

技術優勢、本國市場效果和產業消長*

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根據新貿易理論的本國市場效果，貿易會使大國在規模經濟產業擁有超高的市場占有率，對小國則造成製造業萎縮，極端情況則整個產業消失。本文同時將固定成本及邊際成本的技術差異納入考慮，重新探討國家規模與貿易對產業衝擊的關係。我們證明傳統的本國市場效果在技術優勢之下將被抵銷，甚至反轉。亦即，一個規模較小的國家，貿易所可能導致的產業萎縮狀況，在具有技術優勢的產業而言，其萎縮幅度會減緩；甚至若該產業之技術優勢夠高，則貿易反而可增加其全球市場佔有率，甚至佔有全球市場。又若該產品的替代彈性愈大，則邊際成本的優勢就愈重要，小國愈可以透過些微的邊際成本優勢，達到逆轉對其不利的本國市場效果。

關鍵字：本國市場效果、固定成本優勢、邊際成本優勢、替代彈性

Technology Advantage, Home-Market Effects and Industrial Vicissitude

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ABSTRACT

According to the conventional home-market effects, free trade will decrease the market share for the smaller economy in the manufacturing industries with increasing return to scale, and in the extreme, lead to complete extinction of the industry. Departing from the original Helpman-Krugman model's assumption of identical technology between trade partners, we incorporate technology difference in the fixed and marginal costs to re-evaluate the home-market effect. We prove that the home-market effects will be offset and will even reverse for the industry in which the smaller economy has the technology advantage. More specifically, for a smaller country, the shrinkage effect of trade on its industries will be smaller if the industry features technology advantage. If the technology advantage is extremely high, then trade will even lead to an increase rather than decrease in its market share. We also prove that the higher the elasticity of substitution, the greater the importance of the marginal costs advantage, and the more likely it is that the small country will be able to reverse the home-market effect through a marginal cost saving.

Key Words: home-market effects, fixed costs advantage, marginal costs advantage, elasticity of substitution