

기업가 정신과 노동

황준욱 · 전병유

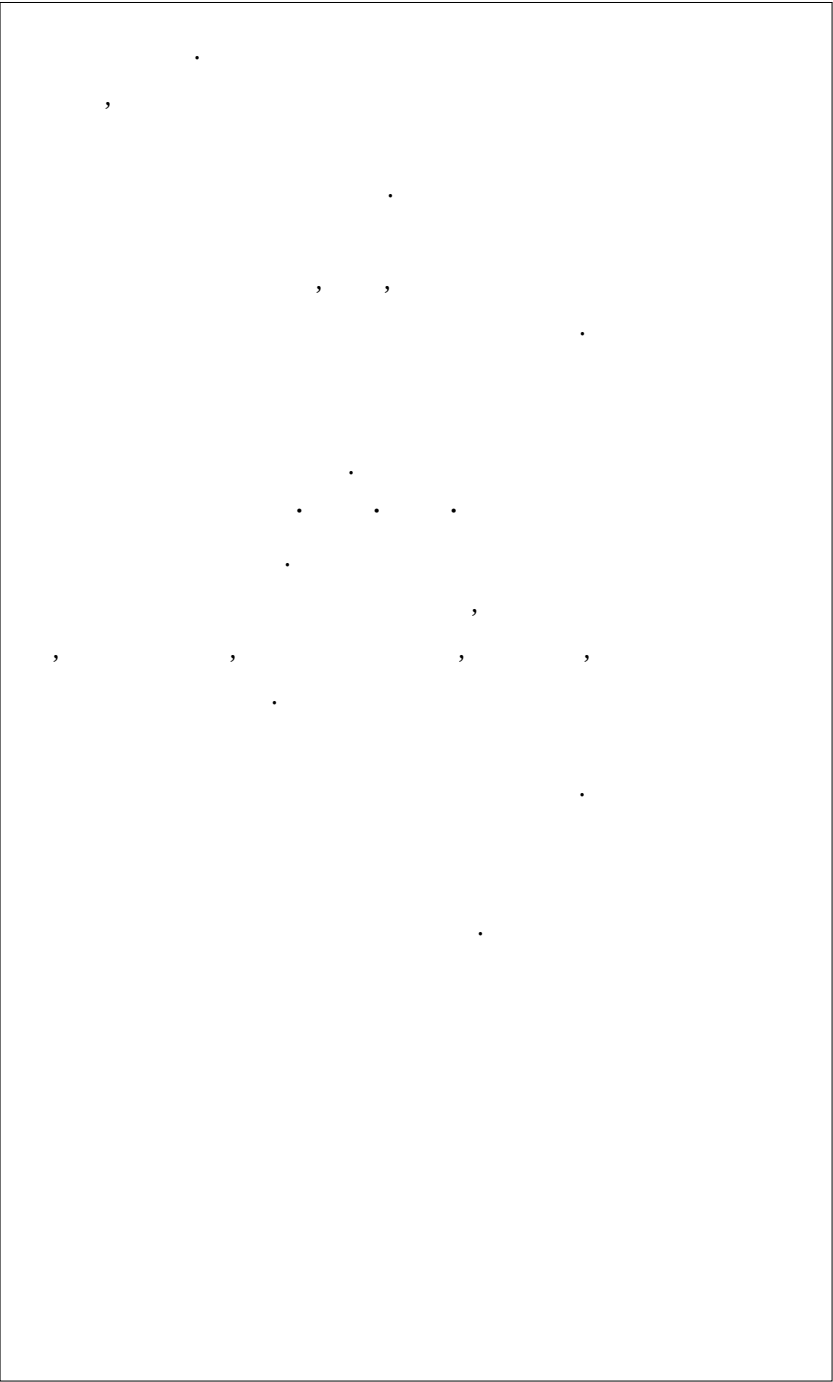
목 차

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

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

제1장 서론

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%>

(risk) (uncertainty)

,

. “ ()

” .

,

.

Schumpeter(1912) , “

(mechanism) ,

(agent)” .

,

() “

” . “

, ,

” .

제 2 장

기업가 정신

1. 기업가 및 기업가 정신에 대한 개념 및 특성

가. 기업가(起業家)와 유사한 개념들

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

? Metcalfe(2006)

Schumpeter
(creative
destruction).
Casson
“
”
(Casson, 1982).
Schumpeter
(1978)
peter
Kirzner
Schum-
Schumpeter
Kirzner
Kirzner
Kirzner
Schumpeter

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

5) Metcalfe(2006)

Metcalf(2006)

나. 기업가와 시장, 이윤

Metcalfe(2006)

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peter

. Schum-

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2. 기업가 정신과 혁신

Schumpeter

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가. 기업가 정신과 불확실성 및 실패

Knight(1921)

()

“

”(Knight, 1921, p.20)

20%

Knight(1921)

(uncertainty)

. Casson(1993) 6) “

, , .

. , ,
”

.

?

?

.

Minniti & Bygrave(2001)

, ,

.

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) .

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

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

?

. Metcalfe(2006) “

”

(collective learning)

(common knowledge)

? Metcalfe(2006) ,

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)

. ,

,

.

.

,

(window dressing) ,

.

.

,

,

.

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

, Remer(2005)

.

4. 사회적 기업가 정신(social entrepreneurship)

가. 사회적 기업가 정신의 의의와 정의

(social enterprise) 3

.
Skoll((2008, v ~vi)
. (talent), (skill)
(vision) .
(evolutionary)
(revolutionary) .
. (Nicholls, 2008, xiii).
,
,
. ,
, /
.

. Dees(1998)

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

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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. 그러나, 기업가 정신의 개념과 그 구성 요소에 대해서는 학계와 실무계에서 다양한 의견이 존재한다. 본 장에서는 기업가 정신의 개념을 명확히 하고, 그 구성 요소와 기업가 정신이 고용에 미치는 영향을 분석한다. 또한, 기업가 정신을 함양하기 위한 정책적 시사점을 제시한다.

기업가 정신의 개념은 1970년대 이후 학계에서 본격적으로 연구되기 시작했다. Schumpeter (1934)는 기업가 정신을 새로운 아이디어를 창출하고 이를 실현화하는 능력으로 정의했다. 이후, Kirzner (1982)는 기업가 정신을 시장에서의 불균형을 발견하고 이를 해결하는 능력으로 정의했다. 최근에는, Gilad et al. (2004)는 기업가 정신을 혁신, 기회주의, 자의성, 사회적 능력, 그리고 자기관리 능력으로 구성한다.

기업가 정신은 고용에 미치는 영향을 분석하기 위해서는, 기업가 정신의 구성 요소를 먼저 살펴볼 필요가 있다. 기업가 정신의 구성 요소는 크게 네 가지로 나눌 수 있다. 첫째, 혁신이다. 혁신은 새로운 아이디어를 창출하고 이를 실현화하는 과정이다. 둘째, 기회주의이다. 기회주의는 새로운 기회를 발견하고 이를 실현화하는 능력이다. 셋째, 자의성이다. 자의성은 자신의 아이디어를 실현화하기 위해 노력하는 능력이다. 넷째, 사회적 능력이다. 사회적 능력은 다른 사람들과 협력하고, 자원을 모으는 능력이다.

기업가 정신은 고용에 미치는 영향을 분석하기 위해서는, 기업가 정신의 구성 요소를 먼저 살펴볼 필요가 있다. 기업가 정신의 구성 요소는 크게 네 가지로 나눌 수 있다. 첫째, 혁신이다. 혁신은 새로운 아이디어를 창출하고 이를 실현화하는 과정이다. 둘째, 기회주의이다. 기회주의는 새로운 기회를 발견하고 이를 실현화하는 능력이다. 셋째, 자의성이다. 자의성은 자신의 아이디어를 실현화하기 위해 노력하는 능력이다. 넷째, 사회적 능력이다. 사회적 능력은 다른 사람들과 협력하고, 자원을 모으는 능력이다.

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).

． ， ‘ ’
．

． Parker(2006)

8).

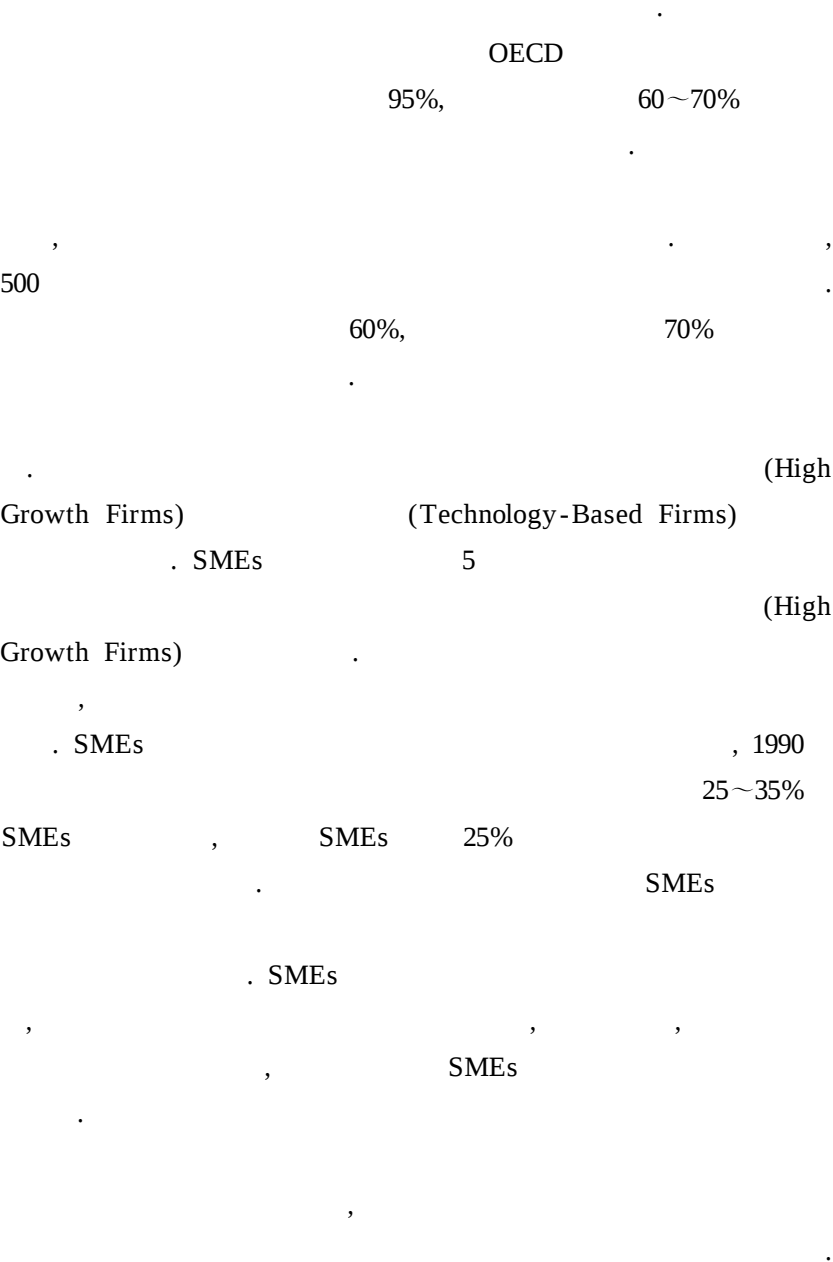
· ,
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(Taylor, 1999),
(Holtz-
Eakin et al., 1994),
(Audretsch and Mahmood, 1995),
(Taylor, 1999).
(Kangasharju and Pekkala, 2002).

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

3. 기업가 정신의 고용효과

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

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) ,
 , ,
 · 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)

• ,

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)
NTBFs)

(New Technology-Based Firms:
OECD

,

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

라. 기업의 성장동력에 관한 이론

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

. Lucas(1978)

.
 .
 .
 . Penrose(1959)
 .
 (profit-maximizing) (profit-seeking),
 (quantifiable risk)
 (unquantifiable uncertainty)
 , ‘ (economies of growth)’
 . Penrose(1959) learning-by-doing
 .
 . (managerial
 resources)
 .
 ,
 .
 . ‘ ,
 ,
 (operating costs) (Penrose
 Effect).
 .
 ,
 .
 , , ,
 .
 . ‘ ,
 .

(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)

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

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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나. 기업이 정신 구현 과정에서 접근하는 정책 방안

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· ·

OECD

· OECD(1998)

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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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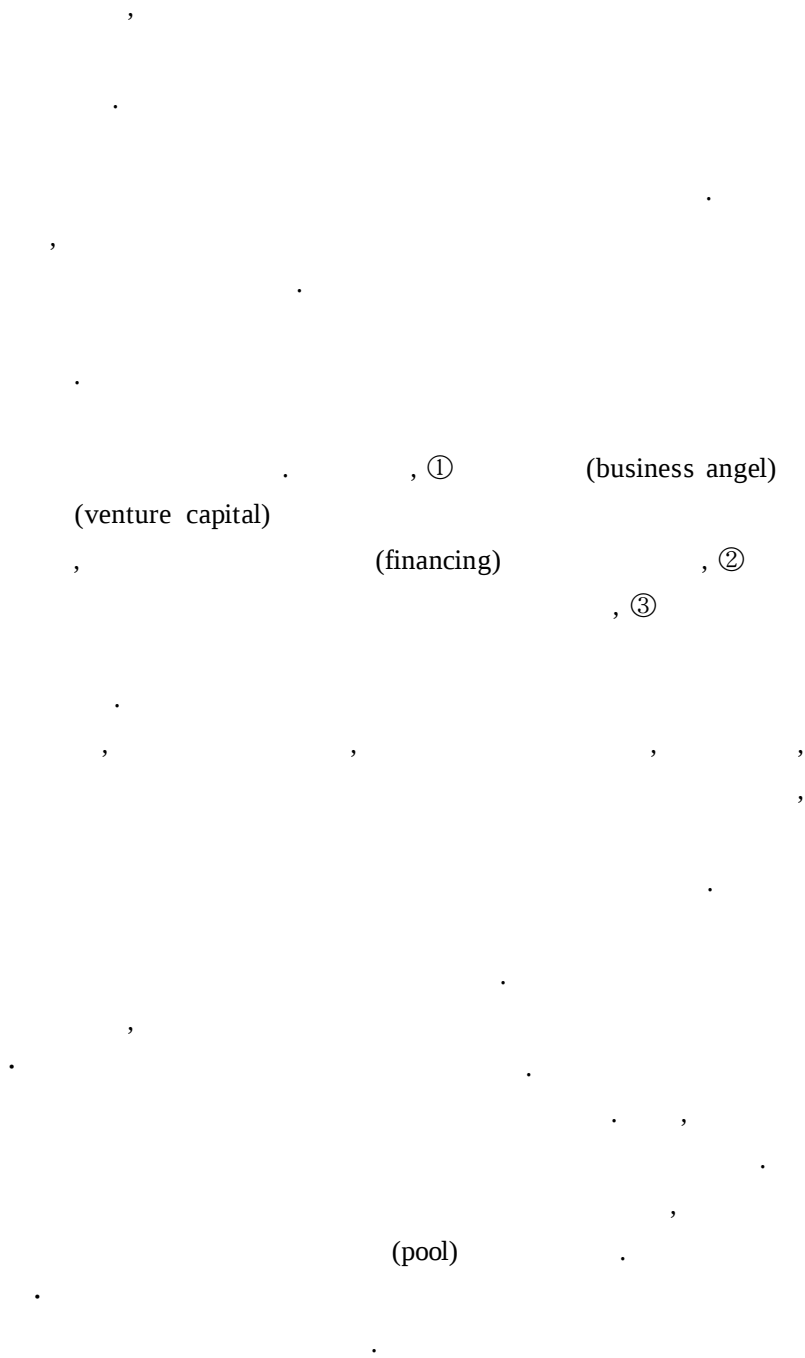
（business incubator），

，

，

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

OJT



,

,

.

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