

论文题目:

(中文)

企业家:理论与应用

——兼及转轨中的中国企业家

(外文)

Entrepreneur theory and commentary—and

Chinese entrepreneurs in economic transformation

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论文摘要

企业家是市场经济的产物。市场经济的全球共性，赋予不同文化传统国家的企业家以共同的属性。一个社会的发展，一个国家的强大，一个民族的兴旺，主要依赖于经济的实力；经济的实力又来源于各类企业的发展。企业的发展不仅取决于有没有一个公平竞争和自由选择的机制，而且取决于有没有能率领企业不断发展的领头人——企业家。

当今世界各国之间的较量，是以经济和科技为中心的综合国力的竞争，而企业就是进行经济生产和科技开发的组织单位。世界所有工业发达国家的经验表明，没有企业家，就没有企业的成长、经济的增长和社会的发展。企业家的影响，并不仅限于企业，也不仅限于经济领域。他们并非仅仅是庞大财富的创造者，他们真正的成就在于改革世界，制订商业规则，雕塑出我们熟知的社会关系。日本正是因为拥有队伍庞大、素质优良的企业家群体，才造就了今天的经济大国。美国、德国也无不是因为有一大批企业家才走向了繁荣和昌盛。可以说，企业家是一个民族的核心力量，是先进生产力的创造者，是先进文化的推动者。中国加入 WTO，面对经济全球化迅速发展的趋势，最缺乏的就是能在世界经济战场打硬仗的优秀企业家群体。如果中国没有一大批在国际经济竞争的市场上骁勇善战的企业家群体，中国经济的长远发展将难以想象。从理论和实践两方面深刻地认识、分析和评价中国企业家的过去、现在与将来，正是本文研究的出发点和落脚点。

本文共有十一章，可归结分为三个部分。第一部分对企业家理论进行了整理与综述；这个部分共四章，即一、二、三、四章。第二部分对中国企业家的历史、现状进行了分析，重点是对中国近现代和经济转型期具有代表性的企业家进行了实证分析，进而寻找出中国企业家成功与失败的原因；这个部分共三章，即五、六、七章。第三部分针对中国企业家的现状，提出中国企业家的塑造问题；在对中西方企业家成长的社会环境、素质要求进行比较分析的基础上，对企业家应具备的素质、中国企业家成长的内、外部机制进行分析和概括；这个部分共四章，即八、九、十、十一章。

第一章，企业家涵义。这一章对国内外经济学家的企业家定义作了述评，并明确了本文的企业家涵义。从 19 世纪开始，国内外经济学家对“企业家”给予了不同的定义。如法国经济学家坎特把每一个从事经济行为的人称作企业家。法国又一经济学家萨伊认为企业家是冒险家，是生产的协调者和指挥者。英国经济学家马歇尔则认为，企业家是进行组织管理并承担风险的人，其表现是具有创新能力。奥地利经济学家熊彼特认为，企业家是“创新者”，是不断地在经济结构内部进行“革命突变”、对旧的生产方式进行“创造性破坏”、实现生产要素的新组合的人，是推动国民经济向前发展的主体。美国经济学家奈特认为，企业家是对不确定性的市场做

出决策的人。日本经济学家矢野俊介认为企业家是在一个企业的历史中，特别是在转折关头，做出重大举动和经营决策，从而决定了企业命运的人。另一个日本经济学家池本正纯将企业家界定为“市场调节人”。我国经济学家对企业家的定义，归纳起来有以下几种看法：企业家是具有法人代表地位、有独立经营自主权，能带来经济效益的企业领导人；企业家是企业经营成功者的荣誉称号；企业家是现代市场经济条件下实行现代企业制度的企业中专门从事生产经营管理的主要经营人员；企业家并不是单指资产的所有者，不是一种“官衔”，而是一种职业。可见，对企业家的定义是众说纷纭。的确，对企业家进行确切定义，是一件非常困难的事情。本文在借鉴国内外经济学家的企业家定义的基础上，给企业家定义如下：（1）企业家是企业经营管理的决策人；（2）他在经营活动中有创新的能力和创新的活动的，使各种要素的组合达到新的效率；（3）企业家不是一个职务概念，而是一个素质概念；（4）企业家是参与市场活动并在市场竞争中脱颖而出的人物，决不是组织任命的产物；（5）他以自己的货币资本或人力资本参与市场活动，要冒货币资本或人力资本（声誉）遭受损失的风险。在此基础上，本文进一步从不同角度对企业家的基本职能和特征作了分析，这表现在四个方面：（1）企业家是各种生产要素的重新组合者；（2）企业家是判断性决策者；（3）企业家是创新者；（4）企业家是社会经济发展的原动力。

第二章，西方企业家理论概述。传统的古典经济学没有企业家理论。自18世纪中叶法国作家贝利多尔提出企业家名称以来，西方一些经济学家对企业家理论进行了研究。其中，萨伊、马歇尔对企业家理论的研究相对完整，此后，熊彼特批判地发展了马歇尔的企业家理论，提出了全新的企业家理论体系。从对萨伊的“协调者”角色理论、马歇尔的“多重”角色理论、熊彼特的“创新者”角色理论、柯兹纳的“中间商”角色理论、舒尔茨的“人力资本”角色理论、卡森的“判断性决策者”角色理论等进行的整理分析中，可以看出企业家角色理论的继承和渊源关系，从中发现众多经济学家对企业家角色的研究缺乏一条主线，他们的侧重点无非是为了构建各自的理论体系。但就企业家对恢复经济均衡、促进经济发展的作用而言，他们对企业家的行为特征达成了共识，那就是机会敏感性、创新性、承担风险和挑战的不确定性。

第三章，萨伊、马歇尔、熊彼特的企业家理论。本文之所以将萨伊、马歇尔、熊彼特的企业家理论单列一章，主要是因为，在西方经济学家的企业家理论中，他们的理论较为完整并具有代表性。萨伊是第一个较完整论述企业家的定义、地位及其对经济发展的作用的学者。他认为，企业家是冒险家，是把土地、劳动力、资本三要素结合在一起进行活动的人，并且承担着可能破产的风险。他把当时英国巨大的财富归功于众多的企业家，认为他们善于把知识应用于有益的途径，非常机敏地顺应顾客的爱好，

从而带来经济的繁荣。

马歇尔的企业家理论长期在企业理论中居于主流地位。他认为，市场中存在不均衡因素，市场竞争不能自动地实现均衡，企业家的作用就是融合于市场之中并推动市场的均衡。在马歇尔看来，企业家是进行组织管理并承担风险的人，但不一定是雇主。马歇尔认为，企业成败都取决于企业家的能力，企业家能力对于企业成长是无法逾越的约束，企业成长得越大，风险也越大，企业家就越重要。理想的企业家究竟需要那些才能？马歇尔提出：第一，他必须具有自身行业中物的透彻的知识——必须具有了解他的行业中所用的原料和机械以及预测生产和消费的广泛能力；第二，以他作为雇主的作用而论，他必须是一个天生的领导者。马歇尔强调，企业家是稀缺的，企业家的“天才”是不可多得的。如何才能使有天才的人承担企业经营管理的职责呢？马歇尔认识到需要通过实施新的企业治理结构。

熊彼特批判地发展了马歇尔的企业家理论，提出了全新的企业家理论体系。熊彼特认为，企业家是企业发展的决定因素，企业发展的关键，在于企业家的创新作用。熊彼特把新组合的实现称为“企业”，把实现新组合的人们称为“企业家”。他认为，企业家是稀缺的，其称谓不是一旦获得而终身拥有；创新是企业家生命力的源泉；企业家不是一个阶级，不是风险的承担者。熊彼特的企业家不承担失败的直接经济责任这一点，与大多数经济学家对企业家的界定相悖。绝大多数经济学家都认为，企业家一定是风险的承担者，不管他承担的是什么样的风险。

第四章，科斯、奈特、钱德勒的现代企业家理论。科斯、奈特、钱德勒等人没有直接论述企业家，但他们深入研究了现代企业理论。在他们的现代企业理论中涉及企业经营者的问题。他们认为，企业产权的安排直接影响到企业家的经营积极性，决定着企业家的决策思路；企业家决策的正确率直接制约着企业的发展壮大，而企业家的成长通过企业的成长体现出来，两者是紧密融为一体的。他们的这些观点，实质上是对企业家问题的思考。科斯认为，企业家的行为决定了企业规模的大小；奈特认为，企业家的个性和决策能力决定了企业的规模；钱德勒在《看得见的手》中，讨论了由支薪经理所管理的大企业及其经理人员的兴起，认为随着企业规模的扩大，支薪经理的职业越来越专业化，他们中的一些人成为管理企业的企业家。

第五章，对近现代中国企业家的分析。本章分析了中国近现代不同时期企业家的产生和经营策略。我国近现代虽然没有形成企业家阶层，但这并不意味着在中国历史上从未出现过企业家。十九世纪六七十年代中国开始有新式的工商企业，出现了一些卓有成就的企业家。尽管中国的民族资本发展非常缓慢，民族工业的领导者们仍然在中国资本主义发展过程中形成了自己的历史地位，成为中国民族资本寻求独立发展的标志。如兴办实

业的张謇，北方最大的企业集团创办人周学熙，注重企业扩张的荣宗敬、荣德生兄弟，民族企业家刘鸿生，科技型企业家范旭东、吴蕴初，爱国实业企业家卢作孚等等。从对他们各自经营的企业集团发展历程的分析，可以看出，他们既有各自成功的经验，也有失败的教训。但他们仍然具有成功企业家的共同特征：第一，具有强烈的“实业救国、实业兴国”的责任感，以此作为大力兴办工商企业的动力；第二，与自由资本主义时期西方创业型的企业家一样，具有不怕艰难险阻，敢于冒风险，勇于创业的意志力；第三，具有一定的企业家创新精神，能够积极地引进先进技术和设备，兴办新兴的工业产业；引进西方的管理，使企业的技术和管理素质有明显的提高。

第六章，对计划经济体制下企业“官员”的分析。在计划经济体制下，企业的一切生产经营活动及成果都听命于计划指令，企业无需经济核算，经营管理者（厂长、经理）只是忠实的行政计划的执行者，其主观能动性和创造性与企业的发展关联并不紧密。在企业外部，没有市场竞争的压力，企业经营者实际上是政府的一级官员。中国特有的经济体制环境、某些传统文化、对企业经营者的评价机制等，是形成企业经营者“官员化”的症结所在。企业经营者“官员化”的最终危害，造成了中国在较长时期里经济发展非常缓慢，拉大了与发达国家的差距。本章揭示出，在计划经济体制下不可能形成真正的企业家。

第七章，对我国转轨时期企业家的分析。中国改革开放后，伴随着市场经济的不断发展，产生了乡镇企业家、私营企业家、管理型企业家、国有企业家。这些如雨后春笋般破土而出的企业家，红火寥寥几年之后又纷纷沉没，这一现象值得深思。本文对经济转轨时期具有典型意义和代表性的企业家进行了实证分析，如张瑞敏、柳传志、罗忠福、史玉柱、姜伟、牟其中等，剖析了他们的经验教训。他们当中，既有成功者，也有失败者。其中有的人以从事政治运动的方式，热衷于口号、气势、关系和远大目标，而忽略了市场的不确定因素；带着种种传统的成见和虚假的市场神话的镣铐操纵市场，创造了一个又一个“奇迹”，同时也就步入一个又一个陷阱；他们所领导的企业没有与世界经济抗衡的实力，纷纷以失败而退出企业家这个诱人的职业。至今，中国没能形成企业家群体或阶层。究其原因，除企业家个人素质因素外，更重要的是体制的原因，关键是要建立一个良性循环的体制，让优秀企业家和他们所领导的企业占据市场。从转型期企业家的命运，可以看出中国经济体制的缺陷，我们应从中国企业家的失败教训中找出体制改革的方向。

第八章，塑造中国职业企业家。本章对中西方企业家职业化的进程做了比较分析，对中国职业企业家的地位和作用进行了阐述。企业家的产生与社会生产力的发展相辅相成，微观经济基础决定着企业家的产生和发展。面对经济全球化的挑战，中国必须塑造职业企业家群体或阶层。在塑造职

业企业家群体或阶层中，创造企业家成长的外部环境是根本，实行企业家的职业化是关键，建立企业家市场是基础，企业家的自我塑造是保证。

第九章，企业家素质。企业家素质有广义和狭义之分。广义的企业家素质是指同企业家职业特点相适应的修养、水平、能力的总和，不仅包括企业家的文化素质、技术业务素质 and 身体素质，还包括企业家的观念和心理等方面素质，它体现了企业家精神。狭义的企业家素质则专指可以度量的素养，即企业家的文化知识素质、技术业务素质 and 身体素质等。企业家素质的高低，与企业家个人的成长及企业的发展成正比。中国企业家应该具备什么样的素质呢？借鉴西方发达国家成功企业家的素质特征，结合我国国情，本文总结出我国企业家应具备的基本素质和特质能力。基本素质包括心理素质、观念素质、法律意识素质、道德素质、个性素质、知识素质、智力素质、能力素质、经验素质、身体素质等，特质能力包括创新力、洞察力、良好的商业道德、驾驭变革中的人力资源管理能力等等。

第十章，企业家成长的外部制度环境。企业家是市场经济制度的产物，其发育和成长必须有良好的制度环境作保障。在中国经济发展的不同历史时期，虽然也曾产生或出现过著名的企业家，但始终未能形成企业家群体或阶层。究其根本原因就是缺乏良好的外部制度环境。因此，必须从多方面为企业家群体或阶层的形成创造外部制度环境。第一，建立相适应的法治环境，对企业家个人物质财产、人力资本、创新能力要有较完善的法律保护；第二，创造有利于企业家成长的、追求个人需求的自然秩序文化环境；第三，营造合情合理的企业家评价机制等。

第十一章，企业家成长的内部机制。企业家成长的内部机制，是指与企业家的成长有着密切关系的企业内部运行机制，如现代企业制度所包含的产权制度、激励制度（奖励制度和惩罚制度）等等。企业的内部机制与企业家的成长休戚相关。马歇尔、哈特、德姆塞茨、阿尔钦等都认识到，企业的产权安排对企业家的行为有着最重要的影响力。西方发达国家在现代企业产权治理结构方面给我国企业产权安排以启示。对此，本文不作赘述。

Abstract

Entrepreneur is a product of market economy. The global nature of market economy, resulted in entrepreneurs all share certain common attributes, even though they are from different culture, under different political and economical systems. The development of a society, the strength of a nation, the prosperity of people, mainly hangs on its economical strength, which itself originated from development of various enterprises under it. The key to growing an enterprise is not only due to a free market environment with competition and choice, but more importantly due to whether it possesses a leader who can push the enterprise forward, an ENTREPRENEUR.

Nowadays most contest among nations are fought based on their core strength which centered in economy and technology. The enterprise is the organizational unit for all economical production and technology improvement. All experiences from developed countries in the world showed that, if there were no entrepreneur, there would be no economical growth, and thus the society would not improve. The influences of entrepreneur are not only limited to a single enterprise, nor limited to only the economical arena. Besides amassing considerable amount of fortune, their real feat are in renovating this world, devising business rules, molding the society as we know. How Japan becomes an economical powerhouse today is a direct result of its large troops of quality business people. If not for the growth of populations of entrepreneurs in United States, Germany, they never would have seen the economical boom they are enjoying now. In a certain way you can say that entrepreneurs are the core strength of their people, the creator of improved productivity, the propeller of finer culture. When China finally joined the WTO, facing an environment of rapid economical globalization, what it most needs are a group of entrepreneurs who are able to fight the hard battle in the world economical arena. Without a considerable population of courageous, skillful business people, the long-term growth of Chinese economy is all but a dream. It is crucial now to recognize, evaluate, and analyze from the multiple angles the past, present and the future of Chinese entrepreneurs, both in theory and in practice. And this is also the starting point and focus of this article.

Structural wise, this article has 11 chapters, which can be divided, into 3 parts. The first part collects and summarizes current theories on entrepreneurs. This part has 4 chapters, 1 through 4. The second part analyze the history and present of Chinese entrepreneurs, focusing on empirical analyses of exemplary leaders in private enterprises during contemporary China and in the process of economical conversion. This part has 3 chapters, 5 through 7. The third part focuses on the present of Chinese entrepreneurs, bringing out the problem of how to develop Chinese entrepreneurs. Based on comparative analysis of social environment and qualities required for Chinese and western entrepreneurs to grow in, it summarizes required characteristics for an entrepreneur, proposing setting up an internal/external mechanism for "molding Chinese entrepreneurs". This part has 4 chapters, from 8 to 11.

Chapter One. Definition of entrepreneurship. This chapter mainly summarized and analyzed definitions of entrepreneurship among foreign and domestic economists, clearly defined what entrepreneurship's means in this article. From nineteenth century, various foreign and domestic researchers have been given different definitions of entrepreneurship. Like French economist Cantillon defined entrepreneurship as self-employment of any sort. Whereas British economist Marshal thinks the entrepreneur is organizers who also need to bear risk, who show abilities to innovate. Austrian economist Schumpeter proposes that the entrepreneur is the innovator who implements change within markets through the carrying out of new combinations. creatively deconstruct old ways of production, devise new ways to combine key production elements, a person who propels the national economy forward. American economists Knight propose that the entrepreneur is people attempt to predict and act upon uncertainty within markets. Japanese economist Yano's definition of entrepreneur is a person who in the history of an enterprise especially among crucial junctions, making important strategic movement or decision whereas the fate of enterprise is relied upon. Another Japanese economist Ikeimoto defines entrepreneur as market adjusters. Summarize from domestic economists' definitions of entrepreneur, The typical view is that: Entrepreneurs are corporate leaders who are able to represent the company, make decisions independently and can make a profit. They are an honorary title for those who can manage their company successfully. In current market economy, They are those key executives who specialize in business management in a modern enterprise,

Entrepreneurs are not only for those capital owners, not a title but a profession. They are not individual people but a class of people, whose main vocation in life is managing an enterprise. From above we can see that the definitions of entrepreneurs are various and inconclusive. No matter from theoretical or empirical view it is very hard to make an exact definition. Based on meanings proposed by various domestic and foreign economists, combined with the real life business behavior we define entrepreneurs as: 1. Entrepreneurs are corporate decision-makers 2. Entrepreneurs need to demonstrate the ability and activities to innovate, proficiently combine various elements. 3. Entrepreneurs are not a job title but more a characteristic. 4. Entrepreneurs are a result of excellence through market competition, not from top level appointment. 5. Entrepreneurs have to bear the risk of losing their capital or human capital (reputation) loses while involving in market activities. On bases of this, further analysis of the responsibilities and characteristics shows that 1. Entrepreneurs are people who recombine different production elements. 2. Entrepreneurs are decision-makers. 3. Entrepreneurs are innovators. 4. Entrepreneurs are the key forces to push economy forward.

Chapter Two. Summary of western entrepreneurship theories. There is no theory on entrepreneurship in classical economics. In mid 18th century, since French novelist beiliduoer first started using the term "Entrepreneur", some western economist began to develop some theory on entrepreneurship. Among them, Say and Marshall's theory are relatively complete. Afterwards Schumpeter further developed Marshal's understanding on entrepreneurship. From among Say's agent theory, Marshals multiple role theory, Schumpeter's innovator theory, Kirzne's arbitrageur theory, Shultz's human capital theory, Carson's decision-maker theory, we can see the origins and successions among different theories, yet also notice that most of them lack a main thread in their research on entrepreneurship. It only serves the purpose to conduct research and help construct their theoretical systems. However they do agreed upon for entrepreneur to be effective in helping rebalance economy, promote economical growth, some common characteristics are sensitivity towards new opportunities, ability to innovate, and ability to bear the risks and challenges of uncertainty.

Chapter Three. Say, Marshall, Schumpeter's entrepreneurship theory. The key reason that this article split Say, Marshall and Schumpeter's

theory into a separate chapter for research and study is that among western economists' views on entrepreneurship, theirs are rather complete and representative. Say is the first to define what is entrepreneurship, its status, and the role it plays on economy development. He thinks that entrepreneurs are adventurist, are person who combines land, labor and capital together to make it work and bear the risk of bankruptcy. He attributed the massive amount of fortune of British Empire to those entrepreneurs, thinking it is their way of using knowledge for the right purpose, quick to listen to customer and consumer command that brought the economy boom.

Marshall's view on entrepreneurship now is the leading theory among entrepreneurship theories. He thinks that there are always imbalance factors within market. Market competition can not reach equilibrium automatically. Entrepreneurs' role is to join in to help market reach equilibrium. In Marshall's view, entrepreneurs are organizers who also bear risks, but not necessarily are the owner. Marshall deemed that success and failure of an enterprise totally relies on entrepreneur's abilities. It is a surmountable limit to how big an enterprise will be able to grow. The bigger it gets, the riskier enterprise becomes, and more important the entrepreneur will be. What kinds of talents are needed for an ideal entrepreneur? Marshall suggested that first he must have a thorough understanding about his industries, know what the raw material and machinery used and abilities to foresee changes in supply and demand. Secondly, as an owner, he must be a natural leader. Marshall emphasizes that entrepreneurs are scarce. The abilities of the entrepreneur are so great and so numerous that very few people can exhibit them all in a very high degree. And how to get those talented to bear the responsibility as organizer, a new corporate organization structure, Marshall realized, is needed.

Schumpeter further developed Marshall's view on entrepreneurship, and set up a brand new entrepreneur theory structure. Schumpeter thinks that entrepreneurs are the deciding factor for enterprise growth. The key is the emergence of entrepreneur and how his ability to innovate. Schumpeter called the realization of the new combination enterprise, and people who's responsible for the combination to happen entrepreneur. He thinks entrepreneurs are scarce, their titles are not entitled after earned. Innovations are keys to entrepreneurs' survival. Entrepreneurs are not a class, nor bearer of risks. On this point Schumpeter disagrees with most of the

economists. For most of them thinks entrepreneurs are risk bearers, no matter what kind of risk.

Chapter Four. Coase, Knight, and Chandler's modern entrepreneurship theory. Coase, Knight and Chandler never discussed entrepreneurship directly, but they delved deep into the modern enterprise theory. In their theory they discuss about the problem of enterprise managers, they think the property right of the enterprise directly affects entrepreneurs' spirit to manage, guiding their way of thinking. The precision of entrepreneurs' decision directly limits how big enterprise can grow. The growth of entrepreneurs is also manifested on the growth of enterprise. The two of them are tight close together. Those points of theirs, in essence, are thinking on the problem of entrepreneurship. Like Coase thinking entrepreneur's ability determines the size of enterprise, Knight thinks entrepreneur's personality and ability to make decision. Chandler discusses the flourish of large corporations managed by rewarded executive and its executives in 'the invisible hand', and believes that the profession of rewarded executives would become more and more professional along with the expending of company size, and some of them would become entrepreneurs what manage enterprises.

Chapter Five. Entrepreneurs in modern China. The chapter analyzes the origin and operational strategy of local entrepreneurs of private-operated companies in different times of modern China, and reveals that although the entrepreneur class has not been formed in modern China, it does not mean that there is no enterprises exist. In the sixties or seventies of the nineteenth century industrial and business enterprises started to appear in China, along with some excellent entrepreneurs. Although the national capital of China developed very slowly, leaders of national industry still gained their own historical stands in the development of Chinese capitalism, and became the sign of Chinese national capital's seeking independent development. Examples include Zhou Xuexi, who is the founder of the largest enterprise in the north, brother Rong Zongjing and Rong Desheng, who emphasize enterprise expanding, national entrepreneur Liu Hongsheng, science-type entrepreneur Fan Xudong, Wu Yunchu, and patriotic entrepreneur Lu Zuofu, etc. By analyzing the development of their self-managed enterprises, we can see that they experienced both successes and failures. Nevertheless they share the characteristics of successful enterprises: 1) they have strong

responsibilities ration of 'saving the country with enterprises, prospering the country with enterprises', and bear it as a strong motivation to develop the enterprises; 2) they are similar with western enterprises during free capitalism time in their courage to take risks and strong will power; 3) they have some spirit of innovation and are able to import advanced technologies and equipments positively to develop new industrial business, as well as western management from more in-depth and widely prospectives, which enhance the technology and management of the enterprises apparently.

Chapter Six. Enterprise officers in planed economy system. In planed economy system, all production and operation activities are operated and evaluated by planned instructions, the market has its certainty, enterprises do not need finance plan, the managers (factory head or managers) are loyal executives of the plan, whose own will and innovation are not closely related to the development of the enterprises. Outside of the enterprise, there is no pressure from market competition, and managers of the enterprise are actually officers of the government. The economic environment, traditional culture, and the evaluation system of the managers featured in china are the root of the 'officialization' of the enterprise managers. The eventual harm of it is that it causes the economy growth in China to be rather slow. Current chapter reveals that true enterprises are hard to be developed in planned economy system.

Chapter Seven. Entrepreneur in marked economy system. After the reform and open of China, with the constant developing of market economy, there appears township entrepreneur, privaty entrepreneur, managemt entrepreneur, state-owned entrepreneur. The vast emergence and quick disappearance of these enterprises are worth thinking deeply. The experience and lesson of typical entrepreneurs during the economy transformation are analyzed case by case, e.g., Zhang Ruimin, Liu Chuanzhi, Luo Zhongfu, Shi Yuzhu, Jiang Wei, Mou Qizhong, etc., some of whom are successful and some are not. Some valued movements, slogans and blind huge aims in political fashion, and neglect the uncertainty of the market. They manipulate the market with some traditional stereotype and new market myth, create miracle one after another, step into traps one after another. Majority of the enterprises led by them do not have strength to compete with world economics, and they mostly ended up with quitting the attractive yet challenging profession as entrepreneurs. Until now, the entrepreneur class or

cohort is not formed in China. The reason of the phenomenon should be attributed mainly to the system, besides the personal reasons of the entrepreneurs. The key is to setup a positive system, in which outstanding entrepreneurs and enterprises led by them could dominate the market. From the fate of the entrepreneurs in the economic transformation, the shortcomings of Chinese economic system could be shown, and it is hoped that among the failures of Chinese entrepreneurs the direction of the system reform could be found.

Chapter Eight. Build Chinese own professional entrepreneurs. The chapter compares and analyzes the 'professionalization' progress between Chinese and western entrepreneurs, and discussed the status and roles of Chinese professional entrepreneurs. The origin of enterprises are associated closely with the development of social force, the base of microeconomy determines the origin and development of the entrepreneurs. Either from theoretical or practical aspects, professional entrepreneur class or group must be formed in China facing challenges of the globalization of economy. During the formation of such class or group, creating external environment for the entrepreneurs is the root, developing professional entrepreneurs is the key, found the entrepreneur market is the base, and self-construction of the entrepreneurs is the assurance.

Chapter Nine. Competency of the entrepreneurs. The competency could be defined widely or narrowly. The wide definition refers to sum of the ability, education and capacity that correspond to the professional characteristics of the entrepreneurs, include not only the literal knowledge, technical capacities or physical capacity, but also the thoughts and minds aspects covering the entrepreneur spirit. The narrow definition refers specifically the competencies that could be measured, i.e., the literal knowledge, technical capacities or physical capacities, etc. The competency of the entrepreneurs is positively correlated with the personal growth of the entrepreneur and the development of the enterprises. What competency should Chinese entrepreneurs possess? By analyzing the characteristics shared by successful entrepreneurs in western developed countries, and combing with our reality, the basic competencies and characteristics that should be possessed by entrepreneurs in our country are summarized. Basic competencies include psychological competency, idea competency, ability competency, legal and regulation competency, moral competency, experience

competency, physical competency, etc. Characteristics include innovation, insightfulness, good business moral, and ability to manage human resource management in the reform, etc.

Chapter Ten. External environment of the growth of entrepreneurs.

Entrepreneurs are the products of market economy system, whose growth must have healthy system environment as assurance. During different historical periods of economic development in China, although there exist some well-known entrepreneurs, never any entrepreneur class or group found. This mainly is due to the lack of healthy external environment. Hence external environment must be constructed from multiple aspects to form the entrepreneur class or group: 1) build legal environment that fits, to protect personal assets, personal human resource and personal innovation capacity systematically; 2) create culture environment with nature order to facilitate the growth of the entrepreneurs; 3) build appropriate evaluation system for the entrepreneurs; 4) build scientific evaluation measurements.

Chapter Eleven. Internal mechanisms of the growth of entrepreneurs.

Internal mechanisms of the growth of entrepreneurs refer to the system that fit with the growth of entrepreneurs within the enterprises, e.g., modern enterprise systems, ownership systems, motivation systems, constraining systems, etc. internal systems of the enterprise are closely connected with the entrepreneurs' growth. The important impact of the arrangement of ownership on behavior of entrepreneurs are recognized by Marshall, Hart, Demsets, Arlerch, et al. The arrangement of the ownership in our country is enlightened by the management structure of ownership in modern enterprises of western developed countries. How to construct the internal mechanisms that helps the entrepreneurs grow? First, build modern enterprises system; second, improve the management structure of the enterprises ownership; third, improve the motivation systems for the entrepreneurs including ownership motivation, distribution motivation, spiritual motivation, etc.; forth, build constraining systems.

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