

기업가 정신과 노동

황준욱 · 전병유

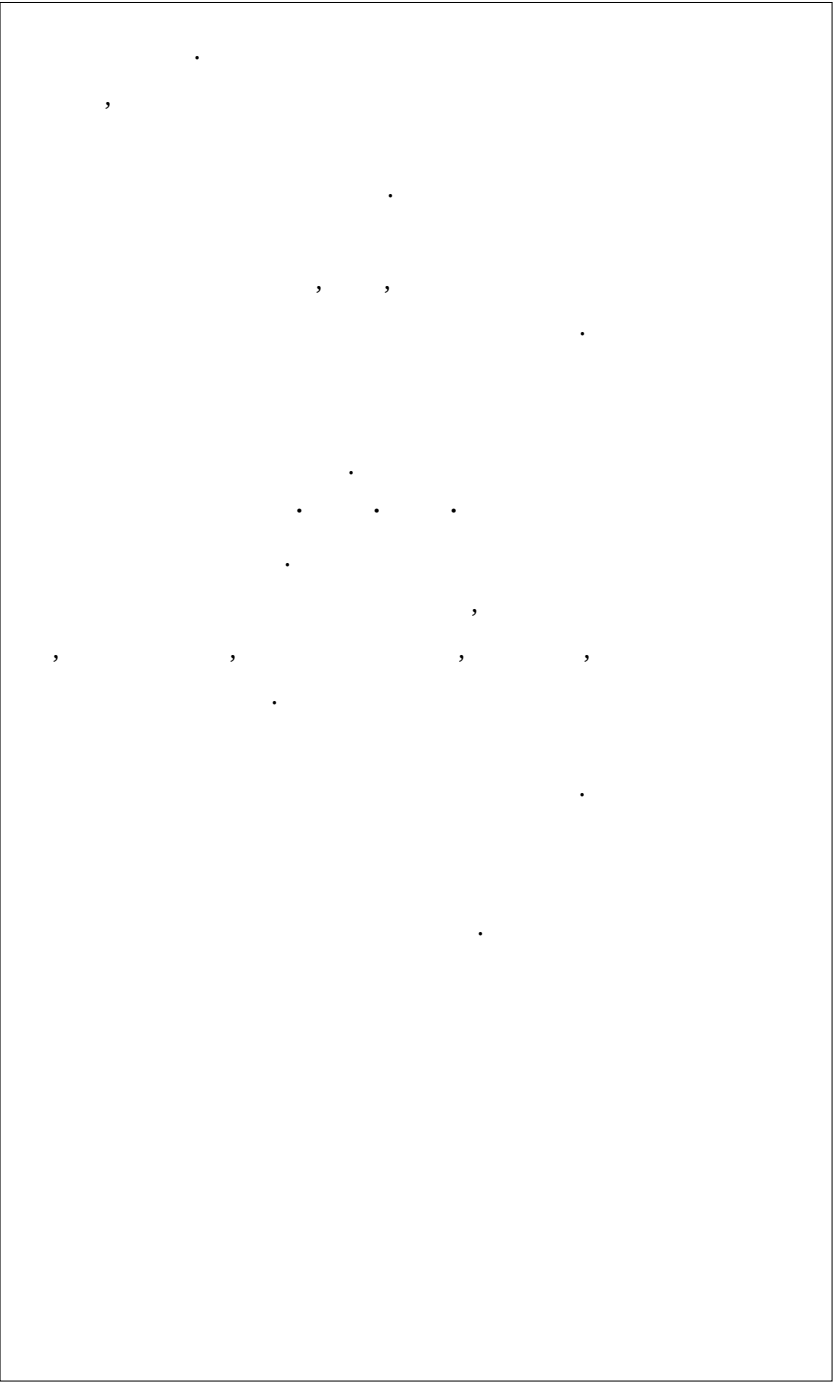
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요약

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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)

(), (capitalist)
(manager),

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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제2장 기업가 정신

1. 기업가 및 기업가 정신에 대한 개념 및 특성

가. 기업가(起業家)와 유사한 개념들

() (), ,
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() (), ,
()

? 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) .
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5) Metcalfe(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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Minniti & Bygrave(2001)

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나. 기업가 정신과 지식

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

$$e \quad L \quad K \qquad L \quad K$$

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()

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)
 .
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 ,
 (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)

. ,

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.

.

,

(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)’

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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 실현시키는 역할을 한다. 기업가 정신은 혁신을 촉진하고, 새로운 시장을 창출하며, 기존 시장을 확대하는 데 기여한다. 기업가 정신은 또한 고용을 창출하고, 경제의 다양성을 높이는 데 중요하다.

기업가 정신의 개념은 1970년대 이후에야 본격적으로 등장하였다. 이전에는 기업가란 단순히 자금을 투자하고 사업을 운영하는 사람을 지칭하는 용어였지만, 1970년대 이후에는 기업가 정신이란 용어가 사용되기 시작하였다. 이는 기업가 정신이 단순히 자금을 투자하는 것을 넘어서, 새로운 아이디어를 창출하고 이를 실현시키는 것을 포함하는 개념으로 확장되었음을 시사한다.

기업가 정신의 중요성은 2004년 Gilbert et al.의 연구에서 더욱 강조되었다. 그들은 기업가 정신이 경제 성장에 미치는 영향을 분석한 결과, 기업가 정신이 경제 성장에 긍정적인 영향을 미친다는 것을 확인하였다. 이는 기업가 정신이 경제 성장의 원동력임을 다시 한번 확인시켜 주었다.

기업가 정신은 또한 고용을 창출하는 데 중요한 역할을 한다. 기업가들은 새로운 아이디어를 실현시키기 위해 새로운 직원을 고용해야 하며, 이는 경제에 새로운 일자리를 창출하는 데 기여한다. 기업가 정신은 또한 기존 시장을 확대하는 데 기여하며, 이는 기존 기업들이 새로운 직원을 고용하는 데 도움을 준다.

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)
· ,

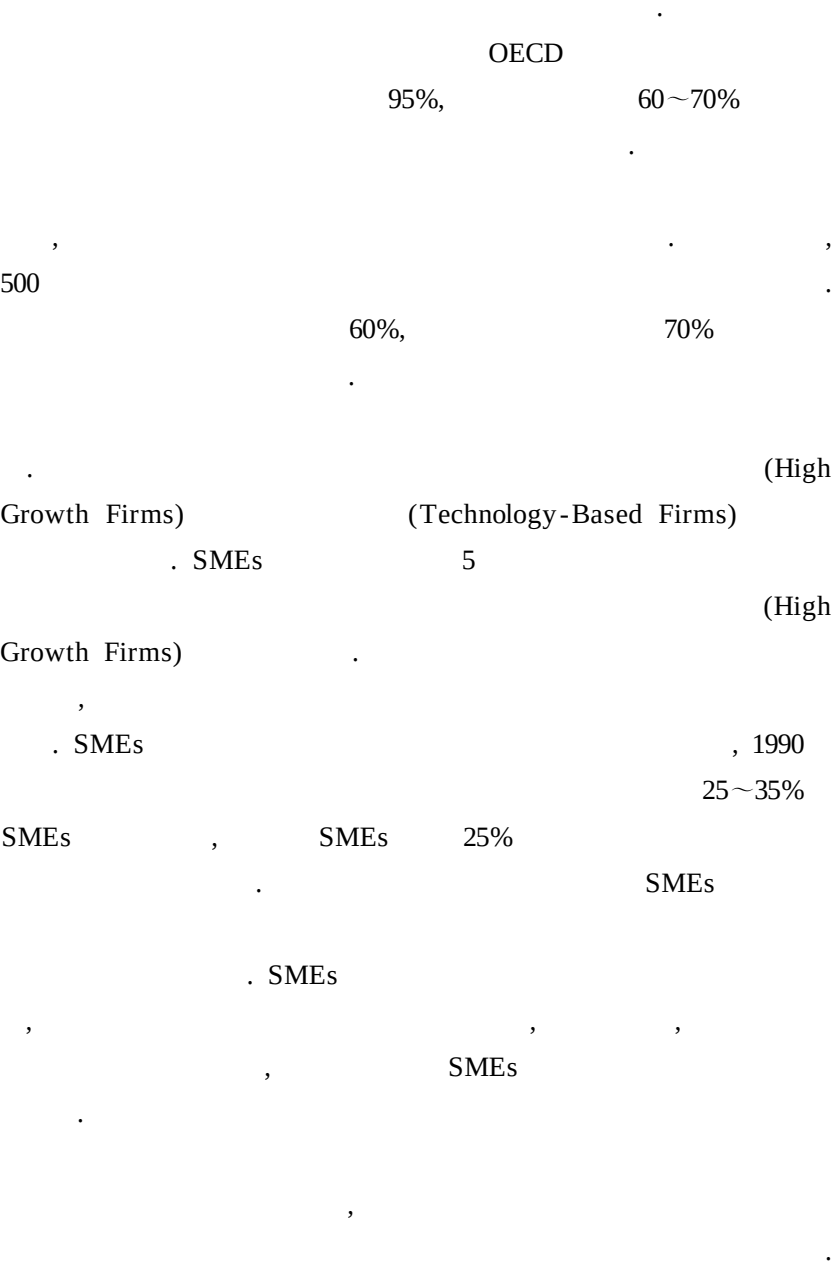
8)

(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)’ ·
 ,
 ·
 ,
 ·
 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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.
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5 100
1.7% ,
50% 90% 25%

. GEM

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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

,

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).
 .
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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-growth)’
- (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)
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·
·
(high context) , ‘
, (sticky knowledge, Hippel, 1994)
(face-to-face interaction)
·
(geographical proximity) (non-rivalry)
·
3
(knowledge spillovers)
·
(- -)
·
·
,
·
(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	
			,
		, ,	, ,

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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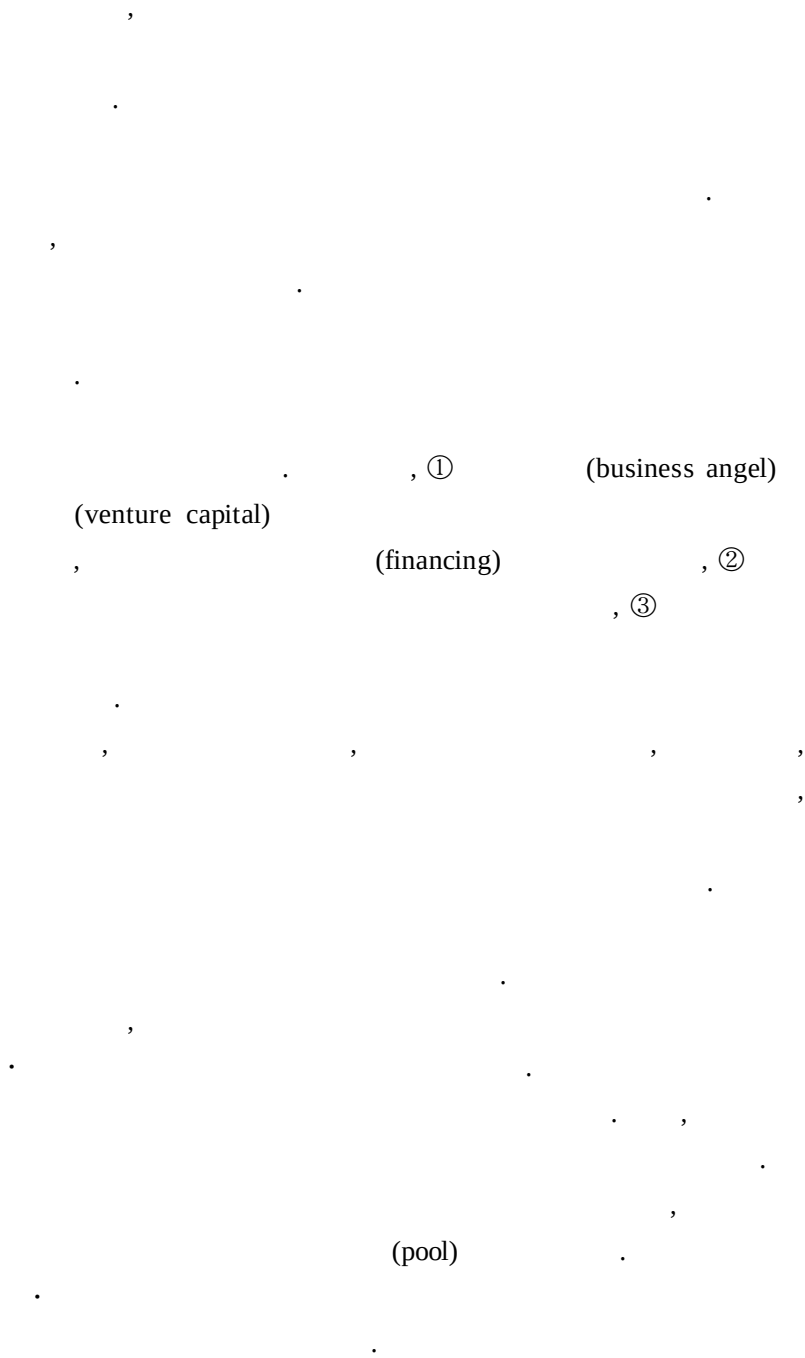
(business incubator),

•

,

OECD(1996) (geographically-targetted and area-based policies)

OJT



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