

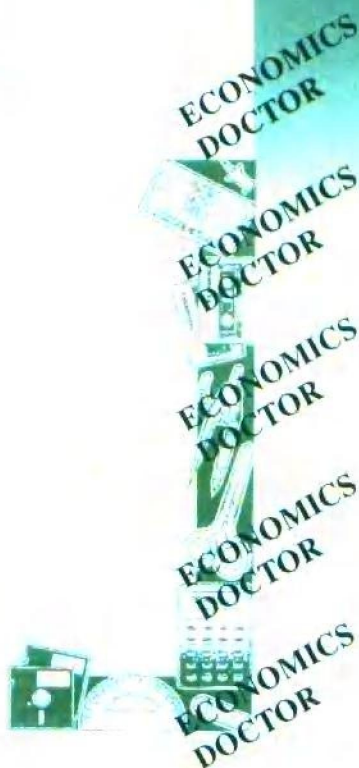
中 国 经 济 学 博 士 论 丛

市场国际化与市场结构优化 问题研究



齐 兰 著

中国经济出版社



中国经济学博士论丛

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序

齐兰同志撰写的《市场国际化与市场结构优化问题研究》一书，是在她的博士论文基础上修改而成的。我作为她的博士论文答辩委员会主席，主持了她的论文答辩会。答辩委员会成员对她的论文作了相当高的评价，一致认为是一篇很好的学术论文。现在她的论文出版成书，我乐于为这本书作序。

市场国际化必然引起一国的市场结构的变化，这是当今全球经济一体化条件下所有发展中国家参与国际经济活动中所面临的现实问题，也是我国从封闭型经济转向开放型经济以来必须认真对待和妥善解决的重大问题。如何就此作深入的理论探索，是具有学术意义和现实意义的。

该书在广泛阅读和研究有关中外文献资料的基础上，对现有的市场国际化理论与市场结构变化理论作出了综合评述，对这两个既相联系又相冲突的问题进行了全面剖析，条分缕析，内容充实，显示了作者在自己专业领域中具有扎实的功底。

该书在对一些重要问题的思考与分析上，如“主体市场结构”概念的提出，有效竞争内涵的扩展，产业分类方法的设想，等等，颇有新意。

不仅如此，该书还注重理论联系实际，依据理论分析，借鉴别国的经验教训，从我国的实际出发，探讨并提出了关于中

国市场国际化进程中实现市场结构优化的若干政策建议，这些建议具有可行性。

综观全书，纲领分明，推论细微，逻辑严谨，行文流畅，反映了作者认真的治学态度和较高的科研水平。

当然，该书也存在一些不足之处，如应在市场国际化与市场结构理论联系的基础上加大实证分析力度；应对所提出的思想观点和对策建议进一步展开论证等。希望齐兰同志继续努力，在这个研究领域中不断取得新的成果。

谭崇台

1999 年春于武汉大学

内容摘要

如何正确认识与处理对外开放与保护国内市场、发展民族经济的关系，这是当今全球经济一体化浪潮冲击下发展中国家所面临的一个新的重大课题。中国作为世界上最大的发展中国家，解决这一重大课题，既要靠实践经验的不断积累，更要有理论的正确指导。对外开放与保护国内市场、发展民族经济问题，从理论层面上看，则属市场国际化与市场结构优化范畴。因此，研究和探讨市场国际化和市场结构优化问题，既具有重大的理论意义，更具有重大的现实意义，而这正是本书研究的出发点和目的所在。

全书共六章分三个部分。第1章“绪论”与第2章“市场国际化理论与市场结构理论评述”构成第一部分。这一部分通过对基本概念的界定和对基本理论的评析，初步构造出市场国际化与市场结构理论的基本框架，从而为第二、三部分的研究在理论上进行铺设。第3章“市场国际化与市场结构问题的总体思考”与第4章“市场国际化与市场结构问题的分类研究”构成第二部分。这一部分在总体和分类两个层面上，对改革开放以来市场国际化条件下的中国市场结构的演变与现状及存在问题进行了较深入的研究，并着重对具有典型意义的三个行业进行了个案分析，由此形成较为系统的具有中国特点的市场国际化与市场结构理论的研究内容，从而为第三部分的研究提供依据。第5章“市场国际化趋势与市场结构目标优化”与第6章

“实现市场结构目标优化的对策建议”构成第三部分。这一部分从全球经济一体化所引起的市场国际化趋势的角度，探讨并提出了未来中国市场结构优化的战略目标以及实现这种目标的对策建言，其中重点研究了竞争政策及其在不同产业领域中的具体实施方案，这一部分研究既是对第一、二部分研究的综合与提升，也是本书研究成果的最终体现。

本书较具新意之处主要体现在研究选题、研究角度、研究方法和研究中的主要思想及观点这四个方面：

一、研究选题方面。迄今为止，国内外理论成果中，明确地将市场国际化问题与市场结构问题联系起来作为独立的研究对象进行系统研究的成果还不多见。一般常见的研究选题，或是专门研究市场国际化理论（包括国际贸易理论、国际直接投资理论和发展中国家对外开放理论等），或是单独研究市场结构理论（包括垄断竞争理论和产业组织理论等），而本书则是将市场国际化与市场结构两者结合起来作为整体研究对象进行较为系统地研究，这可以说具有一定新意。

二、研究角度方面。本书的研究角度是立足于本国市场，着重研究外国产品及其生产要素的进入对国内市场结构的影响。这种研究角度与现有关于这方面理论成果的研究角度都有所不同，现有成果的研究角度主要有三种类型，一是以国际经济大环境为背景，着重研究全球经济一体化对整个国际市场产品结构、投资结构等方面的影响；二是以本国市场为出发点，着重研究本国产品生产要素的向外流出及其在国际市场上所占份额的问题；三是以国内市场为基础，着重研究产品与生产要素的进入与流出（即双向流动）对国内和国际市场的双重影响。而本书的研究，不同于第一种类型之处是以本国市场为背景，不同于第二种类型之处则在于不仅以本国市场为出发点，而且还

以本国市场为归宿点；不同于第三种类型之处则在于不仅注重产品与生产要素的双向流动所产生的双重影响，而且还注重这种双重影响对国内市场的进一步影响（即连续互动作用），正因如此，本书研究角度的选取也具有一定新意。

三、研究方法方面。本书在采用经济学研究的一般方法（即规范分析与实证分析相结合、静态分析与动态分析相结合、宏观分析与微观分析相结合）的同时，还运用了产业组织学特有的“SCP”（结构——行为——绩效）范式，并在此基础上，提出了一种扩大的 SCP 分析范式，即“I-SCP”市场国际化——市场结构（包括具体的结构、行为、绩效）的分析范式。这种“I-SCP”分析范式与产业组织学的“SCP”分析范式的不同之处在于：它引入了对外开放因素，更多地考虑开放条件下的一国国内的市场结构问题；它将市场结构因素在与市场国际化对其影响的这一层面上视为内生变量，而不只是把市场结构看成是一种自动的外生变量；它将市场结构范围进一步拓展，即不仅包括市场结构本身，还包括由这些要素决定的行为和后果，从而体现了结构、行为、绩效的综合统一。由此可见，本书提出并应用“I-SCP”范式进行我国的市场国际化与市场结构问题的研究是具有相当新意的。

四、研究中的主要思想和基本观点方面。笔者在研究中重点探讨并提出了一些较具新意的问题和观点，具体体现在：

（1）在规范与界定市场国际化、市场结构这两个最基本概念的基础上，提出“大市场结构”思想，进而提出“主体市场结构”与“客体市场结构”概念，并运用这些新的概念对市场国际化条件下的中国市场结构问题进行了较深入的理论分析。（第1章）

（2）分别对现有的市场国际化理论和市场结构理论的研究

成果进行整理,并在此基础上运用“I—SCP”范式,将市场国际化理论与市场结构理论有机结合起来,从而建立起市场国际化与市场结构二者之间的理论联系。(第2章)

(3) 从历史和现实的角度考察并探讨了市场国际化与市场结构的实际运作过程和内在作用机理,其中重点分析了开放条件下的我国市场结构状况及其存在的问题,由此作出了对市场结构总体状况及存在的主要问题的基本判断。研究认为,当前我国市场结构总体状况及主要问题,既不是单一的过度竞争或过度垄断,也不只是简单的过度竞争与过度垄断的同时并存,而是一种垄断与竞争本身内部各种因素及问题在不同层面不同领域中的表现与组合。具体来说就是,从宏观层面来看,市场结构基本态势及主要问题是国内企业之间、国内企业与三资企业之间竞争不足,行业行政性垄断严重。竞争不足与行政性垄断过度同时并存,互为因果;从部分产业领域来看,国内企业之间存在过度竞争现象,国内企业与三资企业之间竞争仍不够充分,三资企业尤其是外国跨国公司的经济性垄断较为严重。竞争过度、竞争不足与经济性垄断过度同时并存,互为因果。由此,笔者提出优化我国市场结构的主要任务应是“双反双促”,即在总体上,反对行政性垄断,促进国内企业之间以及国内企业与三资企业之间的市场竞争;在部分行业中,反对经济性垄断,促进国内企业与三资企业之间的公平竞争。(第3章)

(4) 在对市场国际化与市场结构总体分析的基础上,笔者又进行了分类研究,即从市场国际化所包含的进口贸易、外来直接投资和技术引进这三个方面各自对市场结构的影响进行分析。这种分类研究,尤其是将技术引进从外来直接投资中剥离出来,进行独立研究在现有的国内外理论成果中尚不多见。不仅如此,本书在分类研究的基础上,又进行个案分析,即将纺

织工业、汽车工业和电子工业分别作为进口贸易与市场结构、外来直接投资与市场结构、技术引进与市场结构的典型代表进行了较深入的研究，并相应提出这些行业的贸易自由化、投资自由化和技术进步条件下的市场结构优化思路。（第4章）

（5）面对全球经济一体化和市场国际化的发展趋势，考虑到我国改革与发展的总体目标以及市场结构自身运作规律，本书将“有效竞争”作为未来我国市场结构优化的基本目标，并由此对有效竞争的内容及其标准进行了探讨，从而赋予有效竞争更新的涵义，即认为有效竞争是微观、中观和宏观三个层面相结合的安全竞争、适度竞争、高效竞争和可持续竞争，是这些竞争的有机协调和综合平衡。（第5章）

（6）将竞争政策作为实现市场结构优化目标的一个重要方面和手段，并通过竞争政策的国际比较，发现问题找出差距，进而对我国竞争政策的制定与完善提出对策建议。本书在探讨竞争政策在不同产业领域中的具体实施时，提出了一种新的产业分类方法，即“综合因素分类法”。这种方法与现有分类方法最大的不同之处就在于，它把市场竞争效果因素与市场国际化因素、国家经济因素引入分类基准之中，再结合市场结构因素，由此划分出三大产业群及其六个产业类别，即竞争性产业群（包括国际竞争性产业和国内竞争性产业两个类别），准竞争性产业群（包括经济安全性产业和发展战略性产业两个类别）和非竞争性产业群（包括自然垄断性产业和外部经济性产业两个类别）。在此基础上，根据不同类别的产业领域的实际情况，相应提出了若干对策性建议：在竞争性产业领域中，竞争政策的实施重点应是反行业行政性垄断，因为应加大对内开放和对外开放力度，引入竞争机制，以遏制乃至消除阻碍市场结构优化的行政垄断因素；在准竞争性产业领域中，竞争政策的实施重点

应是反经济性垄断，为此应实行对外保护对内开放的措施，即对民族幼稚工业等重点支柱产业，采取适时适度保护政策，避免外国资本的全面控制与垄断，同时加快对内开放步伐，促进国内企业之间的竞争，以提高整个民族产业抵御国外垄断势力的竞争实力；在非竞争性产业领域中，首先应界定该领域中的竞争性部门或业务与非竞争性部门或业务，然后在此基础上，对竞争性部门及业务采取竞争性产业领域的竞争政策，即扩大市场开放、促进市场竞争，而对非竞争性部门及业务则采取适当的政府管制措施，以保证其健康有序地发展。（第6章）

本书研究也有一些不足之处，如应在市场国际化与市场结构理论联系的基础上建立相应的数量模型；应加大实证分析力度；应对分类研究的内容进一步展开论证等。这些正是本书需要进一步补充与改进的方面。为此，笔者将继续努力做这方面的研究工作。

ABSTRACT

How to treat and deal with the relationship between open economy and domestic market protection to develop national economy, is a new and grave matter to every country, especially developing countries, during the wave of global economic integration. As the biggest developing country in the world, China faces the same problem. The solution to this problem depends on theoretical guide as well as practical experience. From the theoretical point of view, the matter of open economy and domestic protection to develop national economy belongs to the category of market internationalization and market structure optimization. Therefore, to study and inquire into the matter of market internationalization and market structure optimization is of practical and theoretical significance. It is the very starting point and purpose of this book.

The book has 6 chapters, divided into three parts. Part one consists of chapter 1 "preface" and chapter 2 "the theoretical review of market internationalization and market structure". Through the definition of basic conceptions and review of basic theories, the author builds up the fundamental frame of market internationalization and market structure theory initially. Thus, it serves as the theory for the study of part 2 and part 3.

Part 2 consists of chapter 3 “the general idea about the problem of market internationalization and market structure” and chapter 4 “classified study of market internationalization and market structure problem”. In view of the general and classification level, the author has a further study of the development, the existing condition and the major problem of China market structure, and highlights three industries of typical significance, textile industry, automobile industry and electronics industry for case study. Thereby, it contains the theoretical research content about market internationalization and market structure which is systematic and of Chinese character, also provides scientific basis for part 3. Chapter 5 “the trend of market internationalization and the optimization of market structure target” and chapter 6 “the corresponding policy suggestion for the realization of optimization of market structure target”. With global economic integration resulting in the developing tendency to market internationalization, the author studies and probes into the strategic goals of China market structure optimization in the future, and discusses the tactics of achieving the target correspondingly, it also shows emphasis on the competition policy and different implement in different industries. Part 3 is the return of this paper, as well as a synthesized and promoted study to part 1 and part 2. Therefore, it reflects fully the theoretical and practical significance of the book.

The innovative content and contribution mainly lie in the following ways:

1. Subject matter. It's rare to consider the problem of mar-

ket internationalization linked with market structure as an independent research object and study systematically. Generally speaking, some are specialized in studying the theory of market internationalization including international trade theory, foreign direct investment theory and open economy theory in developing country etc. Others study the theory of market structure singly, including monopolistic competition theory and industrial organization theory etc. However, It is of innovation and originality to make a study on market internationalization connected with market structure as a whole systematically.

2. Angle of study. The study angles of this book has a foothold on domestic market, highlights the influence of the entry of foreign products and productive factors on domestic market structure. It's different from the present available achievement of theory. The latter have been well documented in three ways; First, with the background of international economy, they emphasize the influence of global economic integration on international market product structure and investment structure etc; Second, with domestic market as starting point, they highlight the outflow of domestic products and productive factor and its impact of international market shares; Third, they show emphasis on the dual influence of the inflow and outflow of products and productive factor on domestic and international market. However, this book differing from the first way lies in background which is based on domestic market. Differing from the second way is determined by the starting point and the based on domestic market. Differing from the

third way is rested on the dual influence of two-wayflow product and productive factor, and also emphasizes the further impact of dual influence on domestic market, that is to say, continuous interdependency action. Thereby, the study angle of the book is unique.

3. Method of study. the book adopts the general economic method of study, that is to say, the combination of normal and empirical analysis, static and dynamic analysis, macro economic and micro economic analysis, at the same time, still applies special method of industrial organization, namely "SCP" Structure-Conduct-Performance paradigm to study China domestic market. And basing on this method, the author puts forward a extended SCP paradigm, that is to say "I-SCP" paradigm (Internationalization—Structure, Conduct and Performance). That the book puts forward and applies "I-SCP" paradigm to study Chinese market internationalization and market structure is rather new and original.

4. Main idea and basic viewpoint. The book highlights and puts forward some new problems and viewpoints, and they are reflected in the following ways:

(1) Based on the norm and definition of two basic conceptions market internationalization and market structure, the author puts forward the conception of "Big market structure", and suggests the conception of "Subject Market Structure" and "Object Market Structure" furtherly, also applies these new conceptions to analyze China market structure in the market internationalized condition theoretically.

(2) The book respectively evaluate the theoretical achievement of market internationalization and market structure and builds up the theoretical connection between market internationalization and market structure.

(3) The book adopts empirical method to analyze the actual operational process and internal principles of market internationalization and market structure, especially analyzes the existing condition and problem of China market structure in open economy and makes elementary judgments about the general condition and major problem of market structure, based on the synthesization of the interrelated method.

(4) Based on the general analysis of market internationalization and market structure, the author carries on classification study, that is to say, analyzing the influence of import trade, foreign direct investment and technology acquisition on market structure respectively. This kind of study is scarce, particularly the independent study of taking technology acquisition out of foreign direct investment in now available achievements of theory. And the author gives individual case analysis, based on classified study, namely, regarding textile industry, automobile industry and electronics industry. As typical representatives of import trade and market structure, foreign direct investment and market structure, technological advance and market structure to make a further study and gives the idea correspondingly of the optimization of market structure in these industries, under the condition of trade liberalization, investment liberalization and technological advance.

(5) The author takes effective competition as the optimization target of China market structure in the future, considering the general goal of Chinese reform and development and operational law of market structure itself, and also probes into the content and standard of effective competition. Therefore, the author bestows effective competition with new and rich meaning and the author believes that effective competition should be safety competition, moderate competition, high efficiency competition, sustainable competition, and should be organic coordination and comprehension balance of these competitions.

(6) The book holds competition policy as an important aspect and mean of realizing the optimization target of market structure, discovers problems and gaps through international comparison of competition policy. Furthermore, the thesis puts forward the basic suggestion about regulation and perfection of China competition policy. When inquiring into the specific implement of competition policy in various industries, the author sets a new industry classification method, namely "comprehensive factor classification method". It is different from the existing classification method which introduces market competitive effect factor, market internationalization factor, country's economic safety and development factor to the classification standard, and combined with market structure factor, divides main industries into 3 industry groups and 6 industry classification. Namely, 1. market competitive industry group, including international competitive industry and domestic market competitive industry. 2. quasi-market competitive industry group, including