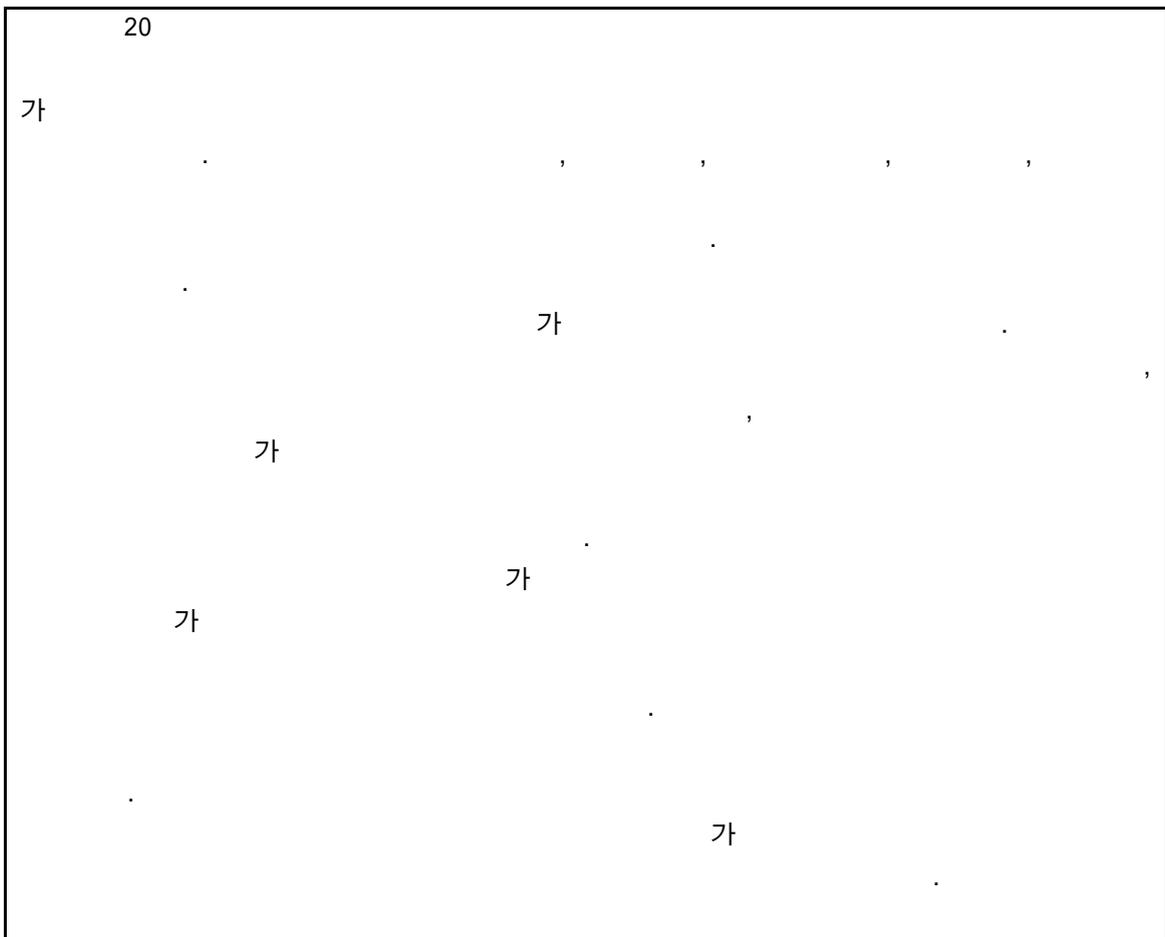


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The Scope and Limitations of the New Institutional Approach on the Nature of the Firm

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* : 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 . 1950

가

March Simon(1958)

가 (satisficing)

Baumol(1959)

가 (assymmetric information)

Marris(1964)

가

가

(Manne 1965).

가 (principal) (agent)

가

Demsetz(1972)

가

Alchian (shirking)

가

가

가

Commons

Demsetz(1972)

가

가

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)

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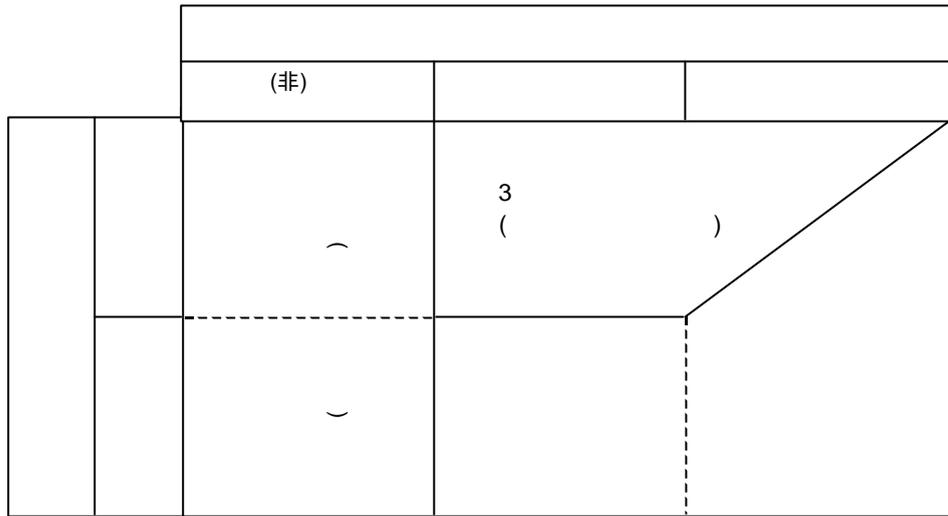
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) 3 (trilateral governance)가

(< 1>).



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

< 1 >

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가

2.3

(舊)

가

. Williamson

Commons ' (institutions) ()) 가

Coase

(Williamson 1981, p.1546).

가

가

가 가 가

((準))

가

가 (Demsetz 1988).

0 가 가

(下流)(downstream)

(, 3) 가

가 가

가 가

가 (Hodgson 1993).

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
 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
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 (+) 가
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가 ,
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 가 , 가 가 . 가
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 () 가
 Williamson(1985) Anderson(1985),
 John Weitz(1988), Joshi Stump(1999) .
 가 가 (Heide John
 1990) .
 가
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 ,
 (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)

Williamson , Chandler 가 (史) 가

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

4.1

가 가 Williamson 가

Williamson

⁸⁾ Chandler(1992)

Williamson

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

(,)

가 가
 Richardson

가 가
 Penrose(1959) 가

가
 가

4.2

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

가()
 가

Hymer(1970) ,
 가(licensing)

Buckley Casson(1985)

(가 , 가)

(Palenzuela and Bobillo 1999).

가(licensing)

가

가

(Burgel and Murray 2000).

가
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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)

Alvesson

Lindkvist(1993)

가

가

9)

가

가

()

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

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5.

. Williamson

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가 가
가 가
가 가
가 가

. Lazonick(1993)

가 가

¹⁰⁾

가 가
가 ,
가

¹⁰⁾ 가 가 ()
Rutherford(1996)가 .

가 . () 가
가
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가 .
가 .

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- (1996), “ , ” , 25
1 (2), 107-151.
- (1998), , .
- _____ (1999), “ , ” , 28
2 (5), 539-64.
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Sales Forces,” *Journal of Economic Behavior and Organization*, Vol. 9(May), 247-64.
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or Integrated Channels of Distribution,” *Journal of Marketing*, Vol. 51(January), 71-82.
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