论。

第6章以产业革命为轴心，分析了工业社会、资本主义、社会主义、后工业社会，提出了中国也在向后工业社会接近，中国将出现七个方面的大走向，即：（1）从权力本位走向“知识本位”；（2）从大量生产、大量消费、大量废弃走向适量生产、适量消费、循环利用；（3）从单纯的经济增长走向经济、社会发展；（4）从产品经济走向知识经济；（5）从重视营利企业走向营利、非营利部门齐头并进；（6）从国家化走向全球化；（7）从生产型社会走向福祉型社会。

第7章对社会发展各阶段的经济发展与非营利组织进行了分析，对后工业社会的非营利组织如网络教育组织、知识型协会、网络非营利组织、远程医疗网络、基因非营利组织等进行了讨论。

第8章对非营利组织调查的概念、程序、方法及抽样调查进行了讨论。

第9章非营利组织的产品是以劳动形式提供某种效用的活动，它虽然不具有物理的或化学的属性，但它能用服务方式来满足人们的需要。非营利组织市场与营利组织市场既有共同点也有区别，对非营利组织市场细分、生命周期等也进行了分析。

第10章至第13章讨论了中国教育、教育制度及改革，中国远程教育的问题。对教育与知识、经济投资与信贷也进行了讨

论，对教育是第5产业的命题进行了分析。

第14章讨论了中国医疗卫生事业如何利用市场机制作为调节手段、合理配置医疗卫生资源的问题、对中国医疗健康保险制度、医院的经营与管理也进行实证性分析。

第15章分析了社会福祉的特征及中国的福祉制度改革，提出在社会福祉事业应该两条腿走路，社会福利经营可以采取盈利与非盈利两种方式。

经济与文化并不矛盾，市场机制可以作为非营利组织资源配置的手段，市场经济的发展有赖于非营利部门的扩展这是本书的主题。

总之，要激活第三部门，发展新经济。中国的非营利组织面临着两大挑战。其一，要寻求有利于推进其科研、教育、医疗、社会福利、文化艺术事业的更有效、更经济的管理系统与经营机制。其二，要在政府投资日益减少的条件下，集中与吸收足够的经费，以保证第三部门完成它们的社会使命；因此，非营利机构要“找米下锅”、节流开源，要妥善地处理好推进社会公益事业与经营理财的关系，使第二部门成为发展新经济的主力军。

陈 晓 春

于中国长沙岳麓山

2000年11月吉日

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