

기업가 정신과 노동

황준욱 · 전병유

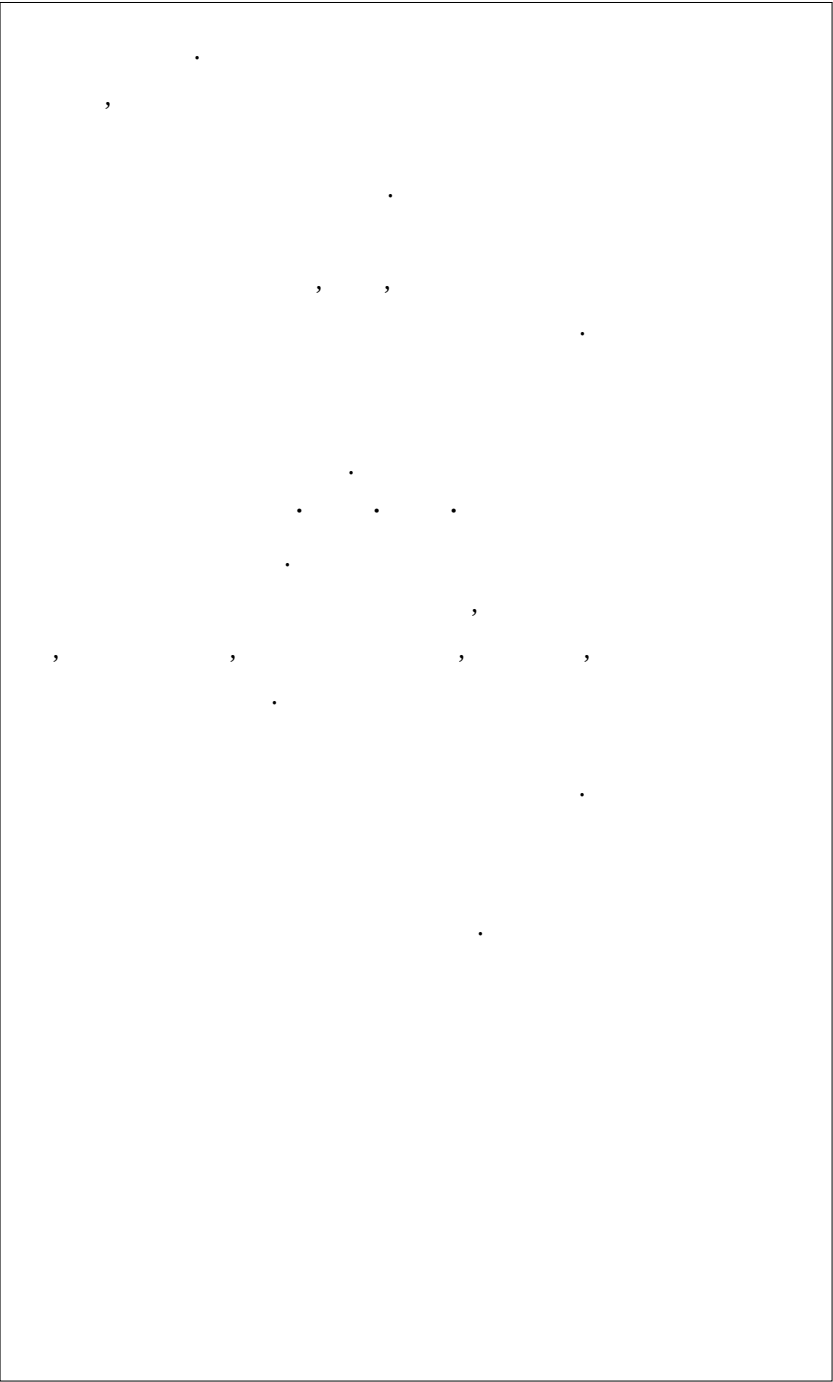
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요약

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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

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

Ricketts(2006)

18, 19

19

(men of business)

20

(businessman)

(Jewkes,

1943; Ricketts, 2006, p. 38)

Ricketts(2006)

(risk) (uncertainty)

,

. “ ()

” .

,

.

Schumpeter(1912) , “

(mechanism) ,

(agent)” .

,

() “

” . “

, ,

” .

제2장 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) Kirzner Schumpeter

Schumpeter

Kirzner

. Schumpeter

Kirzner

Kirzner

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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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) “

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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) .

16 기업가 정신과 노동

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

I , e

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) Cressy(2006)

. PWC(Price Waterhouse

7).

. 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).
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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).

,

5. 소결 : 혁신과정으로 보는 기업가 정신



제 3 장
기업가 정신과 고용

1. 문제 제기

기업가 정신은 경제 성장의 원동력이며, 노동 시장의 유연성을 높여 고용을 창출하는 데 중요한 역할을 한다. 그러나 기업가 정신의 개념과 그 영향에 대해서는 학계와 실무계에서 다양한 견해를 보이고 있다. 본 장에서는 기업가 정신의 정의, 구성 요소, 그리고 노동 시장과의 관계를 탐구하고, 이를 바탕으로 기업가 정신이 고용에 미치는 영향을 분석한다.

기업가 정신은 혁신, 창의성, 위험 감수, 그리고 기회 포착을 포함하는 다차원적인 개념이다. (Schumpeter, 1934)은 기업가 정신이 경제 발전의 핵심 동인이라고 주장한 바 있다. 이후 1970년대에는 Schumpeter의 이론을 확장하여, 기업가 정신이 단순히 제품이나 서비스의 혁신뿐만 아니라 경영 방식, 조직 구조, 마케팅 전략 등 다양한 영역에서 나타나는 혁신을 포함한다고 보는 시각이 대두되었다.

최근에는 기업가 정신이 노동 시장과의 상호작용을 통해 고용을 창출하는 데 중요한 역할을 한다는 주장이 강해지고 있다. (Gilbert et al., 2004). 기업가 정신이 높을수록 새로운 일자리를 창출하는 경향이 강하며, 이는 노동 시장의 유연성을 높이고 고용을 증가시킨다. 그러나 기업가 정신이 노동 시장의 불안정성을 초래할 수도 있다는 주장도 있다. 이는 기업가 정신이 단기적인 이익을 추구하여 고용을 불안정하게 만들 수 있기 때문이다.

본 장에서는 기업가 정신의 개념과 그 영향에 대해 탐구하고, 이를 바탕으로 기업가 정신이 고용에 미치는 영향을 분석한다. 이를 통해 기업가 정신을 촉진하여 고용을 창출하는 데 기여할 수 있는 정책 방안을 모색하고자 한다.

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).

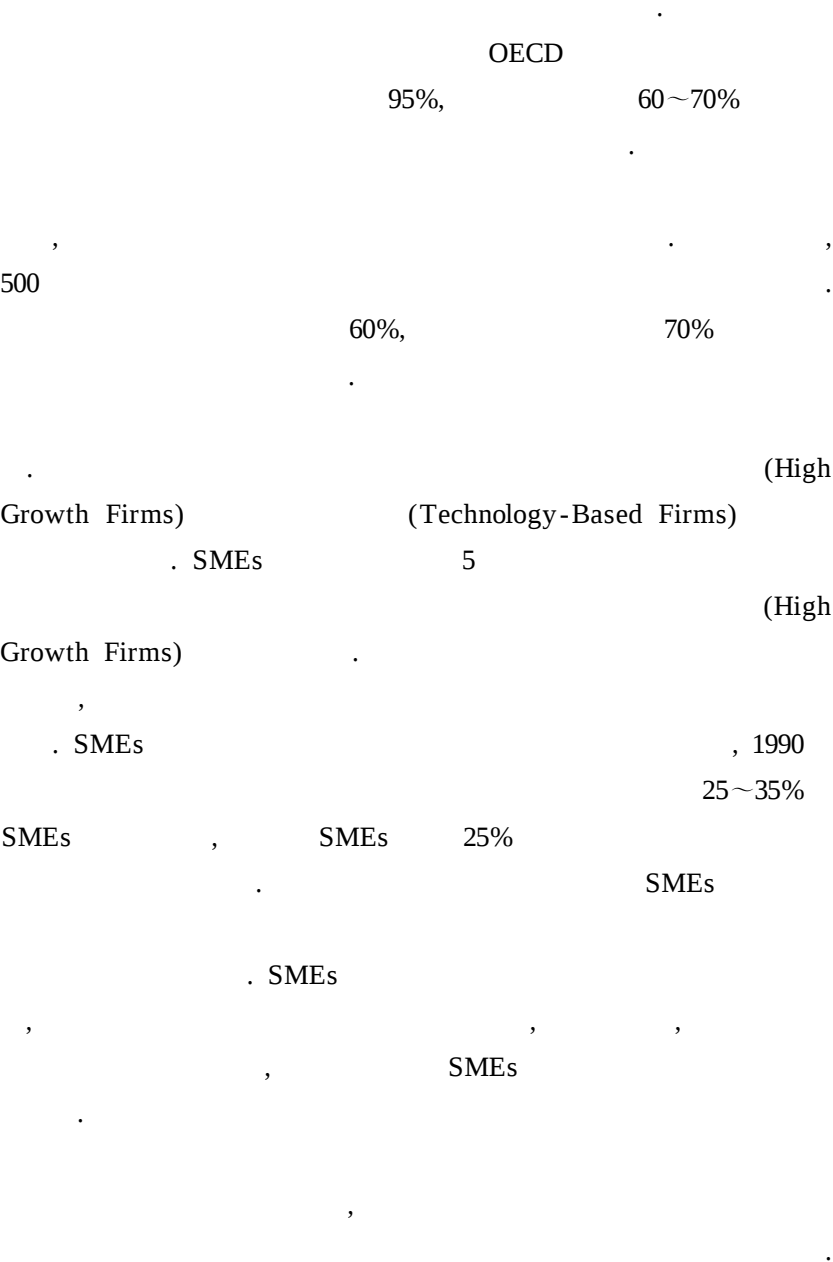
· ,
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(Taylor, 1999),
(Holtz-
Eakin et al., 1994),
(Audretsch and Mahmood, 1995),
(Taylor, 1999).
(Kangasharju and Pekkala, 2002).

(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

(Hall et al., 2006).

(),

(Spiezia and

Vivarelli, 2000).

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

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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

,

NTBFs
(Intel, Microsoft) .
OECD
10).

라. 기업의 성장동력에 관한 이론

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

Lucas(1978)

·

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·

· Penrose(1959)

·

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

, ‘ (economies of growth)’

· Penrose(1959) learning-by-doing

·

· (managerial
resources)

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· ‘ ,
·
(operating costs) (Penrose
Effect).

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· ‘ ,
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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)

•

(strategic management of regions)

•

•

•

(high context)

,

6

(sticky knowledge, Hippel, 1994)

(face-to-face interaction)

•

(geographical proximity)

•

(non-rivalry)

•

3

•

(knowledge spillovers)

•

$$\left(\begin{array}{cc} - & - \end{array} \right)$$

•

•

,

•

‘

(firm failure)'

(Audretsch, 1995).

,

(locales)

‘

,

•

(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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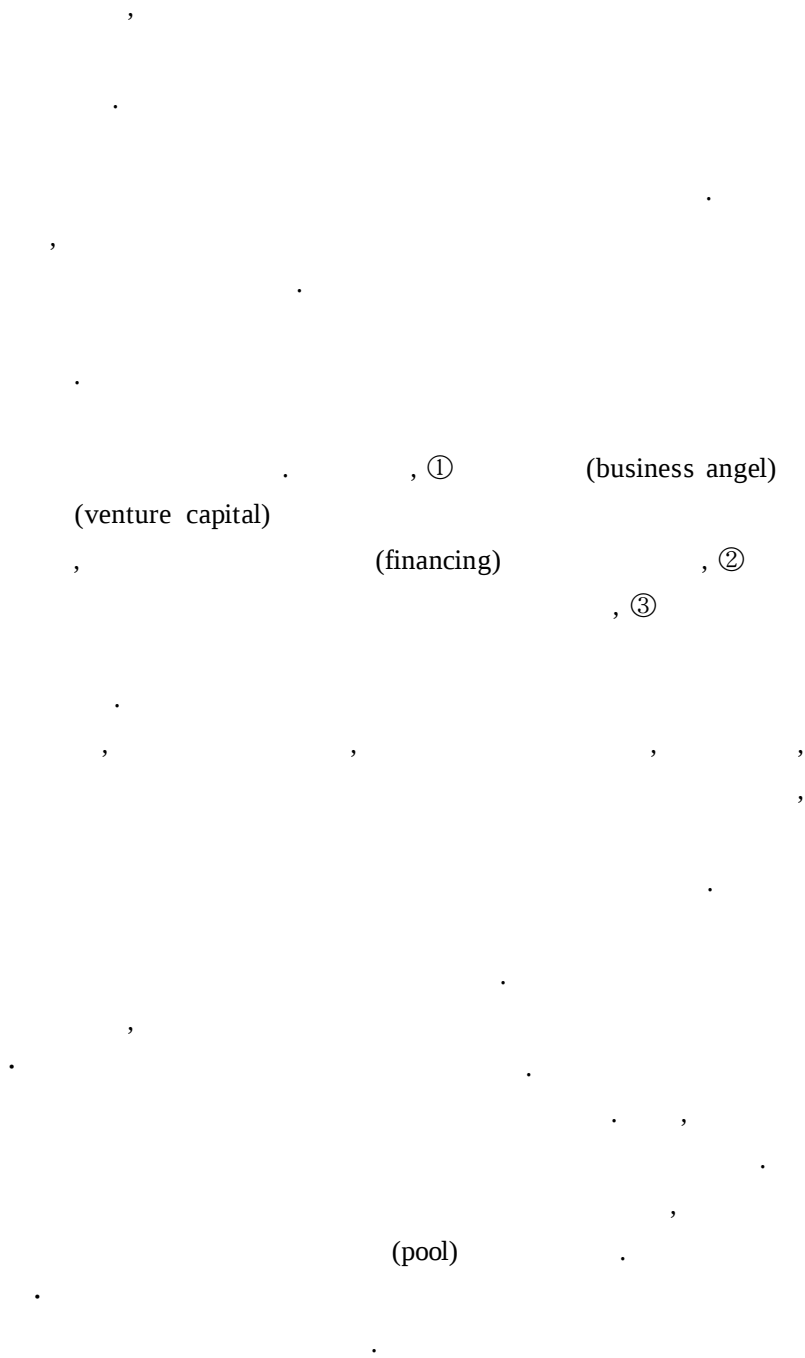
（business incubator），

，

，

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

OJT



,

,

.

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ISBN 978-89-7356-815-4