

2011年教育部人文社会科学研究青年项目

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前言

20 世纪 90 年代以来,在全球化和信息技术的推动之下,全球服务外包呈现迅猛发展之势,越来越多的国家正在加入到服务外包产业链的环节中来。服务发包方主要集中在美国和欧盟等发达国家与地区,而承接方主要集中在印度、中国、菲律宾等发展中国家与地区。其中,印度拥有全球离岸外包业务 34% 以上的份额,是全球服务外包市场中的主要承接国,实践证明,国际服务承接对印度经济发展与就业产生了较大的积极影响。中国承接国际服务外包起步较晚,服务外包的全球份额不足 4%,仅为印度的十分之一。近几年来,中国政府出台了一系列政策,鼓励和支持服务外包产业的发展,以扩大社会就业,优化经济结构、转变外贸增长方式,促进现代服务业的发展。随着中国国内和离岸服务外包需求的增加以及政府的进一步推动,未来几年中国服务外包产业将进入高速发展阶段。

国际服务外包的兴起提出了许多新的研究课题,其中之一是国际服务外包的就业效应。服务业具有劳动密集和知识密集的特征,因而服务外包具有不同于传统国际贸易、国际直接投资以及制造业外包等国际分工形式的特征,其对发包国与承接国的就业会产生深刻的影响。服务外包具有知识承载度高的特征,所涉及的行业知识、技术含量较高,因此,国际服务外包

对发包国家而言,意味着高层次劳动力需求转移到服务承接国,而对服务承接国而言,则意味着服务外包带动的就业有较高的层次和质量。目前,学术界对于国际服务外包是否引致发包国高层次劳动力需求的转移进行了较多的理论与实证研究,而对于国际服务外包是否带动服务承接国较高层次和质量的就业的研究刚刚展开。学术界关于国际服务外包就业效应的讨论主要是围绕发包国家就业损失问题,从承接国角度研究国际服务外包就业效应的较少。国内学者宋玉华、周均在 2006 年就指出,大量的已有研究仅讨论了发达国家就业与收入的变化,而忽略了发展中国家的改变。因此,加强对发展中国家的外包研究,不仅能在学术上完善对外包的研究,而且能帮助我国等发展中国家对外包的就业和收入分配效应有更为准确和深入的理解,从而制定有利于本国经济发展的外包政策。国内学者卢峰 2007 年也指出,基于中国承接国际服务外包与发展服务外包产业的情况,在国际服务外包的理论与实践方面还有许多工作要做。

本书研究的目的是解决以下问题:一是国际服务外包是否具有影响就业的特性;二是国际服务外包通过哪些途径来影响承接国的就业;三是国际服务外包影响承接国就业的哪些方面;四是国际服务外包会对承接国的就业产生什么影响。为此,本书基于承接国的视角,首先对国际服务外包的特性进行分析,为全书的研究提供理论基础,然后,从微观与宏观两个角度对国际服务外包影响承接国的机制进行理论分析,最后以中国和印度两个主要服务承接国为例进行实证分析。本书全面和系统地探索了国际服务外包的本质特征及其对承接国就业的影响机制与可能存在的影响,在研究方法上采取了理论分析与实证分析、微观分析与宏观分析、静态分析与动态分析相结合的方法,得出一些有价值的结论。

国际服务外包是经济全球化和国际分工领域的新兴现象,显然,需要从更多的角度进行深入研究,这样才能全面把握国际服务外包现象的本质与内在发展规律与经济影响。促进就业持续增加是中国“十二五”规划中的经济发展目标之一,国际服务外包的发展是解决中国就业问题的重要途径。正确认识国际服务外包的本质特征及其与促进社会就业之间的关系,对于促进我国服务外包产业的发展与充分发挥国际服务外包对就业的积极作用具有重要意义。因此,本书最后根据研究的基本结论提出促进社会就业的国际服务外包发展对策。

魏君英

2011 年 6 月 14 日

中文摘要

在信息技术革命与服务全球化的推动下,越来越多的企业通过外包的方式在全球范围内分离生产过程中的服务性中间业务,从而催生了国际服务外包活动,使其成为继 20 世纪制造业全球大转移之后,不可逆转的新一轮全球产业革命和产业转移方式。作为国际分工深入发展的产物,在实践上,国际服务业外包不仅为发达国家提供了配置全球资源的渠道,也使发展中国家进一步融入全球生产和服务体系;与此同时,在理论上,则提出了有关国际服务外包现象的许多新的研究课题。

随着越来越多的国家开展国际服务外包活动,其经济效应成为人们的关注焦点,而就业效应更是重中之重。国际服务外包涉及的就业岗位被认为是高技术、高价值的“白领工作”岗位,这类工作岗位在制造业国际外包中所受影响较小;但在国际服务外包过程中,这类工作岗位随着发包企业服务业务的分离而转移到承接国,由此,引致发达国家社会各界对国际服务外包引致的就业损失的担忧,也引起学术界对国际服务外包就业效应的讨论。关于国际服务外包是否是引致就业损失以及劳动力需求变化的强因素,学术界至今并没有一致的结论,但均肯定国际服务外包对发包国家就业产生了冲击作用。目前人们对国际服务外包就业效应的讨论主要从发包国家的

角度进行,而在全球服务外包市场中,发包国主要集中于发达国家和地区,承接国主要集中于发展中国家和地区。国际服务外包对作为发展中国家的承接国的就业会产生怎样的影响,不仅是一个值得深思的问题,而且对于全面理解国际服务外包的就业效应具有重要的意义。作为服务承接国之一,中国近几年加快了发展国际服务外包的步伐,把发展国际服务外包以及服务外包产业作为解决就业问题的重要途径。尽管中国开展国际服务外包活动的时间较晚,服务外包产业发展水平相对较低,但近几年发展速度较快,未来存在巨大的发展空间。研究国际服务外包对承接国的就业效应,对于中国选择正确的服务外包产业发展道路具有重要的现实意义。

作为国际分工深化的产物和国际外包领域的新兴现象,国际服务外包表现出不同于传统国际服务贸易、国际投资以及制造业外包等全球化因素的特性。依托于信息技术、以服务业务为内容的服务外包对技术与劳动力要素流动与需求会产生更大的影响,从而对全球就业格局和各国就业的影响会更深远。本书从微观与宏观两个层面研究了国际服务外包的基本特性。微观上,国际服务外包本质上是企业基于成本—收益的考虑,是以分离中间投入性服务业务的生产为内容的跨越企业边界的一种企业跨国经营活动,是企业战略决策的一部分。发包企业对服务业务的分离直接增加了承接企业的外部需求,从而具有影响承接国就业的微观基础。宏观上,国际服务外包本质上是依托于信息技术的发展,以可数字化、可模块化、可远距离交易的服务业务为交易内容的特殊国际服务贸易。微观层面的企业服务外包活动普遍化后则上升为宏观上国家之间的产业与劳动分工,从而对就业产生深远的影响。

就业问题是影响宏观经济运行和社会稳定的重要问题。就业问题包括就业总量、就业结构和就业质量三个方面的内容。就业水平决定于劳动力市场供求平衡的结果,而国际服务外包从微观和宏观两个层面对承接国的就业总量、就业结构和就业质量的决定因素产生冲击。因此,国际服务外包对承接国就业的影响不仅仅是岗位转移引致的就业增加,而且通过影响承接国微观与宏观的就业决定因素对就业产生深刻的影响。本书从微观与宏观两个层面构建了分析国际服务外包对承接国就业影响的基本框架。

从微观层面来看,承接企业是国际服务外包中的活动主体,同时也是承接国劳动力市场的需求主体。本书分析了国际服务外包对承接国产品市场供求与劳动力市场供求的冲击,在产品市场与劳动力市场的一般均衡分析基础上,讨论了国际服务外包对承接国就业的效应。本书的研究表明,国际

服务外包引致的承接企业外部需求增加,促使承接企业扩大经营规模与范围,从而产生规模经济效应。企业生产规模与范围的扩大促使承接国产品市场均衡产出水平扩大,从而扩大劳动力市场的供求水平,促进承接国就业增加。承接企业在承接国际外包服务的过程中,存在提高生产率与劳动工资水平的机制,二者均引致对高技能劳动力需求的增加而对低技能劳动力需求减少的就业替代效应,劳动工资的提升还引致劳动力在企业间、产业间发生流动。微观上,国际服务外包通过对承接国劳动力市场供求决定因素的影响以及相互之间的制衡,从而对承接国就业总体上产生净的就业扩大效应。

从宏观层面来看,国际服务外包通过影响宏观的就业决定因素而对承接国的就业总量、就业结构以及就业质量产生影响。本书分别分析了国际服务外包对承接国就业总量、就业结构和就业质量的影响途径与效应,并得出以下结论:第一,国际服务外包对承接国就业总量产生扩大效应。国际服务外包对承接国服务外包产业与服务贸易的发展、国民收入和有效需求的增加、技术进步等均产生促进作用,从而有利于承接国经济增长,而经济增长是就业总量增长的重要决定因素。第二,国际服务外包对承接国产业就业结构产生优化效应。国际服务外包主要以现代服务业为外包对象,因此,对于承接国现代服务业的发展产生极大的推动作用,同时,通过推动现代服务业的发展,极大地推动了工业等其他相关产业的发展。理论分析表明,国际服务外包对承接国的产业结构升级产生直接的推动作用,从而促进了承接国产业就业结构优化。第三,国际服务外包对承接国就业的区域分布差异产生扩大效应。国际服务外包活动的开展主要依托信息技术,并且对承接地的服务业发展水平与环境和人才资源具有较高的要求,从而国际服务外包活动倾向于聚集在经济发展水平较高的区域,国际服务外包的区域聚集效应会进一步扩大区域经济差异,从而使就业的区域分布差异进一步扩大。第四,国际服务外包对承接国就业的技能结构优化具有积极效应。由于存在基于学习机制的技术外溢效应,国际服务外包有利于提升劳动者的技能,促进承接国高技能劳动力需求与供给增加。第五,国际服务外包对承接国就业质量产生提升效应。国际服务外包对承接国就业总量存在扩大效应,意味着承接国就业机会增加。国际服务外包会引致承接国货币工资提高。对于劳动者而言,货币工资提高意味着劳动报酬增加。发包企业与承接企业的国际服务外包活动为劳动者提供了职业培训的国际化平台,从而对于劳动者提高技能、寻找更好的工作机会具有重要的意义,同时也促进了

承接国整体人力资源的提升。在国际服务外包活动中,发包企业通常是国际化水平较高的跨国公司,在改善工作环境以激励员工方面拥有较为先进的经验和制度,从而对承接国的企业起着示范作用。通过上述途径,国际服务外包对承接国就业质量的提高会产生有利的影响。

目前,关于国际服务外包对承接国就业效应的实证分析比较缺乏,为验证国际服务外包对承接国就业效应的理论分析,本书选取了中国和印度两个具有代表性的服务承接国,根据两国服务外包活动与服务外包产业的发展实际,进行了实证分析。分析结果表明,无论是从中国还是从印度来看,国际服务外包对承接国的就业总量均存在扩大效应,但对中国就业的直接影响较小,而对印度的直接影响较大。从对就业结构的影响来看,国际服务外包对中国和印度就业结构的变动均具有正向的影响,但目前主要有利于两国第二产业的增长,因而从增长对就业的作用来看,服务外包对产业就业结构的优化影响还不明显。国际服务外包对中国不同地区就业的影响存在明显的差异:国际服务外包对中国东部地区就业增加的影响要大于中部与西部地区。说明了国际服务外包可能进一步导致中国的地区就业不平衡。国际服务外包对增加中、印两国就业总量,进而就业机会、工资水平,对劳动报酬的促进作用,则说明国际服务外包对就业质量具有提升作用。

综上所述,理论与实证的分析均表明,国际服务外包对承接国就业确实存在着影响,但影响的大小则取决于国际服务外包对就业决定因素的影响大小及相互之间的制衡作用。作为承接国,要全方位认识国际服务外包对就业带来的可能影响以及影响的途径,一方面要把握机遇,大力开展国际服务外包,发展服务外包产业,以扩大就业总量、优化就业结构、提升就业质量;另一方面,要在发展服务外包产业过程中,充分发挥服务外包产业对就业的积极作用,采取加大教育投入以提高人力资源水平、协调产业发展以提升服务业与服务外包产业的发展水平、协调区域经济发展水平、扶持服务企业、健全劳动力流动机制等措施。

关键词:国际服务外包;就业效应;服务承接国

ABSTRACT

With the propelling of the information technology revolution and services globalization, more and more enterprises separate intermediary services business from production process through outsourcing in the global scope, which gives birth to the international service outsourcing. International services outsourcing has become a new global revolution and transferred model of industry after the global manufacturing relocating since the 20th century. As the result of international deeply division of labor, in practice, international services outsourcing not only provides for developed countries the channel of global resources configuration, but also enables the developing countries to blend into the global production and service system. In theory, many new research topics about the phenomenon of international services outsourcing are put forward at the same time.

With more and more countries involving into international services outsourcing, its economic effect draw people's attention, and the employment effect is the top priority. The involved jobs in international services outsourcing are considered as high technology and valued "white-collar" jobs, such jobs are few affected in past manufacturing international outsourcing, but now are transferred to the countries which undertake the services in the process of international services outsourcing. Therefore, international services outsourcing causes the worry of the

employment loss in developed countries from all sectors of society and the discussion about employment effect of international services outsourcing in the academic circles. However, there is not consistent conclusion about whether international services outsourcing is the strong factor caused job losses and labor demand change or not, but it is sure that international services outsourcing is a shock of employment. At present, the discussions about employment effect of international service outsourcing is mainly from the perspective of the services buyers (the countries or enterprises awarding outsourcing contract), while in global service outsourcing market, the services buyers are mainly located in developed countries and regions, and the services suppliers (the countries or enterprises undertaking the outsourcing contract) are mainly located in developing countries and regions. International services outsourcing will also have an affect on the employment of the countries supplying services (most suppliers are developing countries), yet discussion about the employment effect is scare. The employment effect of international services outsourcing on the suppling countries is not only a problem worth pondering, but also significant to help us fully understand the employment effect of international services outsourcing. As the undertaking country, China accelerates the pace of devolving international services outsourcing in recent years, and takes the development of international services outsourcing and services outsourcing industry as the important way to solve employment problem. Although international services outsourcing in China develops lately and the development level is relatively low, in recent years, it develops fast, and there is vast potential space in future development. Studying employment effect of the international services outsourcing from undertaking perspective has the important practical significance for China to choose correct path to jmprve services outsourcing industry.

As a result of deeply international labor division and an emerging phenomenon in the field of international outsourcing, international services outsourcing shows different features to the traditional globalization factors such as international service trade, international investment and manufacturing outsourcing etc. Relying on information technology and dealing services business, international services outsourcing will have a greater impact on the flow and demand of technology and labor, which will affect the pattern of global employment and employment of involved countries more profoundly. The article studies the basic characteristics of

international services outsourcing from the micro and macro level. On the microscopic level, international services outsourcing is essentially a kind of enterprise multinational operation activity and a part of strategic decision, which is based on enterprise's cost-benefit consideration, and the content is to separate intermediate services business across the enterprise boundary. The services business separation of outsourcing enterprises directly adds the external demand of undertaking enterprises, which forms the microeconomic foundation to affect the employment of undertaking countries. On the macroscopic level, international services outsourcing is essentially a kind of special international service trade which relies on the development of information technology and includes the digitization and modular and long-distance tradable service. When micro-activities of services outsourcing is generalized, international services outsourcing will raise the level of macroscopic industry and labor division between countries, thus it has a far-reaching impact on employment.

Employment problem is the important problem to macroeconomic operation and social stability. Employment problem includes three aspects of total employment, employment structure and employment quality. Employment level depends on the balance of supply and demand in labor market, and international services outsourcing affects the decision factors of employment amount, employment structure and employment quality of undertaking countries from macro and micro level. Therefore, international services outsourcing not only means jobs shifting and employment increasing in undertaking countries, but also means profound shocks to decision factors of employment in undertaking countries from micro and macro level. The book constructs a basic framework of analysing the employment effect of international services outsourcing on undertaking countries from the micro and macro level.

From the microcosmic aspect, the enterprises supplying service are not only the main bodies in international services outsourcing activities, but also the main-demanders in the labor market. The book analyzes the shock of international services outsourcing to the demand and supply of domestic labor and product market in undertaking countries, and discusses the employment effect of international services outsourcing based on the general equilibrium analysis. With increasing external demand of undertaking enterprises derived by international services out-

sourcing, the undertaking enterprise will expand the scale and range of operation, which generates economies of scale and economy of scope. With the expansion of operation scale and range of undertaking enterprises, the domestic equilibrium output level will increase in undertaking countries, which will increase the supply and demand level in the labour market, and promote employment in undertaking countries. In the process of international services outsourcing, The labor wage and productivity mechanism, causes increasing demand for highly-skilled labor and decreasing demand of low-skill labor, which causes the substitution effect of employment, the increasing labour wage will cause labour flow between firms, and industries. On the microscopic level, international services outsourcing will lead to net employment expansion effect through affecting determinants of supply and demand in labor market and the mutual influence between the determinants in undertaking countries.

From the macroscopic aspect, international services outsourcing affects employment amount, employment structure and employment quality through affecting the macroscopic determinants of employment in undertaking countries. The book analyzes the ways and effects which international services outsourcing affects employment amount, employment structure and employment quality of undertaking countries, and draws some conclusions as flowing: First, international services outsourcing will cause distensible effect of employment amount. International services outsourcing boosts the services outsourcing industry and the development of service trade, increases national income and effective demand, improves technological advancement, etc, which contributes to economic growth, and economic growth is the important determinant of total employment growth. Secondly, international services outsourcing can optimize the employment industrial structure. International services outsourcing mainly concentrates on modern service industry, so it plays an important role in promoting the development of modern service industry and other related industries. Theoretical analysis shows that international services outsourcing has a direct influence on the upgrading of industrial structure in undertaking countries, which facilitates optimization of employment structure of industry. Thirdly, international services outsourcing will enlarge the gap between regional employment distribution in undertaking countries, and so there is distensible effect in regional employment difference. International services outsourcing

mainly relies on information technology, and so it has higher requirements for service industry development level and environment and resources of human and talents. International services outsourcing tends to cluster in the area which economic development level is higher. The effect of cluster of international services outsourcing will promote regional economic development and make the regional economic difference further expansion, which will widen the gap of regional employment in undertaking countries. Fourthly, international services outsourcing has positive effect on the labor skill and is good for employment structure optimization in undertaking countries. Because there is technological spillover effect based on learning mechanism, the international services outsourcing is beneficial to enhance labor skill in undertaking countries, and thus increases demand and supply of high skill labor. Fifthly, international services outsourcing has positive effect on employment quality in undertaking countries. International services outsourcing has expansion effect on total employment, which means more new jobs are created in undertaking countries. International services outsourcing may lead to increase nominal wage, for labourers, higher wage means higher labor reward. The international services outsourcing will provide for laborers international platform of vocational training, thus it has an important significance for laborers to improve skills and supplies them opportunities to look for a better job. It will also promote the overall human resources level in undertaking countries. In the process of international services outsourcing, the outsourcing enterprises are usually the multinational companies that have higher internationalization level, and they have developed advanced experience and systems improving the working environment in order to motivate employees, thus they play an exemplary role for enterprises in undertaking countries. Through the above approaches, international services outsourcing can produce beneficial effect to improve the quality of employment in undertaking countries.

Currently, the empirical analysis about employment effect of international services outsourcing in undertaking countries is relative scant. In order to validate the theoretical analysis, the book takes China and India, the two typical services undertaking countries as examples. Based on the reality of services outsourcing and services outsourcing industry development in China and India, the paper analyses the employment of international services outsourcing empirically. The results

show that international service outsourcing has expanding effect to total employment both in China and India, but it has smaller direct impact on total employment in China, and larger direct impact on total employment in India. As for employment structure, international services outsourcing has positive impact on the change of employment structure both in China and India, but at the present it mainly benefit the second industry growth for the two countries. From the perspective of industry growth role in employment growth, the impact is not obvious to optimize industrial employment structure. International services outsourcing has notable different effect to different regional employment in China. International services outsourcing has larger impact on employment increasing of eastern region in China than that of central and western regions in China, which means that it may further led to widen regional employment disparity in China. International services outsourcing has a positive effect on total employment and wage in China and India, which means more jobs and higer labor reward, then explains the upgrading effect on employment quality of international service outsourcing.

To sum up, the theory and empirical analysis all show that international services outsourcing has an impact on employment in undertaking countries, but whether the effect is large or small depends on the impact of international services outsourcing on employment decision factors and the mutual restrictive effect between the factors. As undertaking country, it should know about the omni-directional employment effect and ways of international services outsourcing. On one hand, it should grasp the opportunity to develop vigorously international services outsourcing and develop services outsourcing industry in order to expand employment amount, optimize employment structure, promote employment quality, on the other hand, in the process of developing services outsourcing industry, in order to unleash the full positive effect in promoting employment, it should increase education inputs to improve human resource level, coordinate industry development in order to improve services and services outsourcing industry development level, coordinate regional economic development level, support services enterprise development and improve the labor mobility mechanism etc.

Key words: International Services Outsourcing; Employment Effect; Services Undertaking Country

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