

DOI: 10.16538/j.cnki.fem.2017.09.002

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

中图分类号: F270 **文献标识码:** A **文章编号:** 1001-4950(2017)09-0016-16

一、引 言

“ ”

Dolfsma Eijk 2015

收稿日期:2016-10-12

基金项目:国家自然科学基金青年基金资助项目(71402124);国家自然科学基金资助项目(71273193);浙江省软科学研究计划(2017C35078);浙江省哲学社会科学重点研究基地温州人经济研究中心课题(11JDWZ02YB)

作者简介:张 敏(1975—),女,温州大学商学院教授;

张一力(1966—),男,温州大学商学院教授。

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

“ ”

三、案例分析

Eisenhardt 2007

Yin 2013

“ ”

1999

2014 3 7

24

93

200

2014

Tichy 1998

“ ”

Zhang Li 2010

Egbetokun Savin 2015

2011

Nooteboom U
2007

1.

1987—1992

20

80

“

”

1987

1
1990

Ambrosini 2013

2

1989

1992

3

4
1987

“ ”

1992

2.

1993—1997

1

1997

“ ”

2

Gaur Lu 2007

3

2 000—5 000

“ ”

4

1997

3.
1998

1998—2010

“ ”

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

“ ”

2

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

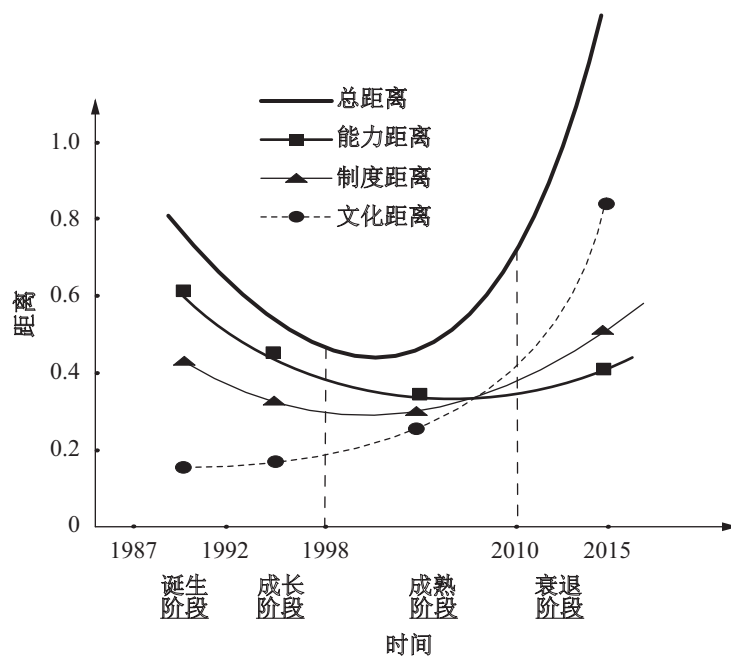


图 1 基于距离特征的移民创业网络演化图谱

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

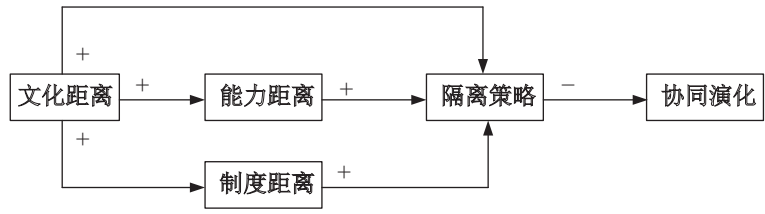


图 2 理论结构图

2

20 80

1

Peng 2002

2011

U

2008

U

2

Human Provan 2000

2011

Peng 2008

Cohen Levinthal 1990

3

五、研究结论

21

2011

2016

Molina-Morales 2012

Ambrosini 2013

“ ”

“ ”

主要参考文献

- [1]Ambrosini M. Immigration in Italy: Between economic acceptance and political rejection[J]. *Journal of International Migration and Integration*, 2013, 14 1 : 175–194.
- [2]Barreto I. Dynamic capabilities: A review of past research and an agenda for the future[J]. *Journal of Management*, 2010, 36 1 : 256–280.
- [3]Cezar R, Escobar O R. Institutional distance and foreign direct investment[J]. *Review of World Economics*, 2015, 151 4 : 713–733.
- [4]Dolfsma W, Eijk R. Distances in organizations: Innovation in an R&D lab[J]. *British Journal of Management*, 2015, 27 2 : 271–286.
- [5]Du Y M. Institutional distance and location choice of multinational enterprises [D]. Singapore: Singapore Management University, 2009.
- [6]Egbetokun A, Savin I. Absorptive capacity and innovation: when is it better to cooperate?[M]//*The Evolution of Economic and Innovation Systems*. Springer International Publishing, 2015: 373–399.
- [7]Eisenhardt K M, Graebner M E. Theory building from cases: Opportunities and challenges[J]. *Academy of Management Journal*, 2007, 50 1 : 25–32.
- [8]El Bouk F, Vedder P, Poel Y. The networking behavior of Moroccan and Turkish immigrant entrepreneurs in two Dutch neighborhoods: The role of ethnic density[J]. *Ethnicities*, 2013, 13 6 : 771–794.
- [9]Estrin S, Baghdasaryan D, Meyer K E. The impact of institutional and human resource distance on international entry strategies[J]. *Journal of Management Studies*, 2009, 46 7 : 1171–1196.
- [10]Fatoki O, Oni O. The networking behaviour of immigrant entrepreneurs in South Africa[J]. *Mediterranean Journal of Social Sciences*, 2014, 5 20 : 284–290.
- [11]Gaur A S, Delios A, Singh K. Institutional environments, staffing strategies, and subsidiary performance[J]. *Journal of Management*, 2007, 33 4 : 611–636.
- [12]Gilsing V, Nootboom B, Vanhaverbeke W, et al. Network embeddedness and the exploration of novel technologies: Technological distance, betweenness centrality and density[J]. *Research Policy*, 2008, 37 10 : 1717–1731.
- [13]Hall P, Wylie R. Isolation and technological innovation[J]. *Journal of Evolutionary Economics*, 2014, 24 2 : 357–376.

- [14]Herman R T, Smith R L. Immigrant, Inc.: why immigrant entrepreneurs are driving the new economy and how they will save the American worker [M]. New York: John Wiley & Sons, 2009.
- [15]Hoang H, Antoncic B. Network-based research in entrepreneurship: A critical review[J]. *Journal of Business Venturing*, 2003, 18 2 : 165–187.
- [16]Hofstede G, Bond M H. The Confucius connection: From cultural roots to economic growth[J]. *Organizational Dynamics*, 1988, 16 4 : 5–21.
- [17]Human S E, Provan K G. Legitimacy building in the evolution of small-firm multilateral networks: A comparative study of success and demise[J]. *Administrative Science Quarterly*, 2000, 45 2 : 327–365.
- [18]Kogut B, Singh H. The effect of national culture on the choice of entry mode[J]. *Journal of International Business Studies*, 1988, 19 3 : 411–432.
- [19]Kostova T. Success of the transnational transfer of organizational practices within multinational companies[D]. Minnesota: University of Minnesota, 1996: 9–21.
- [20]Kudic M. Innovation networks in the German laser industry: evolutionary change, strategic positioning, and firm innovativeness[M]. Switzerland: Springer, 2014.
- [21]Molina-Morales F X, Martínez-Fernández M T, Coll-Serrano V. Efficiency and Innovation in Sub-Networks of Companies: A Study of the Spanish Ceramics District[J]. *Innovar*, 2012, 22 46 : 111–128.
- [22]Nooteboom B, Van Haverbeke W, Duysters G, et al. Optimal cognitive distance and absorptive capacity[J]. *Research Policy*, 2007, 36 7 : 1016–1034.
- [23]Peng M W. Towards an institution-based view of business strategy[J]. *Asia Pacific Journal of Management*, 2002, 19 2–3 : 251–267.
- [24]Peng M W, Wang D Y L, Jiang Y. An institution-based view of international business strategy: A focus on emerging economies[J]. *Journal of International Business Studies*, 2008, 39 5 : 920–936.
- [25]Phillips N, Tracey P, Karra N. Rethinking institutional distance: strengthening the tie between new institutional theory and international management[J]. *Strategic Organization*, 2009, 7 3 : 339–348.
- [26]Rottig D. Institutional distance, social capital, and the performance of foreign acquisitions in the United States[D]. Florida: Florida Atlantic University, 2008.
- [27]Schilirò D. I distretti industriali in Italia quale modello di sviluppo locale: aspetti evolutivi, potenzialità e criticità[M]. Vita e pensiero, 2008.
- [28]Schot J, Geels F W. Niches in evolutionary theories of technical change[J]. *Journal of Evolutionary Economics*, 2007, 17 5 : 605–622.
- [29]Slotte-Kock S, Coviello N. Entrepreneurship research on network processes: A review and ways forward[J]. *Entrepreneurship Theory and Practice*, 2010, 34 1 : 31–57.
- [30]Turkina E, Thai M T T. Social capital, networks, trust and immigrant entrepreneurship: a crosscountry analysis[J]. *Journal of Enterprising Communities: People and Places in the Global Economy*, 2013, 7 2 : 108–124.
- [31]Witt U. Evolution as the theme of a new heterodoxy in economics[J]. *Explaining Process and Change. Approaches to Evolutionary Economics*, 1992: 3–20.
- [32]Yin R K. Case study research: Design and methods[M]. 5th ed. Calif: SAGE Publications, 2013.
- [33]Zhang Y, Li H. Innovation search of new ventures in a technology cluster: the role of ties with service intermediaries[J]. *Strategic Management Journal*, 2010, 31 1 : 88–109.

