

6-30-2001

기업의 성격에 관한 신제도학과 접근방법의 범위와 한계

문승 여

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

Recommended Citation

여, 문승 (2001) "기업의 성격에 관한 신제도학과 접근방법의 범위와 한계," *Asia Marketing Journal*: Vol. 3 : Iss. 2 , Article 3.

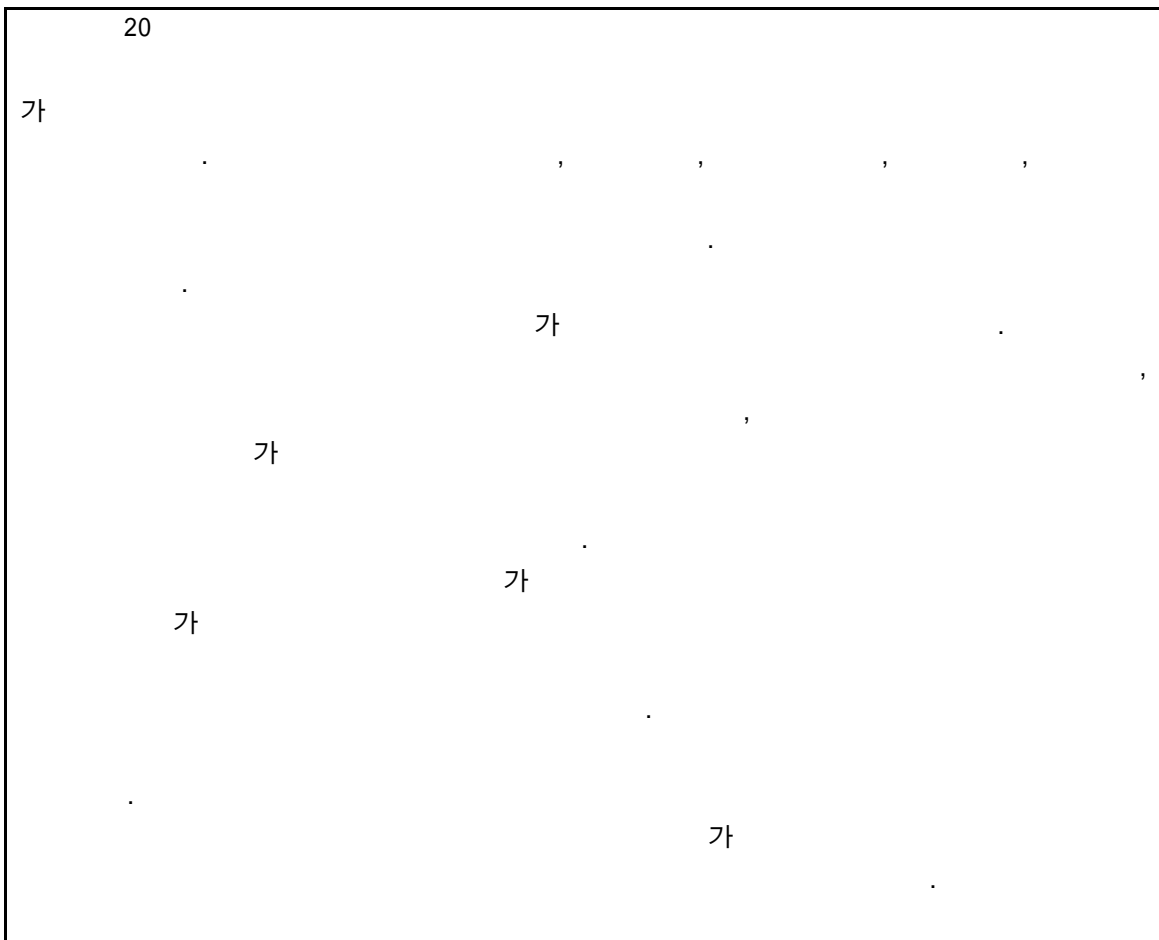
Available at: <https://doi.org/10.53728/2765-6500.1062>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

*

The Scope and Limitations of the New Institutional Approach on the Nature of the Firm

(yeows@hanyang.ac.kr)



* : 01. 11 : 01. 12
2001

가

Coase 가 ' (governance structure) (,) 가

가 (舊) 가 3)

가 가 , 가

Williamson(1975) 가 (hierarchy) 가

가 () 가

(franchising)

(Williamson 1993).

가 (Demsetz 1997, p.426).

가

4)

3)

4)

Hodgson(1989)

가 가

가 , (organizational capabilities)

가

가

2.

2.1

Commons(1934)

Coase(1937)

Commons

(going

concern) ’

(Dugger 1979).

가

(Commons 1934).

()가

가? Commons

가

(Seckler 1975).

Coase(1937, p.390)

가

가

Coase 1930

가

가
가
가 . 1950
가
March Simon(1958)

가
(satisficing)

Baumol(1959)
가
(assymmetric information)
Marris(1964)

가
가
가

(Manne 1965).
가

(principal) (agent)
가

Demsetz(1972)
가
Alchian (shirking)
가

가
가

Demsetz(1972)
가
Commons
Alchian

가
(Alchian and Demsetz 1972, p.784-5).

가 .

2.2

Williamson(1975, 1985)

Commons

, Coase

가 .

Williamson March , Simmon(1958)

가

가

p.30).

(Williamson 1985,

가

가

가 .

가

Williamson Chandler(1962)

가

(Williamson 1975, p.162). 가
가

가

가

Williamson(1975)

Adam Smith가

(Williamson 1980).

Williamson

(Jones 1982). 가

가

Williamson(1981)

(asset specificity)

가

가

가

(Williamson

1988).

'(ex post)

'(ex ante)

가

.' (Williamson 1981, p.1546).

() 가

가

(非)

,

()

가

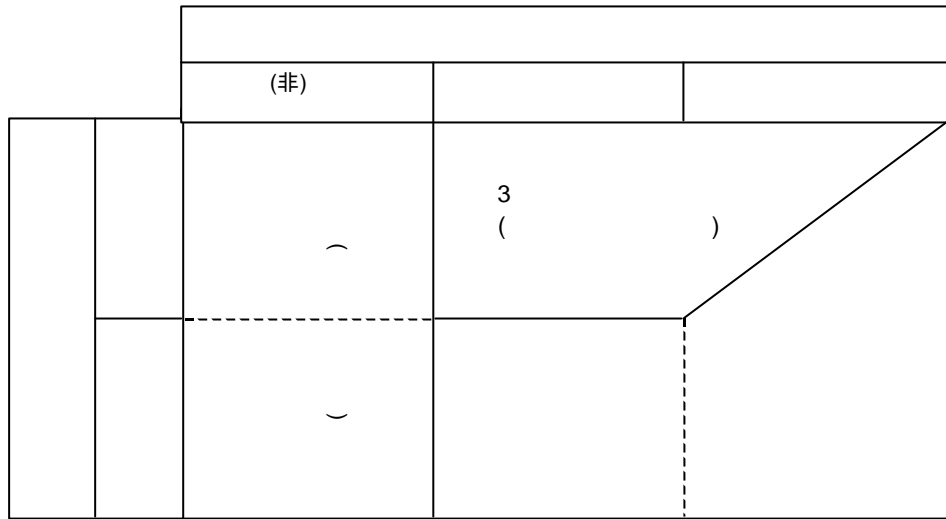
가

(

가

) 3 (trilateral governance)가

(< 1>).



: Williamson, O.E.(1985) The Economic Institution of Capitalism, New York : The Free Press, p.79.

< 1 >

가

가

2.3

(舊)

가

. Williamson

Commons ' (institutions) ()) 가

Coase

(Williamson 1981, p.1546).

가

가

가 가 가

((準))

가

가 가 (Demsetz 1988).

0 가 가

(下流)(downstream)

(, 3) 가

가 가

가 가

가 (Hodgson 1993).

가 , 가 ,

가 가

가 가

가 Williamson

Williamson 가 (記述的) 가

가

(Williamson 1981, p.1546).

가?

가 가? 가 가

가 ,
 가 . 가 ,
 . (hold-
 up) , 가
 . 가
 .⁵⁾ Williamson

가
 가 (Casson 1990) .

3.

Coase Williamson
 가
 가 (construct)
 가 ,
 가 .⁶⁾

3.1

(諸)가

Monteverde Teece(1982a)

가

⁵⁾ Demsetz(1988, p.174)

⁶⁾ 가 Anderson (1996), Lothia, Brooks, and Krapel (1994), Pessali and Fernandez (1999), Rindfleisch and Heide (1997), Schelanski and Klein (1995), Williams (2000)
 가

John Weitz(1988)
Kraft(1999)

Anderson Coughlan(1987)

, Klein

Roth(1993)

가 , 가

Burgel Murray(2000)
Tsang(2000)

) 가
' (hybrid form)

Monteverde Teece(1982b) (準)

(가 가)

가

. Heide John(1990)

가 , Stump Heide(1996)

Joskow(1987)

가

. Gates(1987)

Bucklin Segupta(1993)

가

Osborn

Baughn(1990), Parkhe(1993) White(2000)

(諸) 가 가

. John(1984)

가

, Anderson(1988)

. Moschandreas(1997)

가
Bensaou Anderson(1997)

3.2

, 2 1

가

(,) 가

3 가 가 가 가 가 0% 100%

가 가 가 가 가 가()

가 가 가 가 가 가

Stump Heide(1996) 가

(monitoring) 가 , Parkhe(1993)

Dutta John(1995)

가 가 가 가 가 가 ()

2 1

가
 가 Williamson(1985)
 가
 (governance)
 가
 (準) (quasi-vertical
 integration),
 (Heide 1994).
 가
 가 (adaptation) 가
 (Foster 2000),
 가
 가
 (Pilling, Crosby, and Jackson 1994).
 ' ' (ex ante)
 (正)(+) ' ' (ex post)
 . Klein Roth(1993)
 가
 Williamson(1985)
 가
 가
 가
 가
 가
 (+) 가
 가
 가

가 ,
 가
 가 , 가 가 . 가
 가
 가 가
 가 가
 가
 () 가
 Williamson(1985) Anderson(1985),
 John Weitz(1988), Joshi Stump(1999)
 가 가 (Heide John
 1990).
 가
 , 가
 ,
 (Coase 1937, Williamson 1975,
 1985)
 . (pledge)(Anderson and Weitz 1992),
 (Heide and John 1990), (Stump and Heide 1996) (Joskow 1987)
 , 가
 , 가
 (Ghoshal and Moran
 1996).
)
 가 가 가
 가 (Slater and Spencer 2000), Williamson
 가
 가 (Pratten
 1997).
 (Pitelis 1998).

4. 가

(露呈)

가 () Williamson(1975, 1985) 가

가 가 , Chandler(1977, 1990, 1992) ' (stages approach) 8)

Williamson , Chandler 가 (史) 가

Penrose(1959) ' Cyert March(1963) Schumpeter(1934) 가 (evolutionary theory) 가

4.1

가 가 Williamson 가

Williamson

8) Chandler(1992)

Williamson

가 가 Williamson
 (代理) 가
 (舊) 가
 Richardson(1972) Williamson(1975) (organizational capabilities)
 Richardson 가 가
 Richardson 가 가
 Penrose(1959) 가 가
 가

4.2

Richardson(1972) 가(licensing)
 가 (licensor)
 가 가(
 가
 Hymer(1970) ,
 가(licensing)

Buckley Casson(1985)

(가 가)

(Palenzuela and Bobillo 1999).

가(licensing)

가

가

(Burgel and Murray 2000).

가
가

가

()

가

가

specific)

가 Y

Teece(1983)

(transaction-

가

X

가

가

가

가

4.3

Williamson

가

가

가

Richardson(1972)

(Teece 1996).

가

Penrose(1959)가

가,

가
가
가

가

가

(Teece 1996, p.178).

가

가

가

가

Langlois Robertson(1995)

가

가

가

가

(諸)

Barney(1999)

가

(transaction-specific investment)

(path dependency)

가

가

가

가

가

가

가

가

가

가

가

가

가

가

가

가

(dynamic transaction costs)

(Langlois and

Robertson 1995, p.35).

4.4

()
(Nelson and Winter 1982).

. Langlois Robertson(1995)
' (dynamic theory of business institution)

19

가

가

가

가

Williamson Chandler

Williamson(1991)

가

Chandler(1990)

()가

, Kogut(1989)
(grouping)가

가

가

가

Williamson Chandler

가

가

가

9)

20

가

가

Williamson(1994)

가

가

가

Ben-Porath(1980) Pollak(1985) Alvenson Lindkvist(1993)
가 가

9) 가
가 ()
Redding(1990), Hamilton and Feenstra(1995), Biggart and Hamilton(1992)

, ()
,
, 가
, 가
, 가 ()
)

5.

. Williamson

, ,
,
,
가 가 가
가 가
가 가
가 가
가 가

. Lazonick(1993)

가 가

¹⁰⁾

가 가
가 가
가 ,

¹⁰⁾ 가 가 ()
Rutherford(1996)가 .

가 . () 가
가
,
가
가 .
가 .

< >

- (1996), “ , ” , 25
1 (2), 107-151.
- (1998), , .
- _____ (1999), “ , ” , 28
2 (5), 539-64.
- Alchain, A. A. and H. Demsetz (1972), “Production, Information Costs, and Economic Organization,” *American Economic Review*, Vol. 62, 777-95.
- Alvesson, M. and L. Lindkvist (1993), “Transaction Costs, Clans and Corporate Culture,” *Journal of Management Studies*, Vol. 30, 427-52.
- Anderson, E. (1988), “Transaction Costs as Determinants of Opportunism in Integrated and Independent Sales Forces,” *Journal of Economic Behavior and Organization*, Vol. 9(May), 247-64.
- _____, (1996), “Transaction Cost Analysis and Marketing,” in John Groenewegen(ed.), *Transaction Cost Economics and Beyond*. Boston: Kluwer Academic Publishers, 65-83.
- Anderson, E. and Barton A. Weitz (1992), “The Use of Pledges to Build and Sustain Commitment in Distribution Channels,” *Journal of Marketing Research*, Vol. 29(February), 18-34.
- Anderson, E. and Anne T. Coughlan (1987), “International Market Entry and Expansion via Independent or Integrated Channels of Distribution,” *Journal of Marketing*, Vol. 51(January), 71-82.
- Barney, J. B. (1999), “How a Firm's Capabilities Affect Boundary Decisions,” *Sloan Management Review*(Spring), 137-45.
- Baumol, W. J. (1959), *Business Behavior, Value and Growth*, New York: Macmillan.
- Beccerra, M. and A. K. Gupta (1999), “Trust Within the Organization : Integrating the Trust Literature with Agency Theory and Transaction Costs Economics,” *PAQ*(Summer), 177-203.
- Ben-Porath, Y. (1980), “The F-Connection : Families, Friends and Firms and the Organization of Exchange,” *Population and Development Review*, Vol 6, 1-30.
- Bensaou, M. B and Erin Anderson (1997), “Buyer-Supplier Relations in Industrial Markets : When Do Buyers Enter the Trap of Making Idiosyncratic Investments?” working paper, INSEAD, Fontainebleau, France.
- Biggart, N. W. and G. G. Hamilton (1992), “On the Limits of Firm-Based Theory to Explain Business Networks : The Western Bias of Neoclassical Economics,” in N. Nohria and R. G. Eccles(eds.), *Networks and Organizations : Structure, Form and Action*, Boston, MA.
- Buckly, P. J. and M. C. Casson (1985), *The Economic Theory of the Multinational Enterprise*.
- Burgel, O. and Gorton C. Murray (2000), “The International Market Entry Choices of Start-Up Companies in High-Technology Industries,” *Journal of International Marketing*, Vol. 8(2), 33-62.
- Casson, M. (1990), *Enterprise and Competitiveness*, Oxford : Oxford University Press.
- _____ (1993), “Entrepreneurship and Business Culture,” in J. Brown and M. B. Rose(eds.), *Entrepreneurship, Networks and Modern Business*, Manchester, U. K. 30-54.
- _____ (1998), “Institutional Economics and Business History : A Way Forward?,” in M. Casson and M. B. Rose(eds.), *Institutions and the Evolution of Modern Business*, Portland, OR : Frank Cass.
- Chandler, A. D. (1962), *Strategy and Structure*, Cambridge, MA.
- _____ (1977), *The Visible Hand : The Managerial Revolution in American Business*, Harvard University Press : Cambridge, Mass.
- _____ (1990), *Scale and Scope : The Dynamics of Industrial Capitalism*, Belknap/ Harvard University Press : Cambridge, Mass.

Economy, Vol. 1(3), 249-69.

- _____ (1993), "Transaction Costs and the Evolution of the Firm," in C. Pitelis(ed.), *Transaction Costs, Markets and Hierarchies*.
- Hymer, S. (1970), "The Efficiency Contradictions of Multinational Corporations," *American Economic Review*, Vol. 60, 441-8.
- John, G (1984), "An Empirical Examination of Some Antecedents of Opportunism in a Marketing Channel," *Journal of Marketing Research*, Vol. 21(August), 278-89.
- John, G and Barton A. Weitz (1988), "Forward Integration into Distribution : An Empirical Test of Transaction Cost Analysis," *Journal of Law, Economics and Organization*, Vol. 4(Fall), 121-39.
- Jones, S. R. H. (1982), "The Organization of Work : A Historical Dimension," *Journal of Economic Behavior and Organization*, Vol. 3, 117-38.
- Joshi, A. W. and Rodney L. Stump (1999), "The Contingent Effect of Specific Asset Investments on Joint Action in Manufacturer-Supplier Relationships : An Empirical Test of the Moderation Role of Reciprocal Asset Investments Uncertainty, and Trust," *Journal of the Academy of Marketing Science*, Vol. 27(3), 291-305.

- Joskow, P. L. (1987), "Contract Duration and Relationship-Specific Investments : Empirical Evidence from Coal Markets," *American Economic Review*, Vol. 77(March), 168-85.
- _____ (1988), "Asset Specificity and the Structure of Vertical Relationships : Empirical Evidence," *Journal of Law, Economics and Organization*, Vol. 4(Spring), 95-117.
- Klein, S. and Victor J. Roth (1993), "Satisfaction With International Marketing Channels," *Journal the Academy of Marketing Science*, Vol. 21(Winter), 39-44.
- Kogut, B. (1989), "The Stability of Joint Ventures : Reciprocity and Competitive Rivalry," *Journal of Industrial Economics*, Vol. _____, 183-98.
- Kraft, M. (1999), "An Empirical Investigation of the Antecedents of Sales Force Control Systems," *Journal of Marketing*, Vol. 63(July), 120-34.
- Langlois, R. N. and P. L. Robertson (1995), *Firms, Markets and Economic Change*, London.
- Lazonick, W. (1993), *Business Organization and Myth of the Market Economy*, Cambridge, U. K : Cambridge University Press, 196-7.
- Lothia, R., Charles M. Brooks, and Robert E. Krapel (1994), "What Constitutes a Transaction Specific Asset? An Examination of the Dimensions and Types," *Journal of Business Research*, 30(July), 261-70.
- Manne, H. (1965), "Mergers and the Market for Corporate Control," *Journal of Political Economy*, Vol. 73, 112-13.
- March, J. G. and H. A. Simon (1958), *Organizations*, New York : John Wiley & Sons.
- Marris, R. (1964), *The Economic Theory of Managerial Capitalism*, London : Macmillan.
- Monteverde, K and David J. Teece (1982a), "Supplier-Switching Costs and Vertical Integration in the Automobile Industry," *Bell Journal of Economics*, Vol. 13(Spring), 206-13.
- _____ and _____ (1982b), "Appropriate Rents and Quasi-Vertical Integration," *Journal of Law and Economics*, Vol. 25(October), 321-28.
- Moschandreas, M. (1997), "The Role of Opportunism in Transaction Cost Economics," *Journal of Economic Issues*, Vol. 31(March), 39-57.
- Nelson, R. R. and S. G. Winter (1982), *An Evolutionary Theory of Economic Change*, Cambridge, MA.
- Osborn, R. N and C. Christopher Baughn (1990), "Forms of Interorganizational Governance for Multiantional Alliance," *Academy of Management Journal*, Vol. 33(3), 503-19.
- Palenzuela, V. A. and Alfred M. Bobillo (1999), "Transaction Costs and Bargaining Power : Entry Mode Choice In Foreign Markets," *Multinational Business Review*(Spring), 62-75.
- Parkhe, A. (1993), "Strategic Alliance Structuring : A Game Theoretic and Transaction Cost Examination of Interfirm Cooperation," *Academy of Management Journal*, Vol. 36(August), 794-829.
- Penrose, E. T. (1959), *The Theory of the Growth of the Firm*, London : Basil Blackwell.
- Pessali, H. F. and Romon G. Fernandez (1999), "Institutional Economics at the Micro Level? What Transaction Costs Theory Could Learn from Original Institutionalism (In the Spirit of Building Bridge)," *Journal Economic Issues*, Vol. 33 (No. 2), 265-75.
- Pilling, Bruce K., Lawrence A. Crosby, and Donald W. Jackon. Jr. (1994), "Relational Bonds in Industrial Exchange : An Experimental Test of the Transaction Cost Economic Framework," *Journal Business Research*, Vol. 30(July), 237-51.
- Pitelis, C. N. (1998), "Transaction Costs and the Historical Evolution of the Capitalist Firm," *Journal of Economic Issues*, Vol. 32(December), 999-1017.
- Pollak, P. A. (1985), "Transaction Cost Approach to Families and Households," *Journal of Economic Literature*, Vol. _____, 581-608.
- Pratten, S. (1997), "The Nature of Transaction Cost Economics," *Journal of Economic Issues*, Vol. 31(September), 781-803.

- Redding, S. G. (1990), *The Spirit of Chinese Capitalism*, Berlin.
- Richardson, J. B. (1972), "The Organization of Industry," *Economic Journal*, Vol. 82, 883-96.
- Rutherford, M. (1996), *Institutions in Economics*, Cambridge, U. K : Cambridge University Press, p.3.
- Schumpeter, J. A. (1934), *The Theory of Economic Development*, Cambridge, MA : Harvard University Press.
- Seckler, D. (1975), *Thorstein Veblen and the Institutionalists* (London), 128-9.
- Shelanski, H. and Peter G. Klein (1995), "Empirical Research in Transaction Cost Economics : A Review and Assessment," *Journal of Law, Economics, and Organization*, Vol. 11(2), 335-61.
- Slater, G. and David A. Spencer (2000), "The Uncertain Foundations of Transaction Costs Economics," *Journal of Economics Issues*, Vol. 34(March), 61-87.
- Stump, R. L. and Jan B. Heide(1996), "Controlling Supplier Opportunisms in Industrial Relationships," *Journal of Marketing Research*, Vol. 33(November), 431-41.
- Teece, D. J. (1983), "Technological and Organizational Factors in the Theory of the Multinational Enterprise," in M. Casson(ed), *The Growth of International Business*, London.
- _____ (1996), "Towards an Economic Theory of the Multiproduct Firm," *Journal of Economic Behavior and Organization*, Vol. 3(1982), reprinted in L. Putterman and R. S. Krosner(eds), *The Economic Nature of the Firm*, Cambridge.
- Tsang, E. W. K. (2000), "Transaction Cost and Resource-based Explanations of Joint Ventures : A Comparison and Synthesis," *Organization Studies*, Vol. 21(1), 215-42.
- White, S. (2000), "Competition, Capabilities, and The Make, Buy or Ally Decisions of Chinese State-owned Firms," *Academy of Management Journal*, Vol. 43(3), 324-41.
- Williams, S. (2000), "An Empirical Application of Transaction Costs Theory to Organizational Design Characteristics," *Journal of Psychology*, Vol. 134(1), 81-92.
- Williamson, O. E. (1975), *Markets and Hierarchies : Analysis and Antitrust Implications*, New York ; The Free Press.
- _____ (1980), "The Organization of Work," *Journal of Economic Behavior and Organization*, Vol. 1, 5-38.
- _____ (1981), "The Modern Corporation : Origins, Evolution, Attributes," *Journal of Economic Literature*, Vol. 19(4), 1537-68.
- _____ (1985), *The Economic Institutions of Capitalism : Firms, Markets, Relational Contracting*, New York : The Free Press.
- _____ (1988), "Technology and Transaction Cost Economics," *Journal of Economic Behavior and Organization*, Vol. 10, 358-9.
- _____ (1991), "Comparative Ownership and Control : The Analysis of Discrete Structural Alternatives," *Administrative Science Quarterly*, Vol. 36, 269-96.
- _____ (1993), "Transaction Costs Economics and Organization Theory," *Industrial and Corporate Change*, Vol. 2(2), 107-56.
- _____ (1994), "Hierarchies, Markets and Power in the Economy : An Economic Perspective," *Industrial and Corporate Change*, Vol. 4, 21-49.
- _____ (1996), "Efficiency, Power, Authority and Economic Organization," in J. Groenewegen(ed), *Transaction Cost Economics and Beyond*, Dordrecht : Kluwer.
- _____ (1998), "The Institutions of Governance," *American Economic Review*, Papers and Proceedings, 88, no. 2 (May).