

# 中国电子商务的 发展与决策



主 编 郑友敬 [美]拉塞尔·派普  
副主编 吴 刚 [美]范 星



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# 中国电子商务的 发展与决策

**CHINA E-COMMERCE DEVELOPMENT  
AND POLICY DECISION**

主编 郑友敬 [美]拉塞尔·派普

副主编 吴 刚 [美]范 星

Edited by: Zheng Youjing, Russell Pipe

Wu Gang, Fan Xing

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- 郑友敬 中国社会科学院信息基础结构与经济发展研究中心执行主任、  
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华平澜 北京市人民政府信息化办公室常务副主任、教授  
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Mr. Rohan Champion, Senior Vice President, FedEx  
Mr. Gareth Chang, Executive Chairman, StarTV  
Mr. Pei Yuan Chia, Member Board of Directors, American International Group  
(AIG)  
Mr. Xing Fan, Asian Telecom Fellow, Center for Strategic & International Studies  
Ms. Guo Hong, Cyber Century Fellow  
Mr. James Jarrett, President, Intel China  
Ms. Su-Ling Kilpatrick, Business Development Director, Lucent Technologies,  
China  
Mr. Stephen Lau, Privacy Commissioner, Hong Kong  
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Ms. Polly Sumner / Mr. Derrick William, Senior Vice Presidents, Oracle Corporation  
Mr. Masao Yukawa, Board of Directors, Mitsubishi Corporation

## **Members of the research group of “China E-Commerce Challenge Project”**

### **Senior Advisors:**

**Prof. Liu Guoguang**, Special Advisor, Chinese Academy of Social Sciences (CASS)

**The Hon. Diana Lady Dougan**, Senior Advisor and Chair, International Communications Studies Program, Center for Strategic and International Studies (CSIS), and President, Cyber Century Forum

### **Project Directors:**

**Prof. Zheng Youjing**, Executive Director, Center for Information Infrastructure and Economic Development, Chinese Academy of Social Sciences (CASS)

**Mr. G. Russell Pipe**, Deputy Director, Global Information Infrastructure Committee and Senior Advisor, International Communications Studies Program, Center for Strategic and International Studies (CSIS)

### **Chinese Project Members:**

**Mr. Cai Jinrong**, Director, Information Center, State Administration of Taxation

**Prof. Chen Jing**, Director General, Department of Technology Payments, People's Bank

**Prof. Deng Shoupeng**, Director, Bureau of Techno-Economics, Development Research Center, State Council

**Prof. Guo Changzhong**, Senior Advisor of State Informatization Office and Executive Director of its Expert Group, Ministry of Information Industry

**Prof. Hua Pinglan**, Director, Office of Beijing National Information Infrastructure, The People's Government of Beijing Municipality

**Ms. Hu Jingsheng**, former Vice Director, informatization Center, Municipality of Tianjin

**Prof. Liu Cai**, Director General, Department of Policy & Regulation, Ministry of Information Industry

**Dr. Liu Manqiang**, Secretary General, Center for Information Infrastructure and Economic Development, Chinese Academy of Social Sciences (CASS)

**Mr. Qiu Weili**, Director, Division of America and Oceania, Department for Foreign Affairs, Chinese Academy of Social Sciences (CASS)

**Mr. Song Chengmin**, former Deputy Director, Information Center, State Eco-

conomic and Trade Commission

**Prof. Wang Tong**, former Director General, Information Center, Office for Restructuring Economic System, The State Council

**Dr. Wu Gang**, Vice Secretary General, Center for Information Infrastructure and Economic Development, Chinese Academy of Social Sciences (CASS)

**Mr. Wu Shangmin**, Vice Director General, Administration Office, Chinese Academy of Social Sciences (CASS)

**Prof. Xia Zhongrui**, Director, Shanghai InfoPort

**Ms. Xing Wei**, Director, China International Electronic Commerce Center, Ministry of Foreign Trade and Economic Development (MOFTEC)

**Prof. Zhang Zhenming**, Chairman of the Board of Directors & General Manager, Beijing Golden Card Network Corporation, Advisor to the Beijing Government

**Prof. Zhong Yixin**, Vice President, Beijing University of Posts & Telecommunications (BUPT)

**Ms. Zhou Hong**, Secretary General, Center for Information Infrastructure and Economic Development, Chinese Academy of Social Sciences (CASS)

## **International Project Members:**

**Mr. Masaki Akiyama**, Matsushita (Japan)

**Mr. Koos Bekker**, Managing Director, MIH Holding (South Africa)

**Mr. Rohan Champion**, Senior Vice President, FedEx

**Mr. Gareth Chang**, Executive Chairman, StarTV

**Mr. Pei Yuan Chia**, Member Board of Directors, American International Group (AIG)

**Mr. Xing Fan**, Asian Telecom Fellow, Center for Strategic & International Studies

**Ms. Guo Hong**, Cyber Century Fellow

**Mr. James Jarrett**, President, Intel China

**Ms. Su-Ling Kilpatrick**, Business Development Director, Lucent Technologies, China

**Mr. Stephen Lau**, Privacy Commissioner, Hong Kong

**Mr. Henry Lichstein**, Head of the Advanced Development Group, Citibank

**Hon. Ira Magaziner**, former Counsel to the President of the United States

**Hon. Tedson Meyers / Hon. Rachelle Chong**, Coudert Brothers

**Mr. Glenn Osaka / Mr. Lee Ting**, Senior Vice President, Hewlett Packard

**Ms. Polly Sumner / Mr. Derrick William**, Senior Vice Presidents, Oracle Corporation

**Mr. Masao Yukawa**, Board of Directors, Mitsubishi Corporation

# 前 言

电子商务作为 21 世纪崭新的商务模式，具有无限广阔的发展前景。中国社会科学院信息基础结构与经济发展研究中心从 1995 年底开始接触电子商务并筹备国际会议。1996 年 3 月，由中国社会科学院信息基础结构与经济发展研究中心，会同原国家电子工业部、中国人民银行和美国战略与国际问题研究中心（CSIS），在北京共同主办了中国第一届“电子商务国际研讨会”，这次研讨会不仅把“电子商务”的概念引进了中国，而且对中国电子商务发展起了重要作用。从那时起，中国与世界电子商务的发展如雨后春笋，迅猛异常：各级领导都十分关注并支持电子商务的发展，许多政府部门、研究机构、高等院校纷纷组织各种层次、不同专业领域的电子商务研讨会，许多城市、产业部门、各类企业先后开始电子商务的尝试，出现了政府上网、电子购物、客房预订、网上书店、礼品店、网吧、远程教学等一系列电子商务的实践形式。

继北京第一届电子商务国际研讨会之后，中国社会科学院信息基础结构与经济发展研究中心与上海市人民政府、国务院信息化领导小组、美国战略与国际问题研究中心，1998 年 4 月又在上海共同主办了以应用电子商务为主题的第二届“电子商务国际研讨会”，这次研讨会对中国两年来电子商务的发展予以完全地肯定，并对其发展前景充满信心。

1999 年 1 月，中国社会科学院信息基础结构与经济发展研究中心又与美国世纪论坛、美国战略与国际问题研究中心合作，在美国著名的“硅谷”所在地，加利福尼亚州圣荷西市再次举办了“中国电子商务国际研讨会”，会议的主题是研究中国如何利用发达国家经验，结合中国经济发展特点，在中国的政府机构、科研和教育机构以及各类企业、发达地区和欠发达地区进行电子商务的实践，推广和应用电子商务。



现呈现在广大读者面前的是以“中国电子商务挑战项目”课题组两年来的研究成果。

在此我要向一直给予我们“中心”大力支持的中国社会科学院、美国战略与国际问题研究中心、国家各有关部委表示衷心的感谢。我们要特别感谢“中心”的中方主席、中国社会科学院原第一副院长、中国著名经济学家刘国光教授，“中心”的外方主席、美国战略与国际问题研究中心高级顾问、美国信息时代论坛主席、美国终身荣誉大使戴安娜·杜根女士，他们对本书的写作给予了极大的关注和支持。在研究过程中，我们还得到 Intel、惠普、三菱、Oracle、Sun、Netscape、IBM、朗讯、C&W、香港电讯、美国信息时代论坛、美国花旗银行、CSIS、GIIC 等许多跨国公司和国际机构的帮助和支持，没有他们的大力协作，本研究项目也是难以完成的。我还要向课题组成员表示最诚挚的谢意，他们提供的高质量文稿构成了本书的主体内容。最后，我要衷心地感谢中国财政经济出版社的杨天赐社长和电子出版中心的刘航副主任，是他们的大力支持和高效率的工作，才使我们的这一成果有机会与广大读者见面。

全书中文稿由“中心”的吴刚博士初步编纂，最后由我统编、统改、定稿；英文稿由派普先生和范星先生翻译与审定。

我们衷心希望中国电子商务迅速发展，促进中国经济持续、稳定、快速发展。如果这本小书能够为中国电子商务的发展和经济腾飞发挥积极作用，能作出有益的贡献，我将由衷地感到高兴。我们中国社会科学院信息基础结构与经济发展研究中心愿意为中国的现代化、信息化建设继续添砖加瓦。由于我们的水平有限，加之时间仓促，所以在统编过程中会有这样那样的不足，敬希广大读者批评指正。

中国社会科学院信息基础结构

与经济发展研究中心

执行主任、教授、博士生导师 郑友敬

1999年10月于北京

## Preface

As a new commercial model in the 21<sup>st</sup> century, E-Commerce will have an immeasurable and bright future. Since late 1995, Center for Information and Economic Development (CIIED), Chinese Academy of Social Sciences (CASS) began to get in touch with E-Commerce and prepare for international conference. In March 1996, CIIED, cooperating with the former State Ministry of Electronic Industry, the People's Bank of China and the Center for Strategy and International Study (CSIS) of USA Sponsored the first "International E -Commerce Forum" in Beijing, China. The Forum had not only introduced the concept of E-Commerce into China, but also played very important role for E-Commerce development in China. Since then, E-Commerce developed extremely rapidly in China, including that the leaders at all level in China paid lots of attention to support its development; lots of departments of government, research agencies and Universities sponsored many kinds of E-Commerce conference in different industrial fields; many cities, industrial departments, enterprises began to practice E-Commerce; some E-Commerce modes, such as Government On-Line, electronic shopping, on-line reservation for hotel, on-line book store, on-line gift store, on-line coffee bar, remote education have been practiced.

After the first International E-Commerce Forum held in Beijing, CIIED, cooperating with Shang Hai Municipal Government, State Coun-

cil Informatization Leader Group of China and CSIS of USA, sponsored the second “International E-Commerce Forum”, which focused on the application of E-Commerce, in Shang Hai, China. The Forum thought that the E-Commerce had developed very successfully in the last tow years and believed it will be developed more quickly in the future.

In January 1999, CIIED, cooperating with CSIS, the Cyber Century Forum, Washington, D.C., sponsored the third “International E-Commerce Conference” again in the famous Silicon Valley, San Jose, CA USA. The conference focused on how to practice and popularize E-Commerce in the government departments, research and education agencies and enterprises, developed and undeveloped fields in China, how to take advantage of the experience of advanced countries and combined it with the specialty of China This book faced all the dear readers now is the research finding of the research group<sup>1</sup> of “China E-Commerce Challenge Project” in last two years.

Here, I would like to thank CASS, CSIS and related China’s state government ministries and commissions which have given us lots of supports. I would like to thank Dr. Liu Guoguang, Co-Chair of CIIED, the former Vice President of CASS, famous economist and Professor and the Hon. Diana Lady Dougan, Co-Chair of CIIED, Senior Advisor of CSIS, Chair of Cyber Century Forum and the Life Honorable Ambassador of USA, who have paid lots of attention and given great support to the book’s writing. During the progress of research, we have got lots of help and support from Intel, HP, Mitsubishi, Oracle, Sun, Netscape, IBM, Lucent, C&W, Hong Kong Telecom, Cyber Century Forum, City Bank, CSIS, GIIC, and many other international companies and agencies. I don’t think we could finish our research project without their coordination. Also, I

would like to express my deep thanks to all the members of our research group, whose high quality research findings have composed the fundamental contents of the book. Finally, I would like to thank Mr. Yang Tianci, Mr. Liu Hang, China Financial and Economic Publishing House, that is because their great support and efficient work, we could have the opportunity to recommend the book to all the dear readers.

The Chinese version of the book was edited by Dr. Wu Gang first, then modified and finished by myself. The English version of the book was translated and finished by Mr. Pipe and Mr. Xing Fan.

I hope in heart that the economic growth of China will be sustainable, speedy and stable accompanied with the rapidly development of E-Commerce. I will feel very happy if this book could push forward China's E-Commerce development and economy growth more quickly. Our CIIED of CASS would like to contribute our effort to the construction for China's modernization and informatization.

Professor Zheng Youjing  
Executive Director  
Center for Information Infrastructure  
and Economic Development,  
Chinese Academy of Social Sciences  
October 1999, Beijing

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# 第一篇

## 全新的商务革命







## 第一章 全新的商务模式

随着网络技术的迅猛发展,信息处理与传递已突破时空与地域界限。因此,网络化、全球化、并在此基础上飞速发展起来的电子商务化,已成为不可抗拒的世界潮流。这次浪潮到来之迅猛、影响之深远、受益面之广泛,超过任何一次技术革命。不论世界经济格局如何变化,产业如何调整,从现在起,一个巨大变革就是:新的巨大的生产力将来自网络上的革命,新的巨大的潜在市场将来自互联网,新的巨大的经济增长点将是电子商务。

### 第一节 电子商务是一种全新的商务模式

电子商务(Electronic Commerce)简单说就是利用先进的电子技术所进行的商务活动的总称。它是通过计算机网络将买卖双方的商务信息、产品信息、销售信息、服务信息,以及电子支付等商务活动,按相互认同的交易标准来实现。有些产业界人士简而明之为“利用电子媒体做生意”、“在网上进行买卖活动”、“将传统的商务活动移到网上进行”。

由于全部商务活动是在网上进行,且涉及顾客、销售商、供应商、银行金融系统、信息公司或证券公司、政府机构、配送中心,以及相关部门的各类人员等,因此,电子商务的基本架构是网络。下边以一个普通消费者的网上购物为例,说明电子商务的全部过