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西部中小企业 创新与发展研究

王满仓 / 等著



A Study on the Innovation
and Development of Western
Medium and Small-sized
Enterprise

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西部中小企业创新 与发展研究

王满仓 杨建飞等著

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前 言

促进中小企业创新与发展是一个世界性课题。世界上有许多机构专门研究中小企业发展问题，而且各国政府都把促进中小企业创新发展作为国家整个发展战略的主要组成部分，把扶持中小企业发展作为一项重要的经济政策，由此可见，中小企业问题，在各国或地区经济与社会发展稳定中具有不可替代的作用，不管是发达国家还是发展中国家，中小企业均占有重要的地位，成为经济稳定增长的关键。在美国、德国、日本等发达国家及印度等发展中国家，中小企业总数占全国企业总数的97%~99.7%，所吸收的就业人数占全部就业人数的55%~78%，所创造的GDP占全部总量的50%以上，产品出口比例达60%左右，虽然中小企业在整体数量上占绝对优势，但由于个体中小企业经营规模小，产品市场占有率低，劳动生产率总体水平偏低等原因，又造成其与大企业的竞争中处于劣势。正是这种“强位弱势”的特征，引起了理论界与政界的长期关注，并把研究和促进中小企业发展问题作为一项战略任务。

在经济全球化、信息化、知识化、市场化的今天，企业作为经济社会的细胞，正在发生时代的变革。一方面，随着信息技术的不断提高，以及市场竞争的激烈，以并购为特征的企业间联合与联盟，成为企业实现资本扩张的主要途径，从而造成

了一些跨企业、跨地区、跨国界经营的大型化和超大型化企业。另一方面，由于科学技术的不断更新，以及市场需求的多样化，以专业化、精细化为特征的中小企业经营，创造市场竞争优势，特别是以研究开发为核心的创新型小企业为市场经济的发展提供了活力。所谓美国的“新经济”，从某种意义上讲，也可以说是创新型小企业的经济。不难结论，大型企业和中小企业是现代市场经济发展的客观需要。从市场的有效结构来看，中小企业是大企业赖以生存和发展的基石，各国政府对中小企业认识都进入了一个新的阶段，韩国政府把中小企业视为经济发展的动力；印度则称其为经济增长的发动机。20世纪80年代美国总统里根曾指出“中小企业是我们自由经济制度的心脏和灵魂。”英国首相布莱尔则强调：“充满生机和活力的中小企业不仅为社会创造了财富和就业机会，而且还孕育着新思想。”

世界各国的经验与启示，中国经济的发展同样离不开中小企业的作用。尤其是在西部大开发的背景下，实现西部经济的发展和赶超，要充分发挥中小企业的功能。基于西部的资源的禀赋和经济特色，中小企业不仅是西部经济发展的基础，更是推动经济社会稳定增长主力军。因此，如何促进西部中小企业的创新与发展，成为我们“西部人”当代思考的主题，也是展现“西部人”创造财富智慧的绝好时机。从各方面比较看，西部的中小企业相对于沿海地区的中小企业存在着明显的差距，更谈不上同外国中小企业的竞争。造成这种差距的原因是什么，实施西部中小企业创新发展的对策有哪些？等等，这是本书研究的核心问题，根据我们实践调研的结论，大多数西部中小企业存在着管理经营不规范的问题，许多中小企业家缺乏企

业管理的基本知识，对于市场竞争者的挑战只是被动的适应，根本谈不上积极主动创造市场的精神。基于此，本书的研究目的是：首先从系统理论上探讨西部中小企业理论创新的一系列问题，从而引起西部中小企业家的兴趣，以便掌握现代中小企业管理的基础知识，树立创新经营的思想；其次，针对西部中小企业所处的自然环境、社会环境、制度环境等，分析西部中小企业创新发展的优势与劣势，提出西部中小企业创新发展的对策建议。

本书的出版特别感谢德国阿登纳基金会驻上海专员 Dr. Stefan Friedrich 先生，由于他的努力和关怀，使本书得到很快的出版。

作者

2003 年 10 月 16 日于西安

A Study on the Innovation and Development of Western Medium and Small – sized Enterprises

It is a global problem to promote the innovation and development of MSE. There are many institutions in the world to specialize in researching the development of MSE, and every country's government regards promoting the innovation and development of MSE as the major component of its economic development strategy, and as an important economic policy. Hence one can see that the problem of MSE has an insubstituted function in the stabilization and development of the national or regional economy, and MSE occupy an important place and become the key to the economic growth in both developed and developing countries. In American, German, Japan and India, the ratio of the amount of MSE to the amount of all enterprises is 97% ~ 99.7%, the ratio of employees in MSE to all employees is 55% ~ 78%, GDP produced by MSE is more than 50 percent of GDP, commodities export by MSE is more than 60 percent. While MSE gains advantage in quantity, they have an disadvantage in competing with

large enterprises because of their small scale, low rate of market occupying, low labor productivity and so on. These characters of MSE attract the attention of theoretical and political circles, and they look on the study and promotion of MSE' s development as a strategic mission.

With the development of economic globalization and information revolution, enterprise as a cell of economy and society, is changing. On the one hand, the union between enterprises becomes the main approach to achieving capital expansion and thus brings up some large and very - large enterprises with the continual improvement of information technology and more drastic market competition. On the other hand, because of the updating of science and technology and variety of market demand, MSE characteristic of specialization and refinement have the advantage of competition, especially some MSE regarding the research as their core. The "new economy" of American can also be called innovative small - scaled enterprise' s economy. It is not difficult to conclude that large enterprises and MSE are all the objective need of morden market economic development. MSE are the cornerstone of large enterprises' survival and development from an effective - structure market point of view. The cognition of government on MSE enter upon a new phase. South Korean government looks on MSE as the impetus of economic development, and India government regards MSE as engine of economic increase. American president in the 1980s said that MSE are the heart and the soul of free economic institution. The UK prime minister, Blair,

also emphasized that MSE full of life and energy have not only created wealth and the opportunity of employment for society but also conceives new thought.

The experience of countries tells us that the economic development of China can't do without MSE. Giving full play in the function of MSE is necessary to achieve the development and surpass of the western economy especially on the background of the big development of the west area. Based on the west area's resources' natural endowment and it's feature of economy, MSE are not only the base of the development of the west area, but also the main force to promote continual and stable economic growth. Therefore, how to promote the innovation and development of MSE in the west area becomes the topic that we, the westerners, must consider, and it is also an absolute excellent opportunity to show the westerner's wisdom of creating wealth. From all sides, MSE in west area have a distinct gap with those in the region following the line of the sea, not to say competing with the foreign MSE. What cause the gap? How to promote the innovation and development of MSE in the west area? These are the core questions that the book attempts to solve. On the basis of our investigation and survey, we can conclude that most of the western MSE have the problem that their management and operation is not standard, many entrepreneurs lack basic knowledge in business administration and adapt passively to the market competitor's challenge. Based on these, the study targets of this book are as follows: firstly, discuss a series of question on innovation of the

western MSE from theory, in order to catch the entrepreneurs' s interest, grasp basic knowledge of morden business management and set up the thought of innovative operation. Secondly, on the basis of MSE' s natural environment, society environment, institution environment and so on, analyze the advantage and disadvantage of MSE' s development and innovation and give some suggestions on how to promote the innovation and development of MSE to.

Thanks for Dr Stefan Friedrich. This book can be published quickly because of his effort and help.

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