

기업가 정신과 노동

황준욱 · 전병유

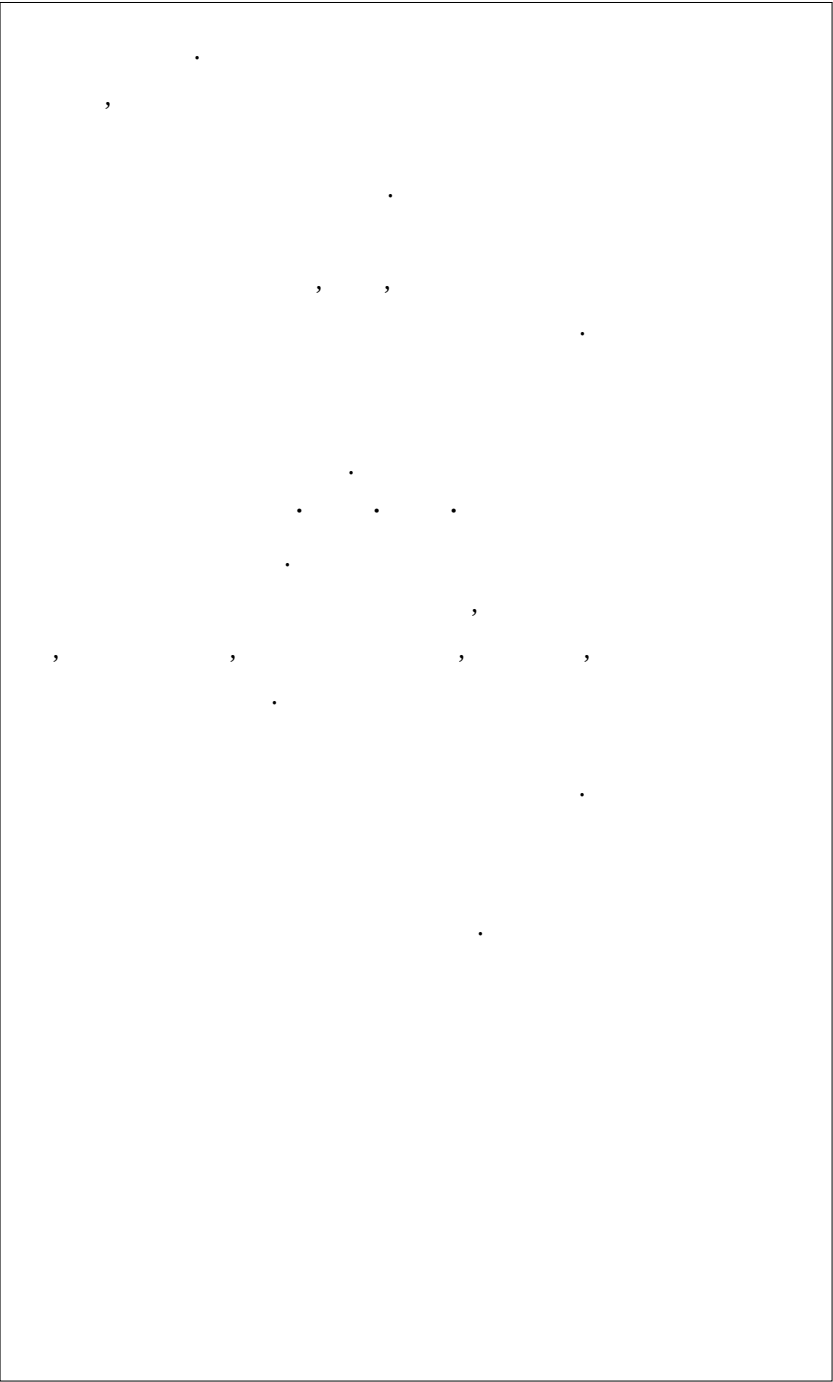
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요약

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(trait)



제 1 장 서 론

1. 연구 목적, 방법과 구성

2 기업가 정신과 노동

2. 기업가 정신에 대한 정의

가. 사전상의 정의

1[]:

2[]:

‘entrepreneur’

, (The organization,

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

4 기업가 정신과 노동

management, and assumption of risks of a business or enterprise, usually implying an element of change or challenge and a new opportunity.).

: Webster on-line 3)

3) <http://www.websters-online-dictionary.org/definition/entrepreneurship>

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

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Ricketts(2006)

18, 19

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19

‘ (men of business)’

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20

， ， ，

“ (businessman) ”(Jewkes,

1943; Ricketts, 2006, p. 38)

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Ricketts(2006)

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‘ ，

，

(risk) (uncertainty)

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Schumpeter(1912) , “

(mechanism) ,

(agent)” .

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제 2 장

기업가 정신

1. 기업가 및 기업가 정신에 대한 개념 및 특성

가. 기업가(起業家)와 유사한 개념들

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

5) Metcalfe(2006) .

Metcalf(2006)

나. 기업가와 시장, 이윤

Metcalfe(2006)

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peter

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2. 기업가 정신과 혁신

Schumpeter

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. Casson(1993) 6) “
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 ” .
 ?
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 .
 Minniti & Bygrave(2001)
 , ,
 .

나. 기업가 정신과 지식

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 ,
 ()
 $f = f(L, K, e), e = e(L, K),$ (1)
 $e \quad L \quad K \quad L \quad K$
 ,
 ()

6) Fogel et al.(2006) .

$$f = f(L, K, I, e^*), \quad (2)$$

$$I, e^* \quad (1) \quad e \quad I$$

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. Metcalfe(2006) “

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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, 1995),
 , , ,
 ,
 (Dean et al., 1998).
 Keummerle(2006)

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(,) ,
·
(routine)
,
· , ,
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3. 기업가 정신과 금융

가. 기업가 정신 발현에서 금융의 역할

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기업가 정신과 노동

나. 기업가 정신에 적합한 금융 형태 : 벤처캐피털과 대안들

Cressy(2006)

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)

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4. 사회적 기업가 정신(social entrepreneurship)

가. 사회적 기업가 정신의 의의와 정의

(social enterprise)

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

(vision)

(evolutionary)

(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)’

· ,

(Nicholls, 2008, p.21).

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5. 소결 : 혁신과정으로 보는 기업가 정신



제 3 장
기업가 정신과 고용

1. 문제 제기

기업가 정신은 경제 성장의 원동력으로서, 새로운 아이디어를 창출하고 이를 실현화하는 과정에서 중요한 역할을 한다. 특히, 중소기업의 성장과 고용 창출에 있어 기업가 정신은 핵심적인 요소로 인식되고 있다. 본 장에서는 기업가 정신의 개념과 그 구성 요소를 살펴보고, 기업가 정신이 고용에 미치는 영향을 분석한다. 또한, 기업가 정신을 촉진하기 위한 정책적 시사점을 제시한다.

기업가 정신의 개념은 학자마다 다르지만, 일반적으로 새로운 아이디어를 창출하고 이를 실현화하는 과정을 포함한다. (Schumpeter, 1934)은 기업가 정신을 혁신의 원동력으로 보았으며, 1970년대 이후에는 기업가 정신이 경제 성장의 원동력으로 인식되기 시작했다. (Gilbert et al., 2004).

기업가 정신은 혁신, 기회주의, 창의성, 리더십, 사회적 네트워크 등 다양한 요소를 포함한다. (Schumpeter, 1934)은 기업가 정신을 혁신의 원동력으로 보았으며, 1970년대 이후에는 기업가 정신이 경제 성장의 원동력으로 인식되기 시작했다. (Gilbert et al., 2004).

2. 기업가 정신과 노동시장

Knight(1921)

가. 직업선택으로서의 기업가

(Parker, 2006)

(Parker, 2006).

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나. 인적자본과 기업가 성과

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，
． Ashenfelter et al.(1999)

． 6.6%
6.1%()， 6%()
()

? Parker(2006)

．
． Casson(2003)

(Wolpin, 1977).

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．

． Parker(2006)

8).

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• Schumpeter

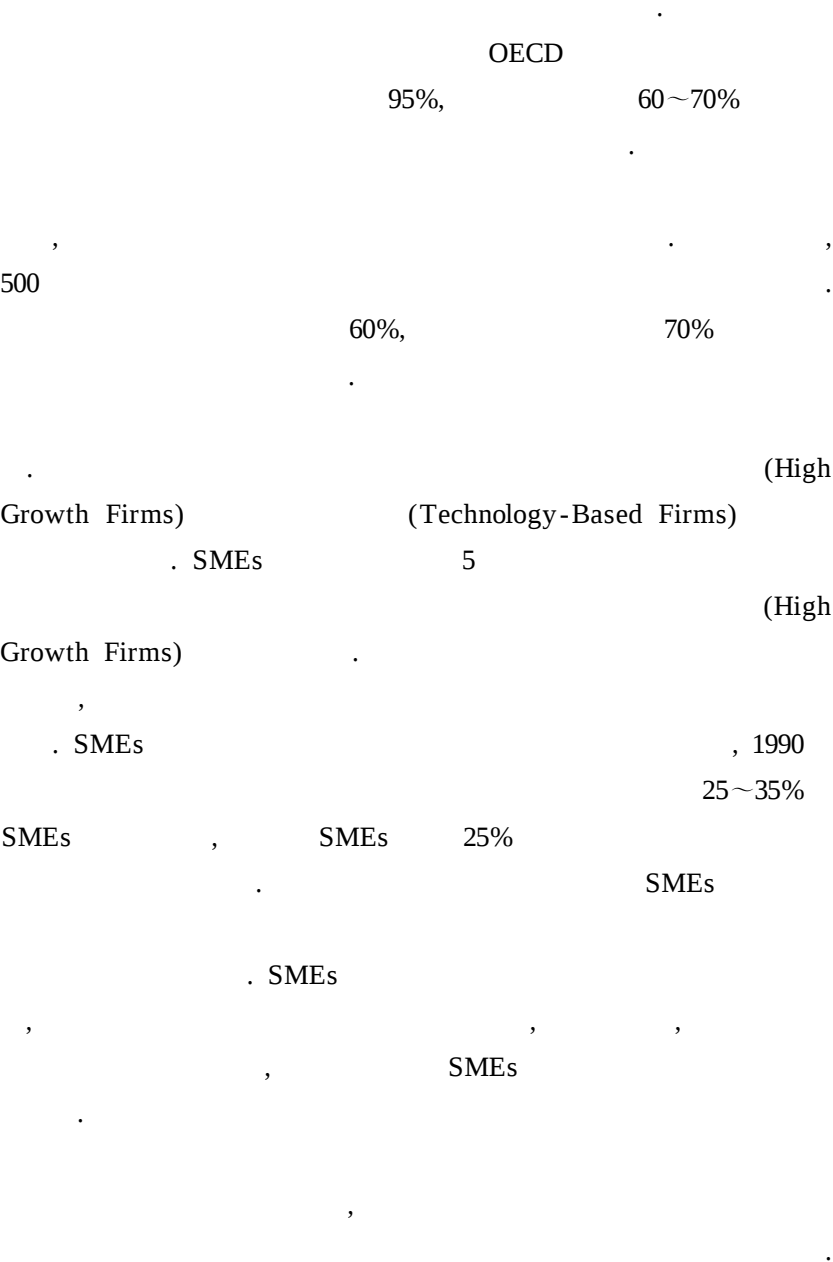
가. 신생 소기업과 고용

(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)’
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 ,
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 ,
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 Fizaine(1968) ‘
 ‘ (firm age) ,
 · Dunne et al.(1989)
 ·
 ,
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 (Barron et al., 1994).
 , Brown and Medoff(1989) Brown,
 Hamilton, and Medoff(1990) ,
 ,
 · Brixy 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).

(,)

. Mansfield(1977)

(X),

(Y),

(Z)

(X + Y + Z).

R&D

Calderini and Swann(1996)

650

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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‘ ‘ ‘

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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

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HGFs

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OCED(1998)
NTBFs)

(New Technology-Based Firms:
OECD

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NTBFs (Intel, Microsoft) . OECD , . , . 10).

라. 기업의 성장동력에 관한 이론

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

. Lucas(1978)

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· Penrose(1959)

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(profit-maximizing) (profit-seeking),
(quantifiable risk)
(unquantifiable uncertainty)

, ‘ (economies of growth)’

· Penrose(1959) learning-by-doing

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· (managerial
resources)

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(operating costs) (Penrose
Effect).

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(Coad, 2007).

Churchil and Lewis(1983)

. (1) (existence) (2) (survival) (3) (success) (4)
take-off() (5) (resource maturity).

(Learning processes) . Coad(2007) ,

(organisational capital) (, ,

) . , Churchill and Lewis(1983) ‘ (success-disengagement)’ ‘ - (success-growth)’ . ‘ , .

제 4 장

결론 : 정책 시사점

1. 정책 의의와 방향

(adaptive economy)

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

. OECD

“
”

(New Technology-Based Firms)

2

19

(Chandler, 1977). (managerial revolution)

(corporation)

1990

(Holbrook et al., 2000).

1946 (The Employment Act of 1946)

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·
(strategic management of regions)
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·
(high context) , ‘
, (sticky knowledge, Hippel, 1994)
(face-to-face interaction)
·
(geographical proximity) (non-rivalry)
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3
(knowledge spillovers)
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(- -)
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,
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(firm failure) (Audretsch, 1995).
,
(locales) . ‘
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. Fairchild

Fairchild

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$$\left(\quad , \quad , \quad , \quad \right)$$

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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	
			,
		, ,	, ,

.
 .
 , , 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

가. 기업가 자질에서 접근하는 정책 방안

?

(WEF, 2009, p.42).

(WEF, 2009, p.43)

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- 1) ()
- 2)
- 3)

WEF

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(one-stop shops)

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. OECD(1998)

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(loan guarantee programme)

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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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