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产业集群龙头企业的成长演化:商业模式视角

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The growth evolution of leading firm in the industrial cluster: A perspective of business model

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摘要 产业集群成长的重要驱动力之一是集群龙头企业的成长。商业模式这一新兴构念对集群龙头企业成长的解释力也日益明显。本文从商业模式构念关注的核心问题入手,在重新界定其概念和维度的基础上,通过对温州低压电器龙头企业——正泰集团25年成长过程的纵向案例研究,从龙头企业角度剖析了产业集群成长的微观机制。本文发现,集群龙头企业在起步、调整和扩张的不同阶段,价值主张、价值创造和价值系统整合三个维度都发生了显著变化,且与集群发展情况相适应。

关键词: 产业集群 龙头企业成长 商业模式 正泰集团

Abstract: One of key driving forces for industrial cluster's growth is its leading firms' growth. Meanwhile, the explanatory power of business model for leading firms' growth in a cluster is increasingly significant. By redefining the concept and dimensions of business model, and using Chint Group as a study case, the micro mechanism of industrial cluster's growth is revealed from the perspective of its leading firm. The findings suggest that at initial, adjusting, and expansion phases, the leading firm experiences a significant change along three dimensions of business model: value proposition, value creation, and value system integration, which is also corresponding to the cluster development characteristics.

Keywords: industrial cluster leading firm growth business model Chint Group

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