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产业竞争力 因素分析

Chanyejingzhengliyinsufenxi

刘小铁 / 著

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序

随着经济全球化进程的日益加深,国家间的经济竞争越来越激烈,产业作为经济竞争的中观载体,其竞争力的强弱,直接决定着一个国家或地区在国际市场上的地位。进入新世纪以来,我国经济与世界的联系进一步增强,面对发达国家强大的竞争压力,迫切需要尽快提升民族产业竞争力。因此进行产业竞争力研究,在理论上和实践上均具有十分重要的意义。

产业竞争力的研究最早开始于 20 世纪 80 年代初的美国。当时,由于美国一些优势产业的世界霸主地位遭到来自日本、西欧等国家和地区的有力挑战,国际市场份额迅速萎缩。汽车方面,1980 年日本取代美国成为世界最大的生产国,年产达 1000 万辆,而美国仅为 800 万辆;^①钢铁方面,在日本、西欧和其他一些发达国家的有力竞争下,美国钢铁业于 20 世纪 70 年代末开始陷入严重危机,1979 年 11 月,其最大的钢铁公司——美国钢铁公司关闭了 16 个钢铁厂。1982 年和 1983 年,全国钢铁业共亏损 67 亿美元,从

^① 黄素庵:《美国经济实力的衰弱》,世界知识出版社 1990 年版,第 2 页。

1. 重新定义了产业竞争力的概念。尽管产业竞争力研究已近30年,但对其定义尚未取得一致的认识。此前虽然有很多学者做过种种概括,但仁者见仁、智者见智,他们都是从不同的角度进行定义的,因而难以达成共识。本书从市场的角度出发,将产业竞争力定义为:“一国产业在与其他国家产业进行国际竞争时所表现出来或具备的较强的市场拓展能力。”很显然,市场份额是产业竞争的核心和焦点,这一定义的可喜之处就在于抓住了产业竞争的核心和关键,因而具有较强的说服力。

2. 全面评价了“钻石模型”的理论贡献及其缺陷。本书认为,波特“钻石模型”的理论贡献是:第一次为产业竞争力的研究提供了一个系统完整的分析框架,突出了国家“商业环境”对产业竞争力的作用,强调了“高级要素”对产业竞争力的影响,重视相关与支持产业的地位。不足之处主要体现在:过分强调国家“商业环境”对产业竞争力形成的作用,未把产业内部因素作为主导;淡化了“技术创新”对产业竞争力的决定性作用;突出了“国内需求条件”的作用,低估了国际需求条件的重大影响;忽视了“政府”在产业竞争力中的特殊作用。这些评价较为中肯客观,为完善和修正“钻石模型”奠定了基础。

3. 提出了决定产业竞争力的“六因素论”。本书在吸收“钻石模型”合理成分的基础上,全面考虑时代条件的变化和不同经济体的实际,重新构建了决定产业竞争力的理论模型,这就是“六因素论”。即资源条件、技术创新、企业素质、产业集群度、产业组织结构和政府作用。这一模型的构建是对“钻石模型”的修正和发展,为今后产业竞争力研究提供了一个操作性较强的分析框架,对推动产业竞争力理论进一步发展具有一定的积极作用。

4. 详细分析了“六因素”对产业竞争力的作用机理。本书利

中文摘要

随着经济全球化的逐步深入、高新技术的迅猛发展和全球性买方市场的基本形成,国际间的产业竞争日益加剧,产业竞争力成为一个国家或地区国际经济地位的决定性因素。因此,从 20 世纪 80 年代,尤其是 90 年代以来,许多国家纷纷开展产业竞争力理论研究,并取得了一些初步成果。

美国哈佛商学院教授迈克尔·波特(Michael E. Porter)是产业竞争力理论的创始人。他在 1990 年出版的《国家竞争优势》一书中,通过对 10 个国家 100 多个产业的实证分析,总结出了影响产业竞争力的六大因素,即:要素条件、需求条件、相关与支持产业、企业策略结构与竞争、机遇和政府作用。这就是著名的“钻石模型”理论(“钻石体系”理论)。这一理论的提出,为产业竞争力研究提供了系统的分析框架。

然而,尽管“钻石”理论得到了世界上大多数学界、政府和产业界的赞同,但这并不能说明它就是一个十分完美的、放之四海而皆准的定律,仍存在着一些缺陷或不足。主要表现为:(1)过分强调一个国家的“商业环境”对产业竞争力形成的作用,未把产业内部因素作为主导。(2)忽视或淡化了“技术创新”对产业竞争力的决定性作用,未能将它放在十分突出的位子,显然与当今“知识经

济”时代产业发展与竞争的现实和规律不符。(3)片面强调“国内需求条件”的作用,低估了国际需求条件的重大影响,未能充分体现经济全球化条件下“国内市场国际化、国际市场国内化”的大趋势。(4)对“政府角色”的作用重视不够。在波特的“钻石”模型中,“政府”只是一个“辅助”因素,主张政府对产业发展尽量不要干预。很显然,这对于市场经济制度和市场竞争主体比较成熟的发达国家是正确的,而对于广大市场经济制度和市场竞争主体均不成熟的发展中国家或地区来说,就难以作出令人信服的解释。

基于“钻石”理论业已存在的缺陷或不足,本书根据比较优势理论、竞争优势理论、国际竞争力理论以及现代竞争理论,运用规范分析与实证分析相结合、定性分析与定量分析相结合的方法,在充分吸收“钻石”理论合理成分的基础上,对产业竞争力的决定因素进行了系统分析,并结合中国实际进行对策研究。

本书认为,产业竞争力的决定因素来源于三个层次,即:基础因素、核心因素和环境因素。所谓基础因素,是指影响产业竞争力的基本要素,主要包括基础设施、资金资源、劳动力资源、自然资源等;所谓核心因素,是指在产业竞争力中起关键作用的要素,主要包括技术创新、企业素质、产业集群水平、市场结构等;所谓环境因素,是指来自产业外部,对产业竞争力形成和提升具有较大影响的要素,主要包括制度安排、政府作用等。只有这三个层次的力量共同作用,才能决定一个产业的竞争能力。

但是,由于这三个层次所包含的具体因素太多,在决定产业竞争力中不可能都经常性地发挥至关重要的作用。因此,我们只能选择其中若干起主导作用的因素。本书在综合运用经济学、管理学有关原理的基础上,通过大量的实证分析后认为,在产业竞争力的形成过程中有六个因素经常性地发挥作用,这就是:资源条件、技术创新、企业素质、产业集群度、产业组织结构和政府作用。为

便于表述,本书称之为“六因素论”。这六大因素是决定产业竞争力的基本力量,而且,在这六大要素中,资源条件、技术创新、企业素质、产业集群度、产业组织结构直接作用于产业竞争力,政府通过影响其他五个因素间接作用于产业竞争力。这就是本书的理论框架。

本书认为,“资源条件”是产业竞争力所必须依赖的基本资源,是产业竞争力形成的基本前提。主要包括基础设施资源、自然资源、资本资源、人力资源等。在产业发展过程中,丰富而有特色的资源条件是其比较优势和竞争优势的重要来源,有利于降低产业内产品的生产成本,提高产业的经营效率;有利于增强产品的差异性,使产业具备竞争对手难以获取的优势;有利于扩大产业的经营规模,提高在全球市场的份额;有利于改善产业的要素供给,提升产业的发展水平。

所谓“技术创新”,是指新产品和新工艺设想的产生(获取)、研究开发、应用于生产、进入市场销售并实现商业利益以及新技术扩散整个过程的一切技术经济活动的总和,分为产品创新与工艺创新,渐进性创新与基本性创新,资本节约型创新、劳动节约型创新和中性型创新,综合性创新四种类型。根据现代经济增长理论,技术创新在经济发展中越来越具有决定性的作用,也是产业竞争力形成和提高的关键因素。其作用机理主要表现为:降低产业的经营成本,使产品在市场上具有明显的价格优势;不断开发新产品,促进产品的差异化,使产业具有较强的市场垄断地位;改进生产工艺,提高产业的生产效率;提高产品的质量,推进产业内部结构高度化。实践证明,在全球性竞争日趋激烈的条件下,只有持续进行技术创新,一国产业才能保持领先的竞争优势。

所谓“企业素质”,是指构成企业各要素的质量及其相互结合的外在表现特征。它决定了企业生产经营活动所必须具备的基本

用方式是,政府利用公共资源,通过支持技术研发、扩大资金供给、加强人才培养、改善基础设施等途径,为产业发展提供高质量的生产要素;政府通过实施产业政策,尤其是产业组织政策,限制过度竞争和绝对垄断,为产业发展创造有效的竞争环境;政府通过贸易保护和消费引导,能为国内产业(特别是幼稚产业)提供一定的市场空间,使其在竞争力培育过程中避免过早地遭受外来冲击;提供法制保障是政府的一项重要职能,政府通过制定和实施严格的法律制度,能有力地保护企业的产权,捍卫企业的合法利益,维护市场秩序,使产业竞争力沿着健康轨道进行。

关键词:产业竞争力 决定因素 理论研究

Abstract

With the gradual penetration of economical globalization, the rapid development of new high – technology and the appearance of global buyer's market, the internationally industrial competition grows intense, which becomes the decisive factor of the international economic position for a country or a region. Therefore, the academic research of industrial competition has been involved in many countries and has achieved some primary results since 1980s, especially after 1990s.

Michael E. Porter, the professor of Harvard Business School in USA, is the initiator for the theory of industrial competition. He published the *Competitive Advantage of Nations* in 1990, in which he concluded six major factors for industrial competition with many demonstrative analysis of more than one hundred industries in ten countries. The factors include elements, demands, relative sustained industry, strategic structure and competition of enterprises, opportunities and the governmental function. This is the well – known theory, which is called *diamond model* or *diamond system*, providing systemic analytical shape for industrial competition research.

Despite the majority of experts in mathematical, governmental

and industrial fields of the world have agreed on this diamond' theory, however, it is not a quite perfect and accurate law after all. It still has some shortages. Firstly, it overemphasizes the function of the commercial environment of a country for producing industrial competition while the internal factor or industry is not dominant. Secondly, it neglects the decisive function of technical innovation, which can not be put in an outstanding position. Obviously, this phenomenon is inconsistent with the reality and regulation of development and competition of modern industry for knowledge economy nowadays. Thirdly, it emphasizes the function of domestic demand conditions' unilaterally, but underestimate the important effect of the international demand conditions. The lastly, In the Porter's diamond model, the government is just a affiliated factor, which is affirmed not to interfere in industrial development. Obviously, compared to some developing countries and regions, this theory is more proper for some developed countries, whose market economic system and market competitive main body are comparatively mature. So, this theory cannot be convinced by all fields in the world.

Since diamond' theoretic industry still has many shortages, methods referred in this article indicate that normative analysis and practical analysis must be combined as well as the combination of qualitative analysis and quantitative analysis, which is based on theories of comparative advantage, competitive advantage, international competition and modern competition. The article also indicates that the decisive factor of industrial competition has been systematically analyzed, combining with the strategic study on Chinese fact, which is on the basis of some reasonable components of diamond' theory.

This dissertation indicates the decisive factors of industrial competition root in three sections, including basic factor, core factor and environmental factor. Basic factor is the fundamental element which influence the industrial competition, mainly including infrastructure, capital, labor force and natural resources etc. The core factor takes the key effect on the industrial competition, mainly including technical innovation, the quality of the enterprise and market structure etc. The environmental factor comes from exterior, which takes essential effect on form and promotion of industrial competition, mainly including the system arrangement and function of the government etc. So, the competitive ability of industry must be contributed to the combination of those three sections above.

However, there are too much details for those three factors, which lead to a negative situation that those three factors cannot frequently play a vital role in the industrial competitive determination. Therefore, we can only choose the dominant part from them. The study shows that five elements for the industrial competition forming are frequently involved with the practical analysis and the basis of integrating economic and administrative theory. These six elements are resources, technical innovation, enterprises' quality, industrial cluster, industrial organization and the governmental function. In short, it is called "six elements theory" here. These six elements are the fundamental power for the industrial competition. Five elements except the governmental function take the direct effect on the industrial competition while the last one just has the indirect effect, which is the theoretic flame of this article.

This article indicates that the industrial competition must rely on

resources, which is the essential forming precondition, mainly including infrastructure, natural resources, capitals and human resources etc. In the process of industrial development, the abundant and specific resources are the important origin for comparative and competitive advantages, which contribute to reducing the cost of the production in order to improve the managing efficiency and increasing differentiation among various products in order to provide advantages that competitors cannot achieve. The resources also contribute to extending the managing scale in order to increasing global market share, as well as improving the essential supply in order to upgrade the level for industrial development.

Technical innovation economically integrates the producing of conceivable new products and craftworks, R & D, application, market sale, commercial interests achieving and novel techniques spreading. It has four types, such as the innovation of products and craftworks, gradual and fundamental innovation, capital saving innovation, labor saving and neutral innovation and synthetic innovation. According to the theory of modern economic increasing, the technical innovation has increasingly decisive function in the economic development and it is also a essential factor of forming and improving for the industrial competition. There are several mechanisms of this theory. With its application, the products can get better price advantages in market through reducing the managing cost. Moreover, we should explore new products continuously to increase the differentiation in order to hold the market as well as force this position. We can improve the manufacturing procedures to get higher efficiency and we can also improve the quality of the products with the simultaneous improvement of inter-

nal structure of the industry. Practice shows that we must continually focus on technical innovation under the condition of the intensely global competition. The industry of our country can keep its competitive advantages only in this way.

The qualities of an enterprise are external characteristic, which constitutes the qualities of any elements as well as their integration. It determines functions, integrating some fundamental elements in manufacturing and managing activities. The qualities mainly include technical, administrative, dimensional personnel qualities etc. In an industry, the innovative competence can only be strengthened by the improvement of technical quality. The managing performance can only be reformed by the improvement of administrative level. The whole industry can only occupy more market share in international market by expanding the scale of enterprises. Sustained developing competence of the whole industry can only be strengthened by the improvement of personnel qualities in enterprises.

“Industrial cluster” means the level of concentration of the same enterprises which are in the same geographical space. These enterprises which are in the same industry – related business gather together, and compete with each other and collaborate mutually. It will increase the industrial competitiveness of one country or a region, which specially performance in following several aspects: industrial cluster can enhance the competence and cooperation among enterprises, and improve their innovational capacity, and reduce transaction costs, and form a common regional brand finally.

structure of industrial organization’ is the proportional relationship of all manufacturer in the same industry, including the distribu-