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博士学位论文

创业扶持、信念波动与创新决策

Entrepreneurial Sponsorship, Belief
Change, and Innovation Decision

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摘要

创业扶持政策往往鼓励和扶持更多人成为创业者。相比高能力个体，通常低能力个体的职业选择（创业或就业）对一般性创业补贴或市场进入扶持更加敏感。因而，创业扶持往往降低了市场参与者对创业者能力的信念。本文采用“政府→信念→其他决策者→创业者”的分析模式，首先论述创业扶持降低市场参与者的信念，然后分析博弈情景下信念下降对高能力创业者创新决策的影响，最后得出创业扶持对创业者创新决策的影响。本文构建了三个模型（分别对应博弈对手为潜在的创新者、潜在的防守者以及潜在的模仿者）。

第一个模型分析了信念下降对创业者序贯创新决策的影响。先行者决定追求高创新水平战略还是低创新水平战略，而后行者决定追求更高创新水平战略还是更低创新水平战略。信念的下降可能带来战略选择效应或战略实施效应。先行者往往选择高创新水平战略，信念下降降低了先行者的创新水平（即战略实施效应）。而后行者可能选择更高创新水平战略，也可能选择更低创新水平战略，这取决于信念的高低以及双方真实能力的相对高低。信念下降既可能影响后行者既定战略的实施（战略实施效应，可正可负）；也可能影响其战略的选择（战略选择效应）。

第二个模型是一个创新降价博弈，关注了创业者与现有企业在顾客争夺上的博弈。当创业者试图抢占现有垄断企业的顾客，现有企业的反应是选择性的。当信念较低，现有企业不做反应，因而信念下降只会使得更少顾客愿意等待，降低了创业者的创新水平。当信念较高，信念下降降低了现有企业降价的积极性，增加了顾客等待，反而提高了创业者的创新水平。

第三个模型探讨了创业者与现有企业之间的创新模仿博弈。在不清楚市场前景的情形下，创业者需要决定实施部分阻碍战略（只保证垄断小市场）还是完全阻碍战略（保证完全垄断）。战略选择效应和战略实施效应同样会出现。给定创业者的战略，信念下降会降低创业者的创新水平（负面的战略实施效应）；但战略选择效应却会显著地提高创业者的创新水平（部分阻碍战略→完全阻碍战略）。

创业扶持降低信念，影响创业者创新决策的战略选择或战略实施。创业者的创新决策既可能因信念的下降而变得更保守，也可能变得更激进。本文还对各模型进

行了拓展或变换，进一步丰富了文章的结论。本文的努力能启发研究者、政府以及创业者从信念波动视角分析创业扶持给创业者创新决策所带来的战略选择和战略实施效应。

关键词：创业扶持；信念波动；创新决策；信息不对称；战略选择；战略实施

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Abstract

Entrepreneurial policy advocates and facilitates people to become entrepreneurs. As the low-ability individuals are more sensitive to entrepreneurship subsidies or the facilitation of market entry, entrepreneurial policy usually drives down the market players' belief toward a new entrant's or an entrepreneur's ability. A mode as "Government→Belief→Others→Entrepreneur" runs through the analysis of this dissertation: The government entrepreneurial policy drives down the market players' belief toward a new entrant's ability, and the belief change (i.e., belief decline) affects the others' (e.g., the incumbent, the investor) reaction functions which might eventually change the entrepreneur's innovation decision.

The first model is a sequential innovation game with two high-ability entrepreneurs (a leader and a follower). Belief decline might bring about strategic selection effect or strategic implementation effect. The leader always pursues the high-level innovation strategy, and the belief decline decreases the leader's innovation level (i.e., strategic implementation effect). The follower should make a choice between the higher-level innovation strategy and the lower-level innovation strategy. Belief decline might affect the follower's strategic selection (e.g., lower-level innovation strategy→higher-level innovation strategy), or just influence the follower's strategic implementation.

The second model is a sales contest between an entrepreneur and a monopolistic incumbent. When an entrepreneur aims to "steal" customers from the incumbent, the incumbent would respond with price reduction but selectively. If the belief is at a low level, no response; if at a high level, price reduction. Without response from the incumbent, belief decline reduces waiting customers, which depresses the entrepreneur's innovation. With response from the incumbent, belief decline reduces the incumbent's price reduction, which

increases the innovation level instead.

The third model is an innovation-imitation game between an entrepreneur and an incumbent (a potential imitator). If the original belief is at a low level, the entrepreneur usually favors complete deterrence strategy; while at a high level, the entrepreneur favors partial deterrence strategy. As the belief goes down, it becomes easier for the entrepreneur to deter the imitation. Belief decline might motivate the entrepreneur to select a more aggressive deterrence strategy (e.g., partial deterrence strategy→complete deterrence strategy) which increases innovation level dramatically, or just facilitate the entrepreneur's strategic implementation (i.e., decreasing the innovation level).

The entrepreneurial policy might affect, via belief change, the entrepreneur's innovation strategy selection or innovation strategy implementation. This work would inspire researchers, policymakers, and entrepreneurs to analyze the entrepreneurial policy's strategic selection effect and strategic implementation effect from a belief change angle.

Keywords: Entrepreneurial policy; Belief change; Innovation decision; Information asymmetry; Strategic selection; Strategic implementation

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