

기업가 정신과 노동

황준욱 · 전병유

목 차

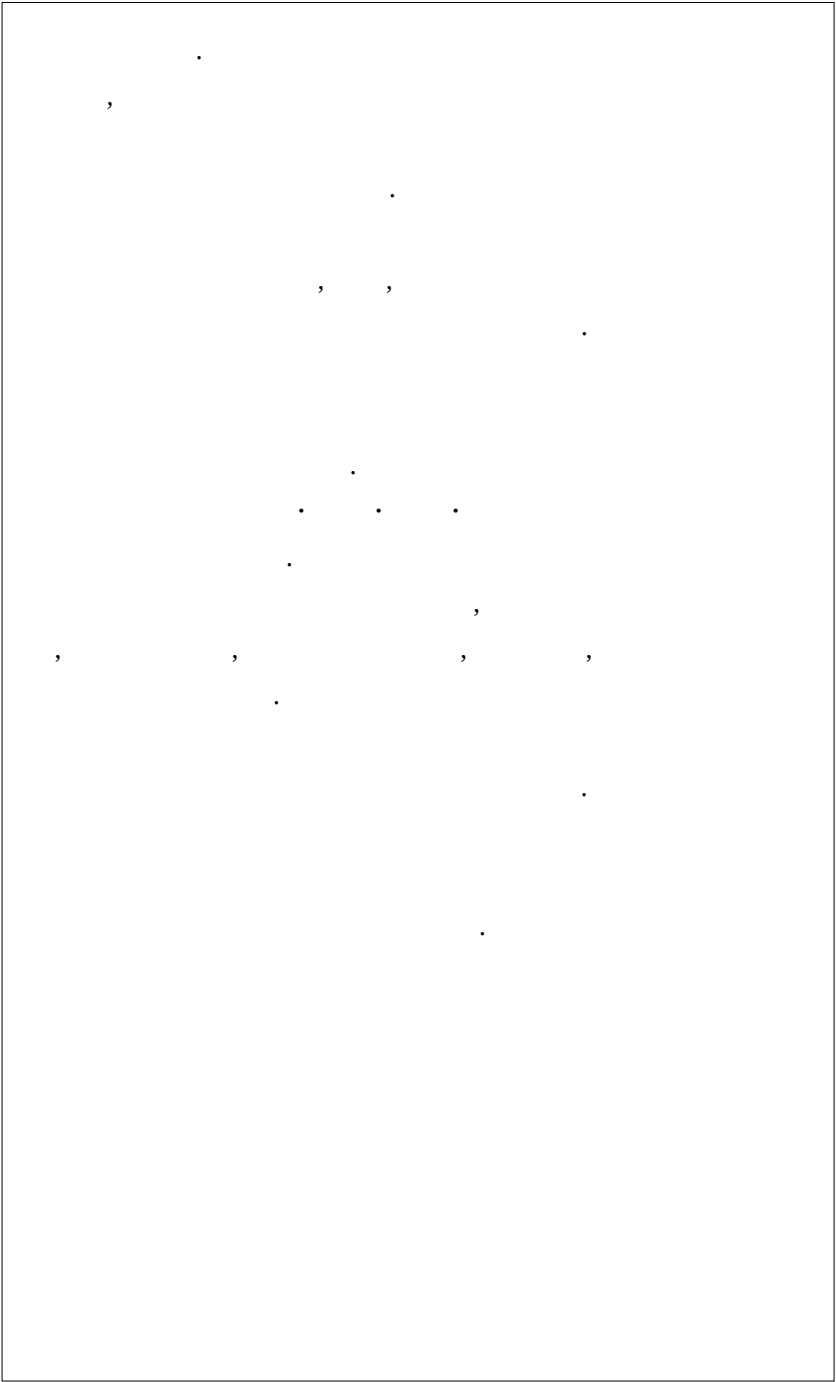
요 약	i
제1장 서 론	() 1
1.	1
2.	2
제2장 기업가 정신	() 8
1.	8
2.	13
3.	19
4. (social entrepreneurship)	22
5. :	26
제3장 기업가 정신과 고용	() 28
1.	28
2.	29
3.	32
제4장 결론 : 정책 시사점	() 45
1.	45
2.	51
참고문헌	61



요 약

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(trait)



제 1 장 서 론

1. 연구 목적, 방법과 구성



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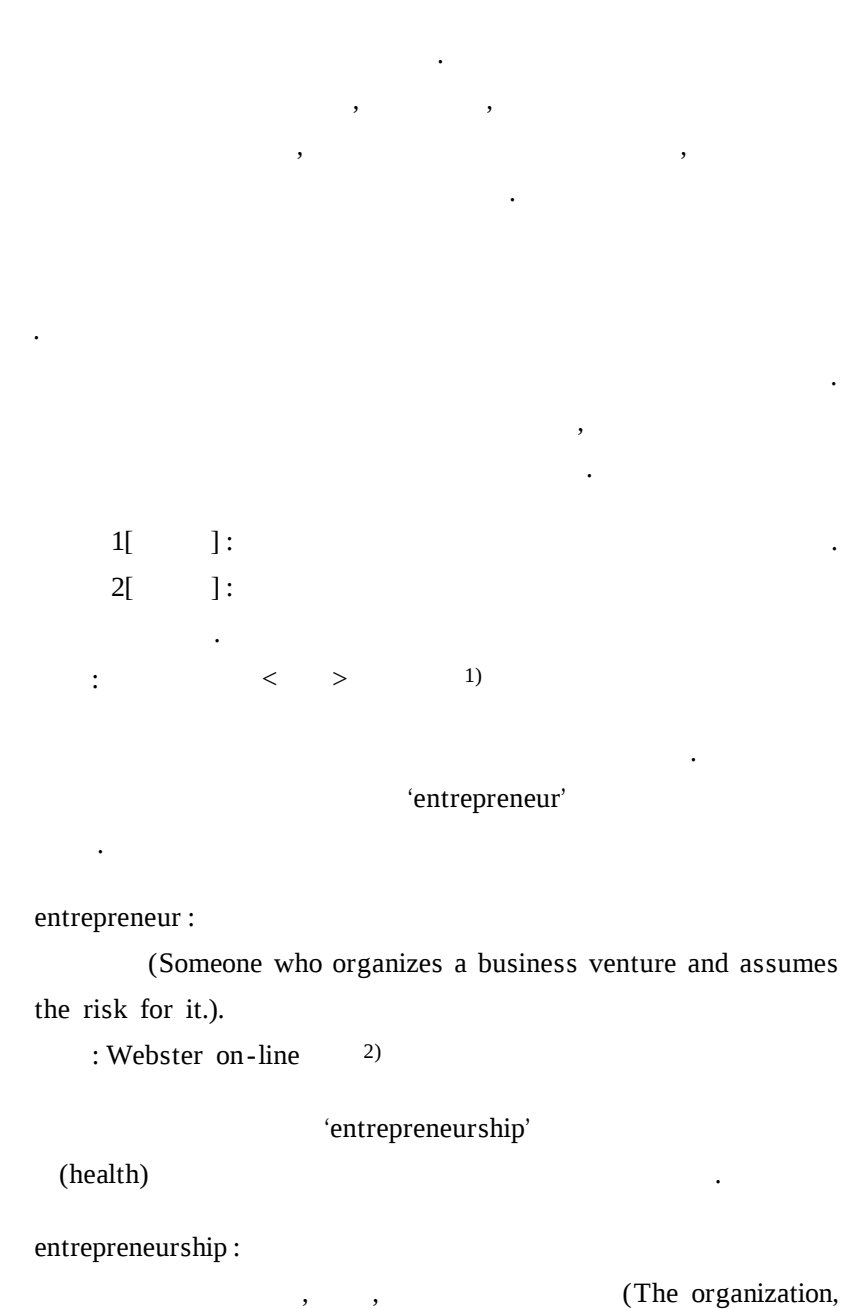
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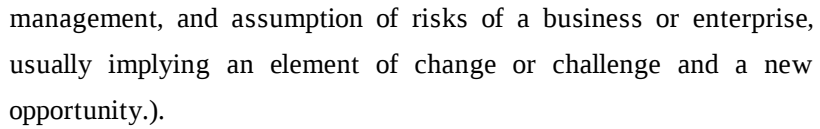
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2. 기업가 정신에 대한 정의

가. 사전상의 정의



2) <http://www.websters-online-dictionary.org/definition/ENTREPRENEUR>



(), (capitalist)
(manager),

4) : 2009 2 13 () 7 30 ,
 , <http://cafe.daum.net/twincamp/4uXu/41?docid=1DdCT|4uXu|41|20090218101852&q=%BE%C8%C3%B6%BC%F6%2C%20%B1%E2%BE%F7%B0%>

나. 경제사적 정의

Ricketts(2006)

18, 19

19

(men of business)

20

(businessman)

”(Jewkes,

1943; Ricketts, 2006, p. 38)

Ricketts(2006)



(objects)

다. 이 연구에서의 정의

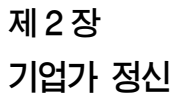


(risk) (uncertainty)

,
“ ()
”
.

Schumpeter(1912) , “
(mechanism) ,
(agent)” .

,
() “
” . “
”
”



기업가 정신

가. 기업가(起業家)와 유사한 개념들

() (), ,
.
() (), ,
.
()



? Metcalfe(2006)

Schumpeter

destruction).

(creative

. Casson

(Casson, 1982).

Schumpeter

(1978)

peter

. Kirzner

Schum-

. Schumpeter

Schumpeter

Kirzner

. Schumpeter

Kirzner

Kirzner



,
()
.
Baumol(1990)
, ,
.
(manager) ?
?
.
Schumpeter
peter
,
(Metcalf, 2006).
(judgement)
,
(Ricketts, 2006).
.
Hartmann(1959)
,
.
5).
Casson et al.(2006) Schumpeter
, Kirzner Hayek
.
Casson
.
(start-up) (self-employment) .
,
.

5) Metcalfe(2006) .



Metcalfe(2006)

나. 기업가와 시장, 이윤



Metcalfe(2006)

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peter

. Schum-

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2. 기업가 정신과 혁신

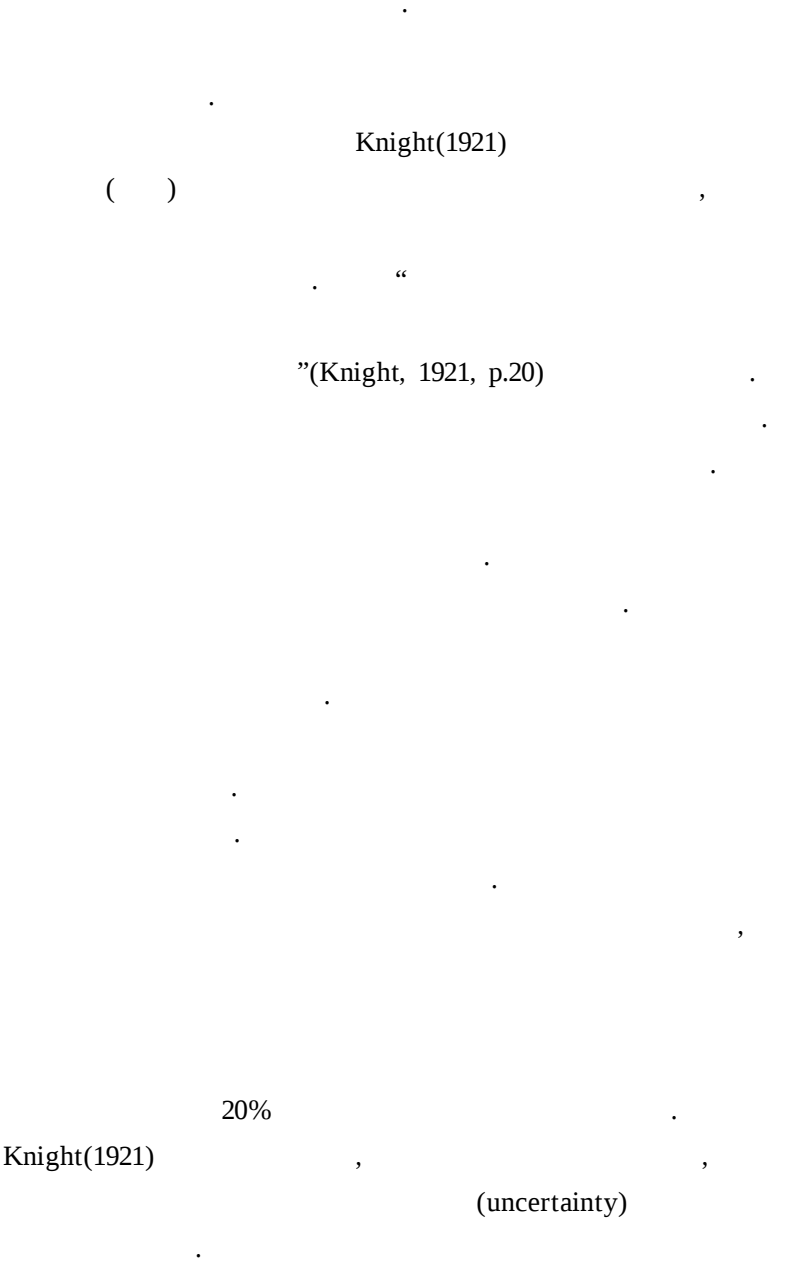
Schumpeter

“

”



가. 기업가 정신과 불확실성 및 실패



. Casson(1993) 6) “

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” .

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Minniti & Bygrave(2001)

, ,

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나. 기업가 정신과 지식

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$$f = f(L, K, e), \quad e = e(L, K), \tag{1}$$
$$e \quad L \quad K \qquad L \quad K$$

,

()

6) Fogel et al.(2006) .



$f = f(L, K, I, e^*), \tag{2}$

$I, e^* \tag{1} \quad e \quad I$

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. Metcalfe(2006) “

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”

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(collective learning)

,

(common knowledge)

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? Metcalfe(2006) ,

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다. 기업가 정신과 네트워크

(Gompers et al., 2005).

(Licht & Siegel, 2006).



라. 기업가 정신과 기업 특성

Audretsch & Keilbach(2006) ,
Schumpeter(1942), Chandler(1977), Galbraith(1962)

,

. Shearer(1984)
, Lerner(2006)

(Chen & Hambrick, /



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.

.

(competency),

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나. 기업가 정신에 적합한 금융 형태 : 벤처캐피털과 대안들

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Cressy(2006) ,

.

. PWC(Price Waterhouse

Coopers) ,

2000 63% 2003 33%

,

4.5~6% 7).

7) Cressy(2006) .



. Cressy(1993) 1%

.

(syndication of investments) . Cressy(2006)

. ,

.

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,

.

(window dressing) ,

.

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(Bygrave, 1987; Lockett and Wright, 2001). Bygrave(1987)

, Remer(2005)

.

(social enterprise)

Skoll((2008, $v \sim v_i$))

(talent), (skill)

(revolutionary)

(Nicholls, 2008, xiii).

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Dees(1998)

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Nicholls(2008, p.23)

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Nicholls(2008)

나. 사회혁신 기업가 정신의 사회적 책임

Dees(1998)

Nicholls(2008)

. Nicholls(2008)

(social market failure)’



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) . Nicholls

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다. 사회혁신 기업가 정신의 운영과정상 특징

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(Nicholls, 2008, p.21).

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5. 소결 : 혁신과정으로 보는 기업가 정신



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제 3 장

기업가 정신과 고용

1. 문제 제기

기업가 정신은 경제 성장과 고용 창출에 중요한 역할을 한다. 특히, 중소기업의 생존과 성장을 위한 핵심 요소로 인식되고 있다. 본 장에서는 기업가 정신의 개념과 그 구성 요소를 살펴보고, 기업가 정신이 고용에 미치는 영향을 분석한다. 또한, 기업가 정신을 함양하기 위한 정책적 시사점을 제시한다.

기업가 정신의 개념은 학계에서 오랫동안 논쟁되어 왔다. Schumpeter (1934)는 기업가 정신을 혁신, 즉 새로운 제품, 서비스, 또는 프로세스를 개발하는 능력으로 정의했다. Kirzner (1982)는 기업가 정신을 시장에서의 기회 발견 능력으로 보았다. Kirzner (1982)는 1970년대 이후 기업가 정신의 연구가 크게 증가했다고 지적한다. Kirzner (1982)는 기업가 정신이 시장에서의 기회 발견 능력이라고 보았다. Kirzner (1982)는 1970년대 이후 기업가 정신의 연구가 크게 증가했다고 지적한다.

기업가 정신의 구성 요소는 학계에서 다양한 견해를 보이고 있다. Schumpeter (1934)는 혁신, Kirzner (1982)는 기회 발견, Kirzner (1982)는 시장에서의 기회 발견 능력, Kirzner (1982)는 1970년대 이후 기업가 정신의 연구가 크게 증가했다고 지적한다. Kirzner (1982)는 기업가 정신이 시장에서의 기회 발견 능력이라고 보았다. Kirzner (1982)는 1970년대 이후 기업가 정신의 연구가 크게 증가했다고 지적한다.

(Gilbert et al., 2004).

기업가 정신은 경제 성장과 고용 창출에 중요한 역할을 한다. 특히, 중소기업의 생존과 성장을 위한 핵심 요소로 인식되고 있다. 본 장에서는 기업가 정신의 개념과 그 구성 요소를 살펴보고, 기업가 정신이 고용에 미치는 영향을 분석한다. 또한, 기업가 정신을 함양하기 위한 정책적 시사점을 제시한다.



2. 기업가 정신과 노동시장



Knight(1921)

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가. 직업선택으로서의 기업가

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(Parker, 2006)

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(Parker, 2006).

, 30

30

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,



나. 인적자본과 기업가 성과

6.6% 6.1%(), 6%() () ? Parker(2006) Casson(2003) (Wolpin, 1977). Parker(2006)



8).

· ,
·
·
·
(Taylor, 1999),
(Holtz-
Eakin et al., 1994),
(Audretsch and Mahmood, 1995),
(Taylor, 1999).
(Kangasharju and Pekkala, 2002).

(Audretsch and Mahmood,
1995; Taylor, 1999) .

3. 기업가 정신의 고용효과

· , “ ”
· Paul
(2000)
· ,
(Entrepreneurship)
(start-ups)
· Audretsch(1995)
· ,

8)



(age) . , (spill-over effect) .

, , ,

. Schumpeter ,

. , (niche) . ,

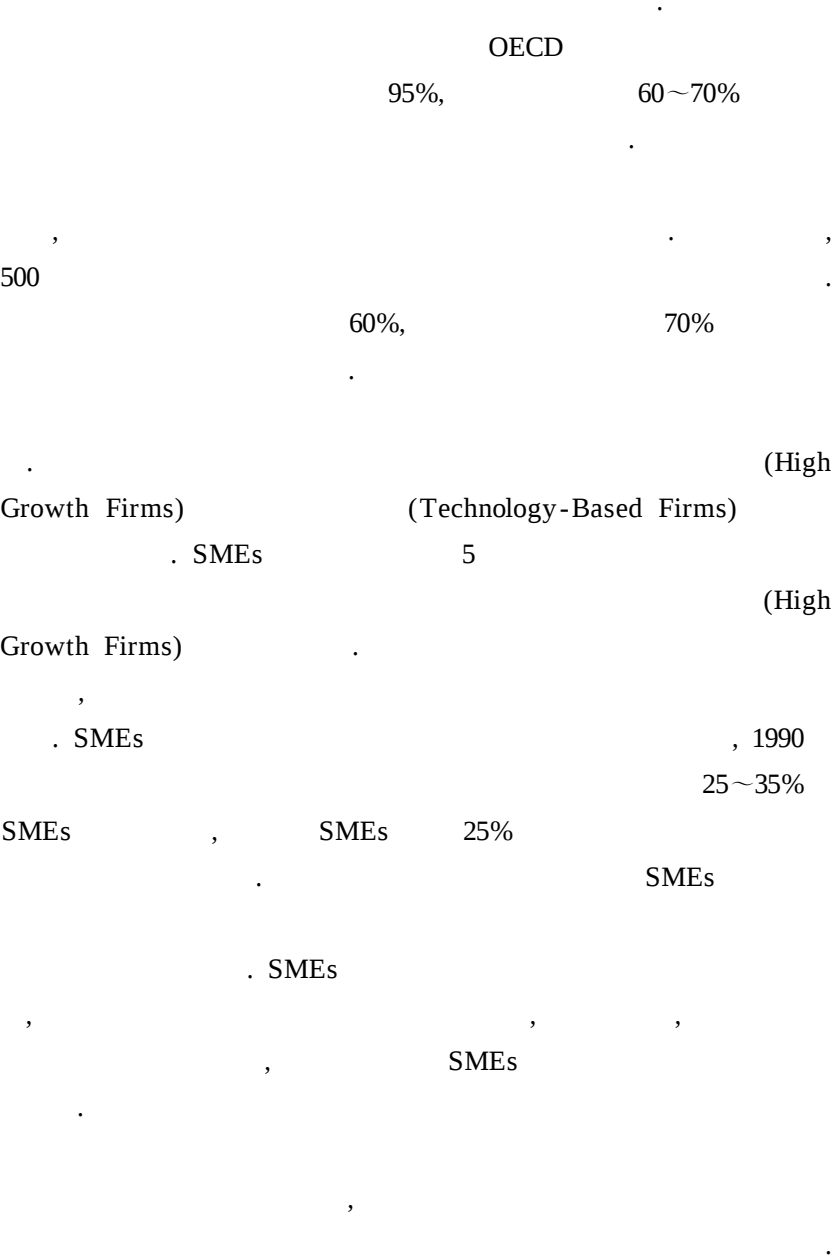
. ‘ , . , , , .

가. 신생 소기업과 고용

(Entrepreneurship) . (Small and Medium-sized Enterprises :



SMEs)



Birch(1987)

Gibrat 9). (law of proportionate effects). Gibrat

$$\log(\chi^t) = \alpha + \beta \log(\chi^{t-1}) + \epsilon$$

χ^t . Gibrat β unity 1
 $\beta = 1$
 $\beta = 1$

Gibrat

(exit) β

Hall(1987)

. Delmar et al.(2003)

() ()

, Coad(2007)

Birch Index

(right-

skewed)

9) Gibrat(1931)

(lognormal distribution)



·
(limit distribution) ·
,
·
,
·
Fizaine(1968) ‘
(firm age)’,
· Dunne et al.(1989)
·
,
·
(Barron et al, 1994).
, Brown and Medoff(1989) Brown,
Hamilton, and Medoff(1990),
,
· Brixey et al.(2006)
, 8%
·
, Storey and Johnson(1987)
(Birmingham Model)
(Boston Model), (Bologna Model)
·
,



shedding) (job

나. 혁신, 성장, 그리고 고용

(Carden, McKinsey Global Survey of Business Executives)



(Hay and Kamshad, 1994).

(,)

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. Mansfield(1977)

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(X),

(Y),

(Z)

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(X+Y+Z).

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R&D

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다. 고성장기업과 고용

(High Growth Firms : HGFs)
(New Technology-Based Firms : NTBFs)

‘ (, Gazelle)’ ‘high impact firms’
(Ahmad and Gonnard, 2007; Europe Innovation, 2008).

. OECD(2008)

3~5
. Holzl and Friesenbichler(2008)

250
Autio(2007) , GEM(Global Entrepreneurship Monitor)
2000~06 5

5 100
1.7% ,
50% 90% 25%



GEM

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Paul(2000)

(HGFs)

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HGFs

, HGFs

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HGFs

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, HGFs

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, HGFs R&D

,

HGFs

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OCED(1998)

(New Technology-Based Firms:

NTBFs)

. OECD

,



NTBFs
(Intel, Microsoft) .
OECD
10).

라. 기업의 성장동력에 관한 이론

?
(optimal size)
(Hart and Oulton, 1996).

Lucas(1978)

10) .
.
.
.

. Penrose(1959)

(profit-maximizing)

(profit-seeking),

(quantifiable risk)

(unquantifiable uncertainty)

, ‘ (economies of growth)’

. Penrose(1959) learning-by-doing

.

. (managerial resources)

.

,

.

. ‘ ,

,

(operating costs)

(Penrose Effect).



Churchil and Lewis(1983)

take-off(

(Learning processes)

(organisational capital)



)

.

,

. Churchill

and Lewis(1983) ‘

(success-disengagement)’ ‘

- (success-growth)’

. ‘

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제 4 장

결론 : 정책 시사점

1. 정책 의의와 방향

,

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(adaptive economy) .

1994 OECD “Job Study : Facts, Analysis, and Strategy”

. OECD

“

”

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(New Technology-Based Firms)



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19

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(Chandler, 1977). (managerial revolution)
(corporation)

1990

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(Holbrook et al., 2000).

1946 (The Employment Act of 1946)

· “

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， ，



(strategic management of regions)

(high context) , ‘
(sticky knowledge, Hippel, 1994)
(face-to-face interaction)
(geographical proximity)
(non-rivalry)
3
(knowledge spillovers)

(- -)
(firm failure) (Audretsch, 1995).
(locales)



. Fairchild

Fairchild

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(number-oriented)’

(Mueller et al., 2007).

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(picking winners)

〈표 4-1〉 중소기업과 고성장기업가 정책 사이의 상충 관계(Autio et al., 2007)

	Entrepreneurs		
	Firms		
	Operational Environment		
		, ,	R&D , , , IPOs
			,
		VAT	
			,
		, ,	, ,



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， ，

20~30% ， 50%

(Parker, 2006).

3~4

(Carroll et

al., 2000) (Cowling et al., 2004) 7~8%

，

，

. Brown et al.(1990)

30%

. (decent work)

.

5%

(HG-SMEs)

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2. 구체적 정책 방안

(trait)

WEF(2009, p.42)

가. 기업가 자질에서 접근하는 정책 방안



?

(WEF, 2009, p.42).

(WEF, 2009, p.43)

()

- 1) ()
- 2)
- 3)

WEF



(WEF, 2009, p.44).

(experimental learning)

(WEF, p.44).



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나. 기업이 정신 구현 과정에서 접근하는 정책 방안

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OECD

OECD(1998)

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OECD(1996)

(supportive financial system),

, 1980 1990

OECD



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.

(one-stop shops)

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OECD(1998)

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(loan guarantee programme)

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.
 , (private equity finance,
 organized equity market)
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(New Technology-

Based Firms : NTBFs)

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. NTBFs

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(business incubator),

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OECD(1996) (geographi-
cally-targetted and area-based policies)

OJT



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(venture capital), ① (business angel)

, ② (financing)

, ③

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(pool)

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