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距离会导致隔离吗?

——海外移民创业网络与东道国集群网络的演化案例研究

张 敏, 张一力

325035

摘 要: 海外移民创业网络与东道国集群网络的协同演化是在“走出去”战略中赢得主动的重要举措。移民企业家既期望从东道国集群网络中获取创新资源,也需要通过与周围环境实施一定程度的隔离来规避风险。借助案例研究,以普拉托温州移民创业网络的演化历程为载体,探究移民创业网络和东道国产业集群网络的演化历程,分析网络协同演化过程中的三类距离(制度距离、能力距离和文化距离)与隔离状态之间的变化规律。研究发现,网络协同演化过程中充斥着利益博弈,导致距离将始终存在;虽然距离将会导致隔离,但是距离最优并不意味着隔离状态发生的概率最小,且文化距离能够前瞻性地预测隔离状态发生的可能性。现阶段需要设法降低三类距离,特别是降低文化距离,以弱化保护性隔离策略的实施动机并促进移民创业网络与东道国集群网络的协同演化。

关键词: 移民创业网络;东道国集群网络;隔离;距离

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一、引 言

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Dolfsma Eijk 2015

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95%

“ ”

Dolfsma Eijk 2015

Ambrosini 2013

二、文献回顾

2014

Hal Wylie
Schot Geels 2007
Kudic 2014

2011

Witt

1992

Herman Smith 2009

Blalock 1967

Turkina Thai 2013

2011

Hoang Antoncic 2003

El Bouk 2013 Fatoki Oni 2014

Sullivan 2006

Koka Prescott 2002

Busenitz 2000

Gilsing 2008

Kogan 2007

Phillips

2009

Kostova 1996

Gaur 2007

“ ”

Nooteboom 2007

“ ”

Tichy 1998

2014

2011

Du 2009

“ ”

Kostova Zaheer 1999

“ ”

Rottig 2008

U Nooteboom 2007

Dolfsma Eijk 2015

Akerlof 1997

Gilsing 2008

Hall Wylie 2014

Dolfsma Eijk 2015

Dolfsma Eijk 2015

Slotte-Kock Coviello 2010 2011

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三、案例分析

Eisenhardt 2007

Yin 2013

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1999

2014 3 7

24

93

200

2014

Tichy 1998

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Zhang Li 2010

Egbetokun Savin 2015

2011

Nooteboom U
2007

1.

1987—1992

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80

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1987

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1990

Ambrosini 2013

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1989

1992

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1987

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1992

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1993—1997

1

1997

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2

Gaur Lu 2007

3

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“ ”

4

1997

3.
1998

1998—2010

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2006

3 200

23.35%

2 400

800

1

2000

2005

2009

2

IRPET 2010
4.65%

81%

9.72%

2001

2008

2010

“ ”

3

4
2006 12

3 200

Smyth Rebecca French 2009

IOLO TAVOLA

4.
2011

2011

2013

7

1

Schilirò 2008

2014 9

“ ”

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2011

30%—40%

3

2011

4
2011 6

70

2 500 2013 “12.1 ”

四、基于距离特征的移民创业网络演化模型

2013 “ WGI ”
 “ EFI ” Estrin 2009
 institutional distance ID Cezar Escobar 2015 culture
 distance CD Hofstede /
 Hofstede Bond 1988 2006
 Barreto 2010

ability distance AD

50

5

1

$$C = \sqrt{a^2 + b^2}$$

$$CD_t = \sqrt{(C_{it}^1 - C_{rt}^1)^2 + (C_{it}^2 - C_{rt}^2)^2 + (C_{it}^3 - C_{rt}^3)^2 + (C_{it}^4 - C_{rt}^4)^2} \quad (1)$$

$$ID_i = AD_i \quad \text{Kogut Singh 1988}$$

$$I_{dr} = \sum_{d=1}^n \frac{(I_{dr} - I_{di})^2}{nV_d}$$

n V_d d I_{di} t 3 7

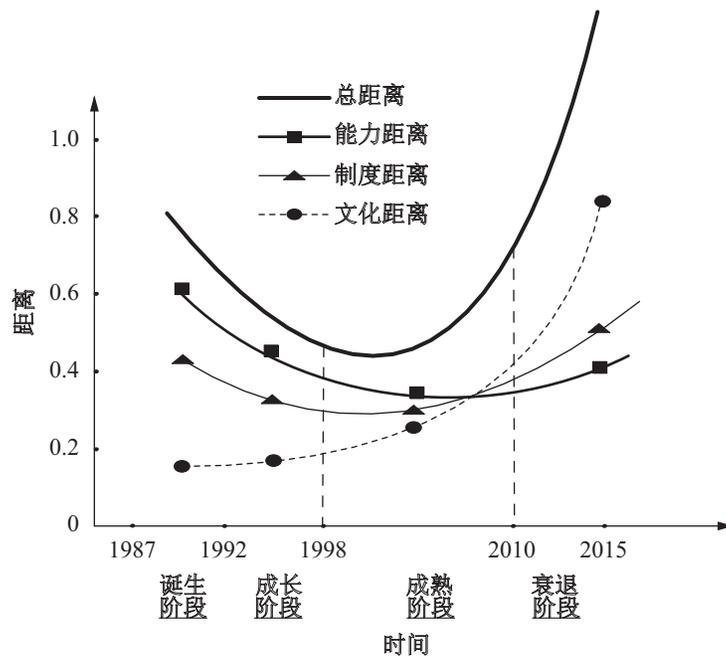


图 1 基于距离特征的移民创业网络演化图谱

t

$$ID_t = \sum_{d=1}^7 \frac{(I_{drt} - I_{dit})^2}{7V_{dt}} \quad (2)$$

t

$$AD_t = \sum_{d=1}^3 \frac{(I_{drt} - I_{dit})^2}{3V_{dt}} \quad (3)$$

t

$$TD_t = \sqrt{(C_{it}^1 - C_{rt}^1)^2 + (C_{it}^2 - C_{rt}^2)^2 + (C_{it}^3 - C_{rt}^3)^2 + (C_{it}^4 - C_{rt}^4)^2 + \sum_{d=1}^7 \frac{(I_{drt} - I_{dit})^2}{7V_{dt}} + \sum_{d=1}^3 \frac{(I_{drt} - I_{dit})^2}{3V_{dt}}} \quad (4)$$

1

U

1

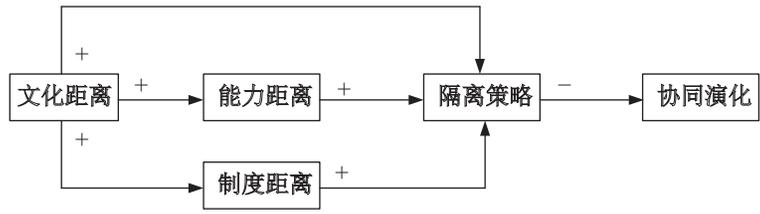


图 2 理论结构图

2

20 80

1

Peng 2002

2011

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2008

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2

Human Provan 2000

2011

Peng 2008

Cohen Levinthal 1990

3

五、研究结论

21

2011

2016

Molina-Morales 2012

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