

기업가 정신과 노동

황준욱 · 전병유

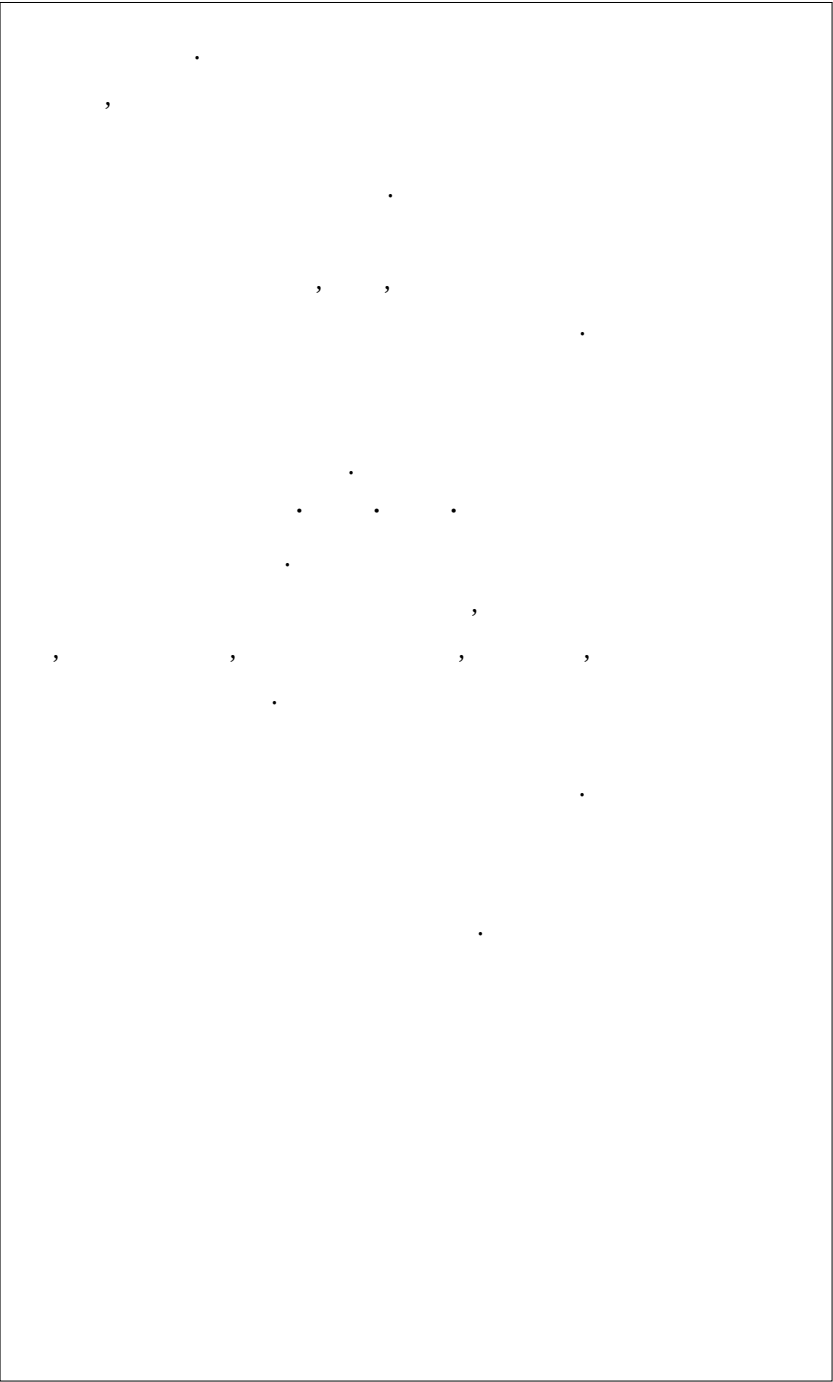
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요약

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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
 ,
 . 19
 ‘ (men of business)’
 ,
 ,
 ,
 20
 , , ,
 . , ,
 “ (businessman) ”(Jewkes,
 1943; Ricketts, 2006, p. 38)
 ,
 ,
 Ricketts(2006)
 .
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 ‘ ,
 ,

A1%2C%20%B1%E2%BE%F7%B0%A1&srchid=CCB1DdCT|4uXu|41|2009021810
1852

(risk) (uncertainty)

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. “ ()

” .

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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

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

? Metcalfe(2006)

Schumpeter

(creative
destruction).

. Casson

(Casson, 1982).

Schumpeter
(1978)
peter
Kirzner
Schum-
Schumpeter

Schumpeter

Kirzner

. Schumpeter

Kirzner

Kirzner

,
 ()
 .
 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

. 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) “

, , .

. , ,

” .

?

?

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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)

·
·
·
(,) ,
·
(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)

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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)

(talent), (skill)

(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

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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()

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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)

OECD
95%, 60~70%

500
60%, 70%

(High Growth Firms)
SMEs 5 (High Growth Firms)

SMEs , 1990
25~35%

SMEs 25% SMEs

SMEs

SMEs

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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 ,
 ·
 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
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.
,
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

,

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).
 .
 ,
 .
 , , ,
 .
 . ‘ ,
 .

(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)

“

”

·
(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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(- -)
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,
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(firm failure) (Audretsch, 1995).
,
(locales) . ‘
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. Fairchild

Fairchild

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$$\cdot \quad (\quad)$$

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(number-oriented)'

(Mueller et al., 2007).

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3

(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

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(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），

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，

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

OJT

,

,

.

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- Acs, Z., W. Parsons, and S. Tracy(2008), “High-Impact Firms: Gazelles Revisited”, Washington, DC: Office of Advocacy of the US Small Business Administration(SBA). Available at: www.sba.gov/advo/research/rs328tot.pdf.
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