

기업가 정신과 노동

황준욱 · 전병유

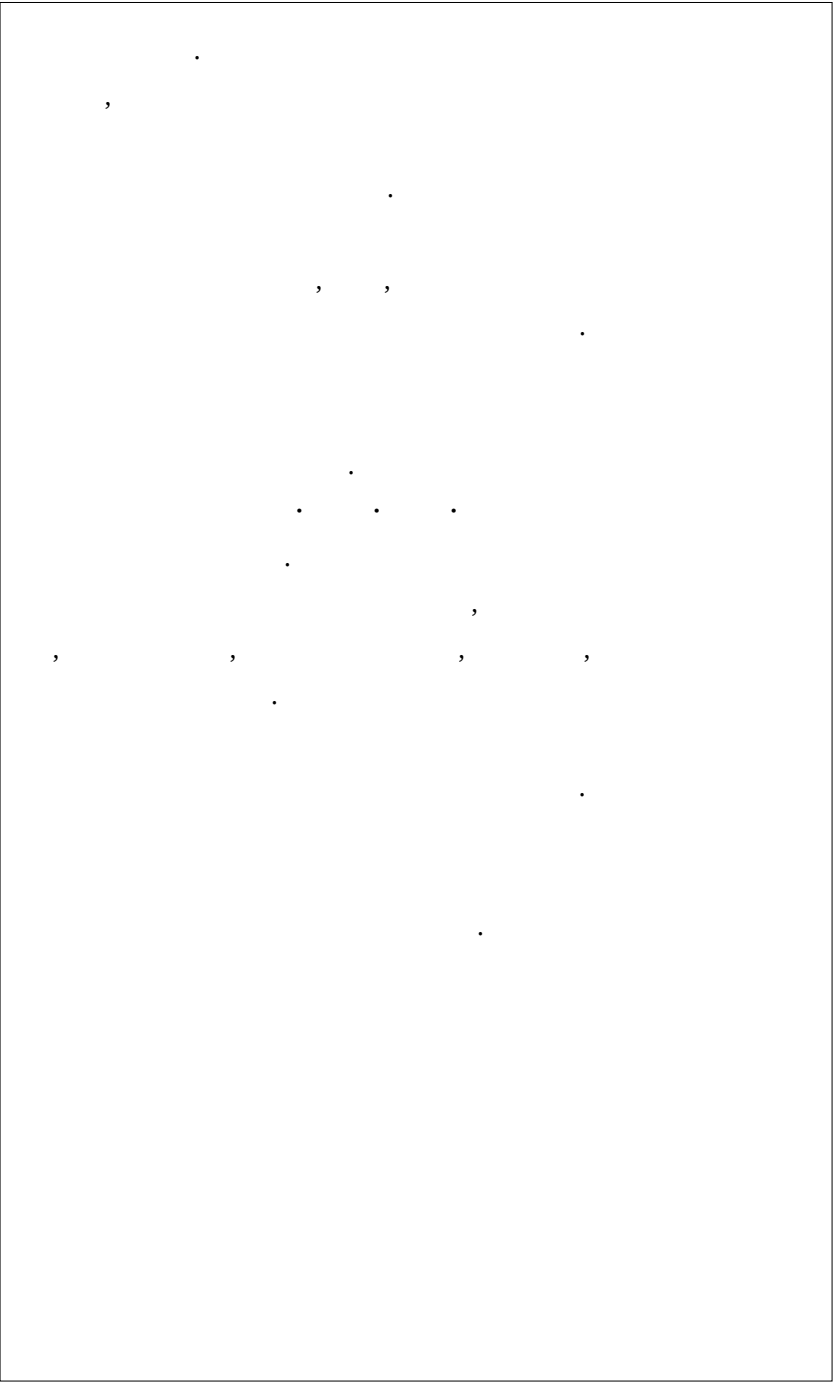
목 차

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)



제1장 서론

1. 연구 목적, 방법과 구성

2 기업가 정신과 노동

2. 기업가 정신에 대한 정의

가. 사전상의 정의

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

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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)

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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
Kirzner
Schumpeter
Kirzner
Kirzner

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

Metcalf(2006)

나. 기업가와 시장, 이윤

Metcalf(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)

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“

”(Knight, 1921, p.20)

20%

Knight(1921)

(uncertainty)

. 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) .

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

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

?

. 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) Cressy(2006)

. PWC(Price Waterhouse

7).

. Cressy(1993) 1%

.

(syndication of investments) . Cressy(2006)

. ,

,

.

.

,

(window dressing) ,

.

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,

.

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

, Remer(2005)

.

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)’

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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 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 혁신, 즉 새로운 제품, 서비스, 또는 생산 방법의 개발로 정의했다. Kirzner (1982)는 기업가 정신을 시장에서의 불균형을 발견하고 이를 교정하는 과정으로 보았다. Gilad (1994)는 기업가 정신을 기회 창출, 자원 획득, 조직 구성, 그리고 전략 실행으로 구성한다. 최근에는, 기업가 정신을 혁신, 기회 창출, 그리고 조직 구성으로 구성하는 연구가 많다. (Gilbert et al., 2004).

기업가 정신은 고용에 미치는 영향을 분석할 때, 혁신, 기회 창출, 그리고 조직 구성이라는 세 가지 구성 요소를 고려해야 한다. 혁신은 새로운 제품이나 서비스를 개발하는 과정으로, 이는 새로운 고용 창출을 촉진한다. 기회 창출은 새로운 시장이나 고객 세그먼트를 발견하는 과정으로, 이는 새로운 고용 창출을 촉진한다. 조직 구성은 새로운 조직을 구성하는 과정으로, 이는 새로운 고용 창출을 촉진한다.

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).

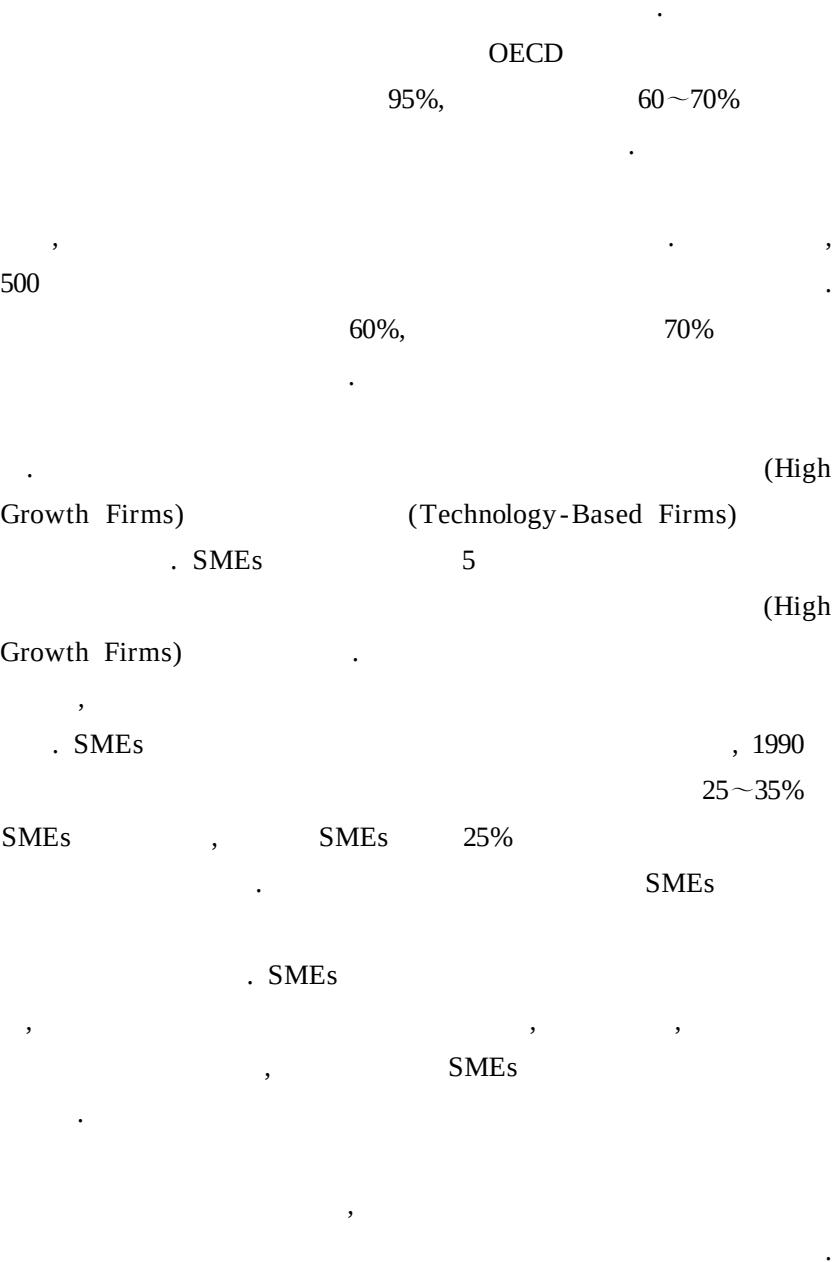
(Audretsch and Mahmood,
1995; Taylor, 1999) .

3. 기업가 정신의 고용효과

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

가. 신생 소기업과 고용
(Entrepreneurship)

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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 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
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.
,
5 100
1.7% ,
50% 90% 25%

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

·

· (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)

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(high context)

.

•

(sticky knowledge, Hippel, 1994)

(face-to-face interaction)

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(geographical proximity)

•

(non-rivalry)

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3

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(knowledge spillovers)

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

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‘

(firm failure)'

(Audretsch, 1995).

2

(locales)

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. Fairchild

Fairchild

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$$(\quad, \quad, \quad)$$

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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) .
 .
 .
 .
 , ,
 , ,
 , ,

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），

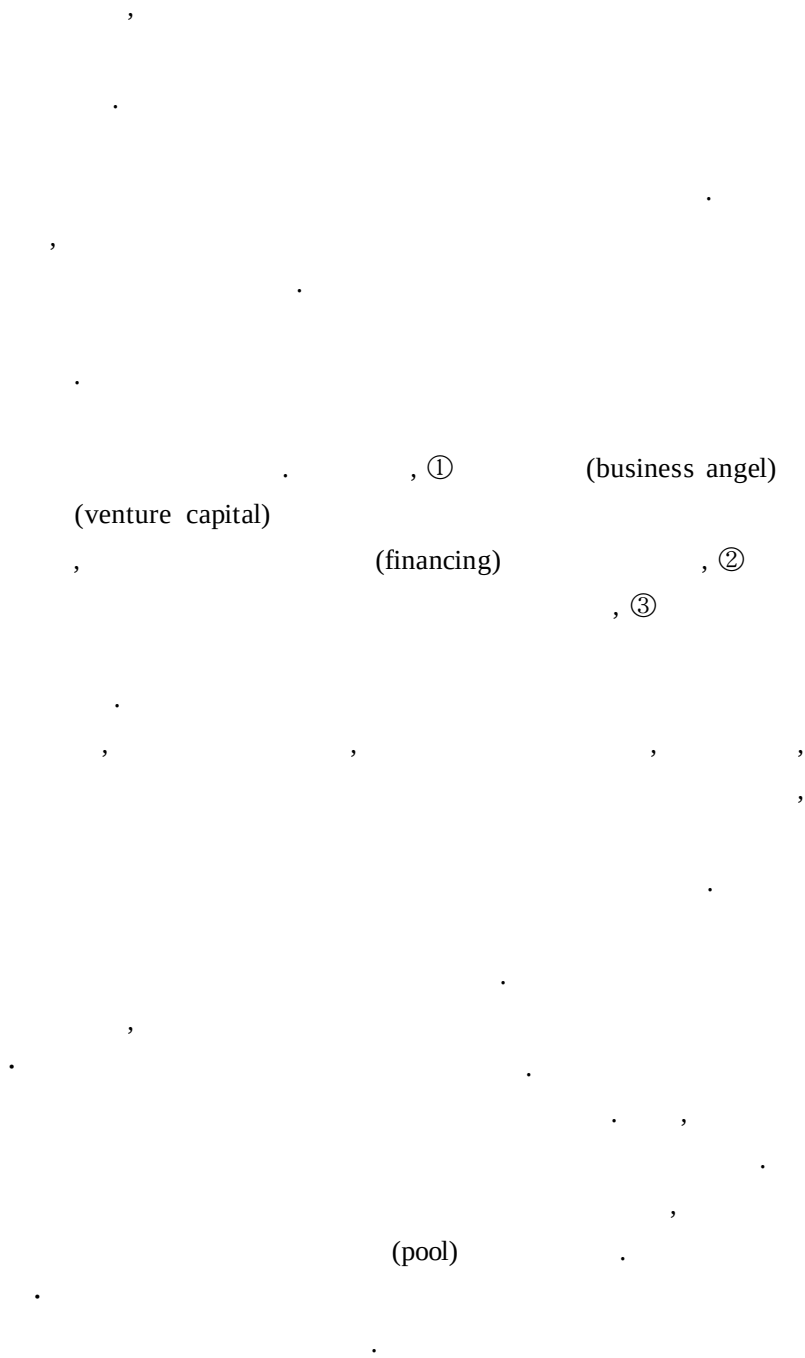
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OECD(1996) (geographi-
cally-targetted and area-based policies)

OJT



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◆ 著者 略歴

- 황준욱(한국노동연구원 연구위원)
- 전병유(한신대학교 교수)

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