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真实与虚假竞争力:企业战略研究新视角

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摘 要: 虚假竞争力企业是指那些为了短期牟利,以背离公正、背离诚信、背离责任、背离规律(非效益和非创新)的方式谋取财富,过度依靠外在的条件和资源谋取一时利益的企业。目前虚假竞争力正令诸多中国企业步履维艰,而关于虚假竞争力的学术研究则几乎是空白。本文首先介绍了企业虚假竞争力的概念、内涵和本质特征,其次阐述了虚假竞争力的形成与影响,最后探讨了虚假竞争力的治理机制与转型策略。企业竞争力的本质应是企业在信用的前提下,通过创新推进和效率提升的途径,为消费者创造更多价值的能力。虚假竞争力的企业只有通过基因再造实现转型升级进而打造企业真实的竞争力,才能在当今高度复杂动荡的市场环境中生存下来并获得未来的可持续发展。本文有利于增进学者们对虚假竞争力企业的深刻理解,并就未来重点的研究方向予以展望,以为后续研究以及虚假竞争力企业的治理转型实践提供参考与借鉴。

关键词: 虚假竞争力;真实竞争力;人性效率;治理机制;转型策略

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一、引 言

Porter 1990 “

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competitiveness

spurious competitiveness

genuine

二、企业竞争力研究述评

1871 competence
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• 1776
Selznick 1957 “ ” distinctive
• Hymer 1960
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1990
1997

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2002

• Porter 1980 1985

S—C—P

Wernerfelt 1984 Barney 1991 Penrose 1995 Grant 1996 Teece 1997

Peng 2002 Peng 2009

Bresser Millonig 2003 Martin 2014
2003

4 5 6 1 2 3

2003
2010 2008

2014 500 500

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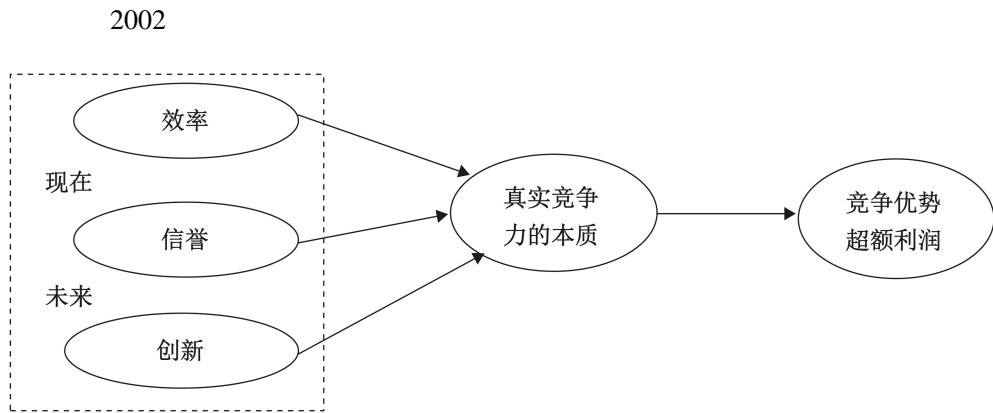


图1 企业真实竞争力的本质与构成维度

2003 Porter 1979 1980
Barney 1991 RBV
Porter 1981 2011
strategic fit
Barney VRIO
Rumelt 1982 “ ”
Teece 1997
dynamic capability
2008 “

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2009

“ ”

Chen

2015

三、虚假竞争力的内涵与本质

MBA

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2011

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2011

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Fajnzylber 1988

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2012 2

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2015 4

四、虚假竞争力的形成与影响

North 1990

institutional

void Droege Johnson 2007

2011

2013

2013

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GDP “ ”
GDP

2015

11.57

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五、企业虚假竞争力的治理

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六、企业虚假竞争力的转型

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AMC

Chen 1996

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awareness —

motivation —

capability ”

AMC

AMC

2010

AMC

2

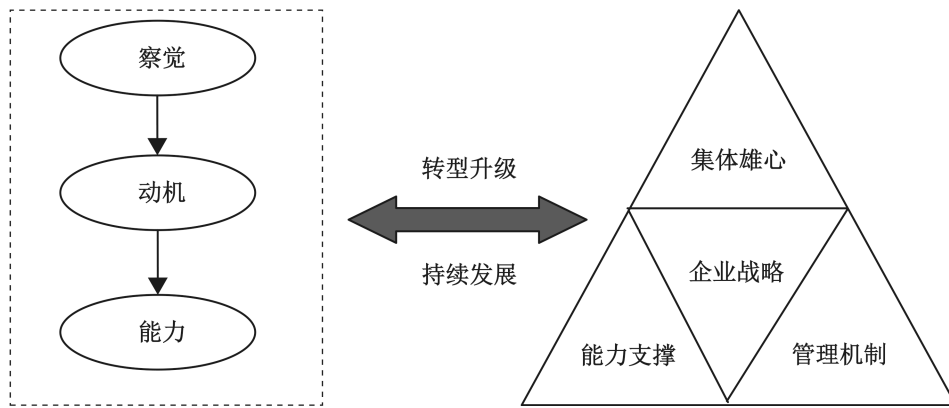


图2 基于AMC框架的企业虚假竞争力转型机理

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2010

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corporate aspiration

CEO

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2010

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AMC

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七、研究结论及未来展望

“ ”

firm level

industry level

2015

Zimmerman Zeitz 2002 Philippe Durand 2011

“ ”

* 2014

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Genuine and Spurious Competitiveness: A New Perspective of Firm Strategy

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