



對外經濟貿易大學

第一篇 基于贸易的跨国经营理论

第二章 基于贸易的跨国经营理论

1、贸易结构优化理论

- 一. 古典的比较优势理论（李嘉图和俄林）
- 二. 动态比较优势学说
筱原三代平的动态比较优势理论
赤松的雁形理论
- 三. 技术缺口理论
- 四. 新贸易政策



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International Trade Theories

1.1 The Major questions

1.2 The basis for trade

1.3 Limitations of trade theories



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1.1 The Major Questions of International Trade Theories

The main questions on which classical and neoclassical theories focus are:

Why do countries import and export the sorts of products they make and at what relative prices of terms of trade?

How are these trade flows related to the characteristics of a country and how do they affect domestic factor prices?

What are the gains from trade and how are they divided among trading countries?



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1.2 The basis for trade

- 1、 Absolute advantages**
- 2、 Comparative advantages**
- 3、 Trade based on monetary costs differences**



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Limitations of trade theories

These limitations result from its simple assumption of the model.

The key assumption is that the factors of production (land, labor, and capital) are immobile between countries;

Another is perfect information exists as to international trade opportunities;

Also, the model assumes perfect competition does not allow monopoly or oligopoly.

Probably the most important limitation is that it sees the business enterprise simply as a black box “converting inputs into outputs and fully described by its production function”.



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2、产品生命周期理论

一. 产品生命周期（三个阶段）

第一阶段：产品的创新阶段

第二阶段：产品成熟的阶段

第三阶段：产品的标准化阶段

二. 产品周期理论的贡献和局限性



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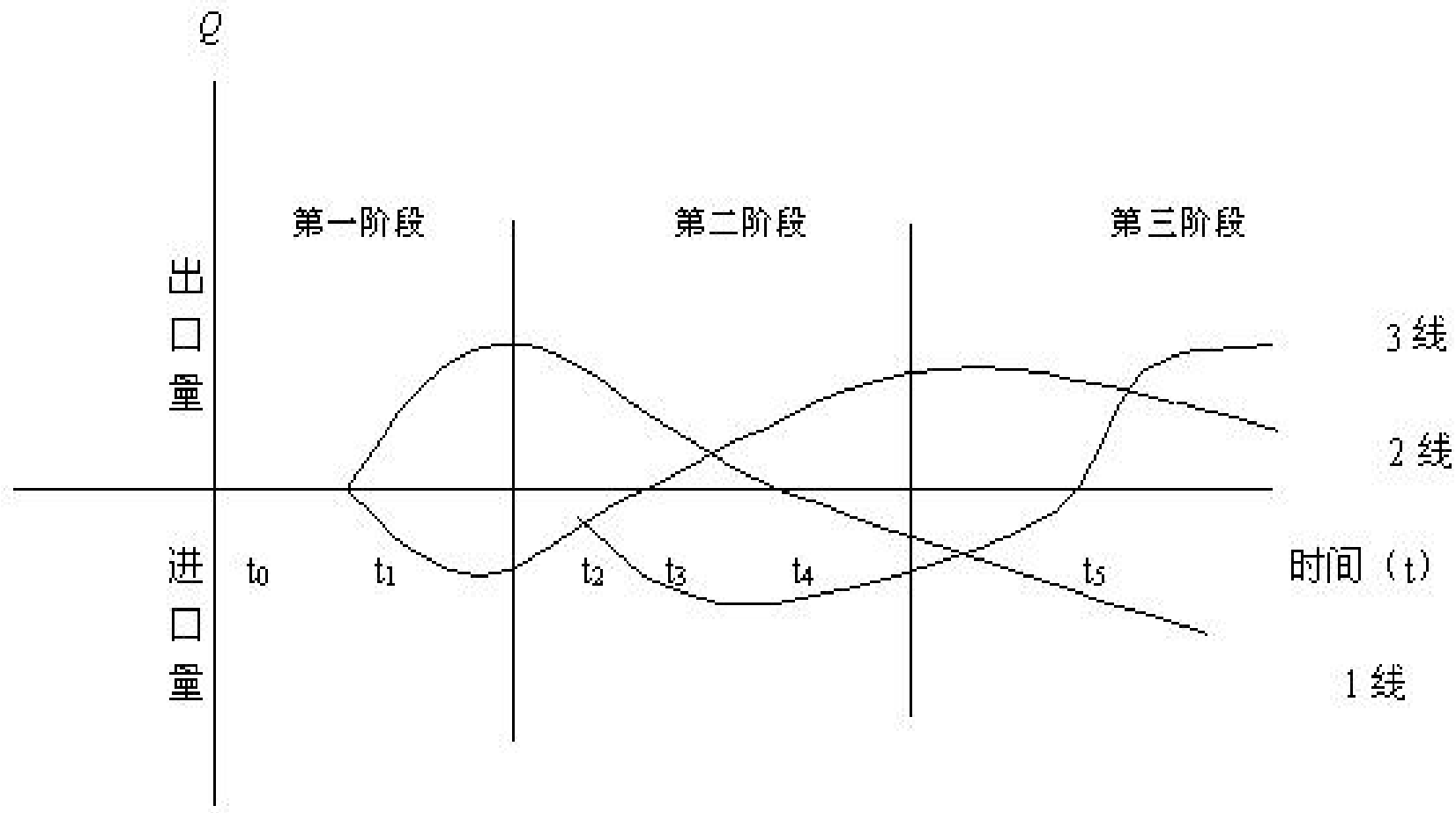
Product Cycle Model

The model suggests that firms innovate new products at home and in relation to home market.

In the new product stage, the product is manufactured in the home country and introduced into the foreign markets through exports. In the mature product stage, the product has become sufficiently standardized that price competition becomes important. As costs factors begin to dictate that foreign markets be serviced by local production and foreign manufacturing facilities be established. Generally in other high-income country.



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产品生命周期理论

学

3、小岛清的边际产业理论 (1)

边际产业理论的基本假定是：

小岛清认为，一个国家应该从已经或即将处于比较劣势的产业开始对外直接投资，并依次进行；这些产业可以被定义为边际产业——已经或者即将失去比较优势的产业。



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小岛清的边际产业理论 (2)

1. “边际产业学说”对对外直接投资动机的解释
2. 日本与美国对外直接投资模式的区别
3. 对小岛清理论的评价



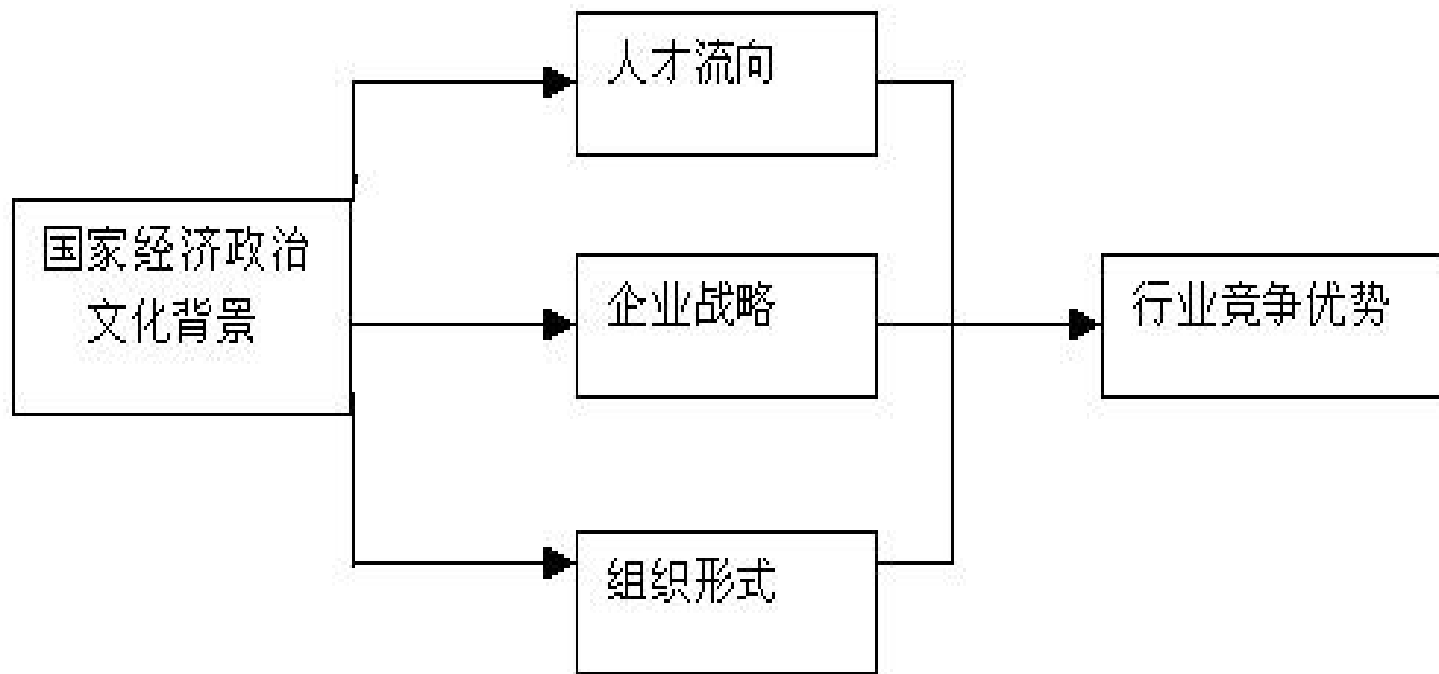
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4、国家竞争优势理论

- 一. 国家竞争优势的基本内涵
- 二. 制约国家竞争优势的四因素
 1. 要素条件
 2. 需求条件
 3. 相关的供应商和支持性产业
 4. 企业组织、战略和竞争程度
 5. 机会因素
 6. 政府的作用



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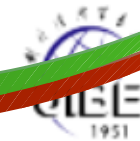
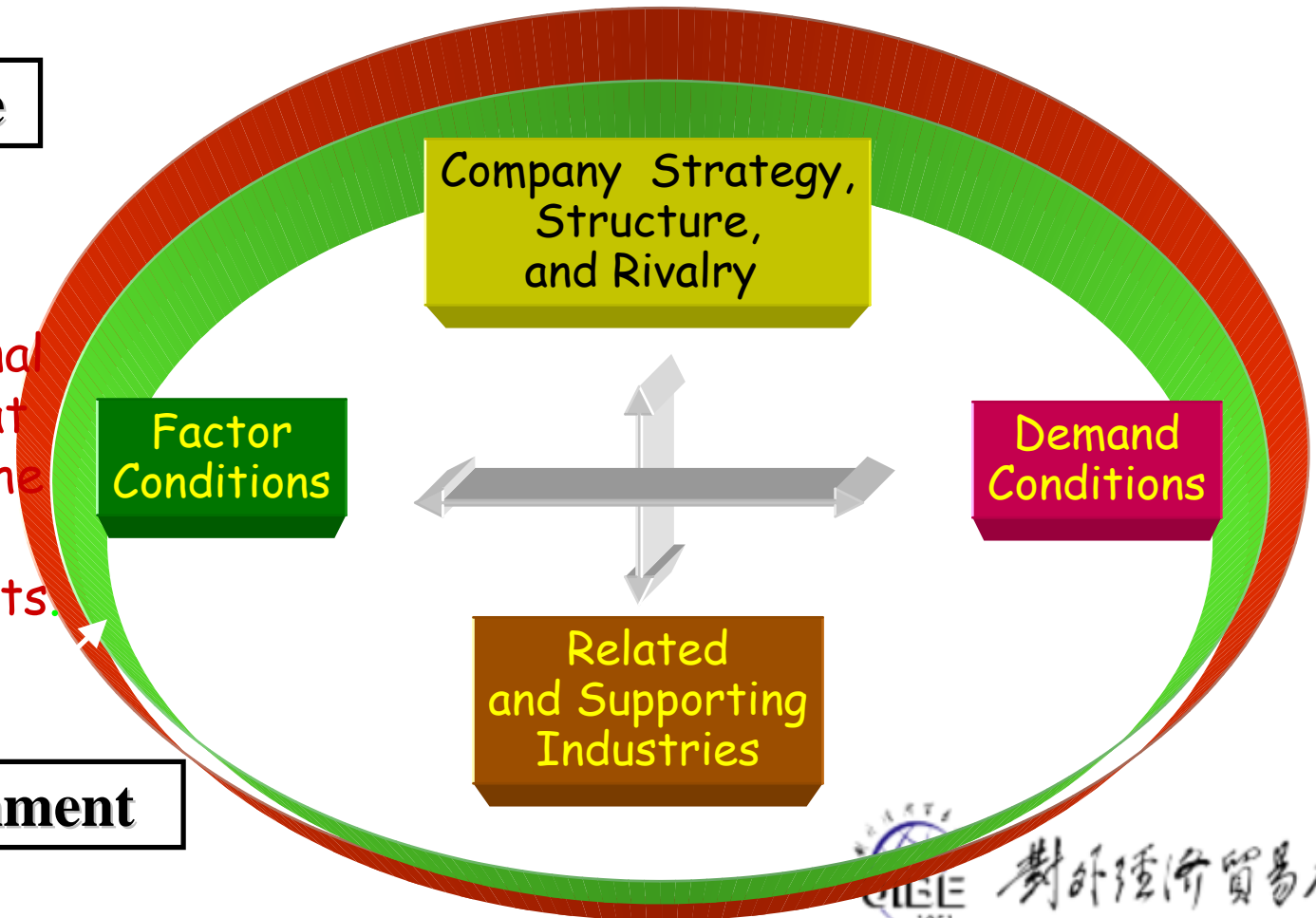
国家环境对企业战略、结构和竞争的影响

Determinants of National Competitive Advantage

Chance

Two external factors that influence the four determinants.

Government



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思考题

- (1) 简述跨国公司进入他国市场的一般方式。
- (2) 对合资经营给东道国带来的利弊进行简要分析。
- (3) 谈谈跨国并购中企业面临的主要风险。



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