

Cooperation for Standardization between China and Korea

-Review of Current Status and Foresights

황명호 센터장/박사 @ 與時齋

산동성표준화연구원
중한자유무역구연구기지

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4. 새로운 중한표준화협력기제의 탐색

1. 새로운 시대에서 표준이란?

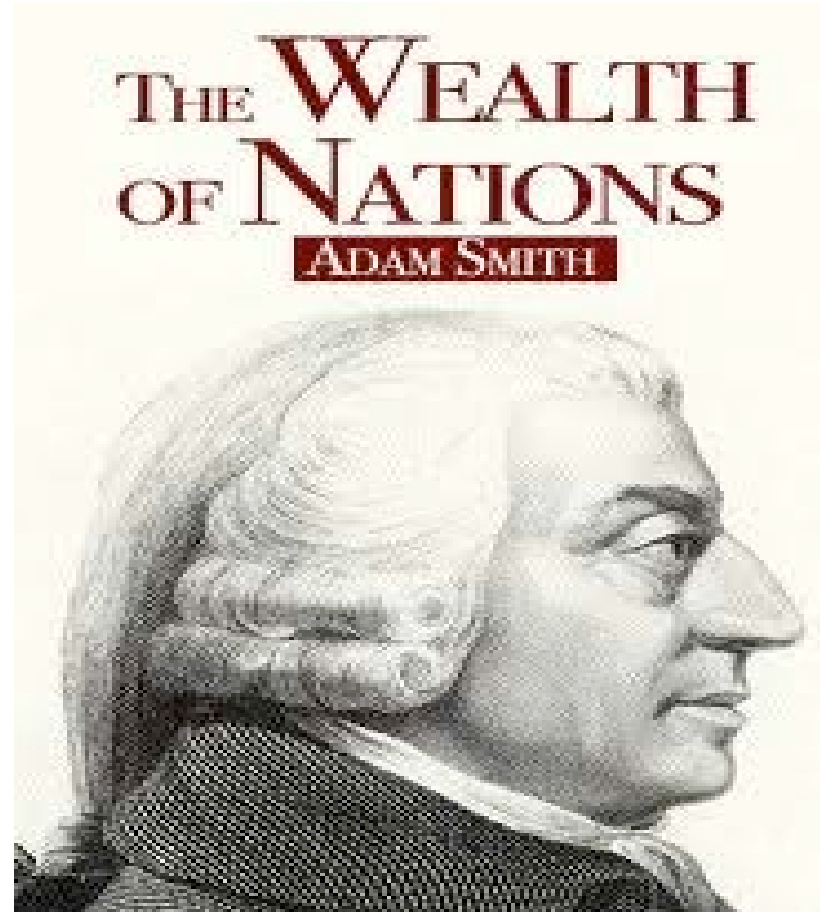
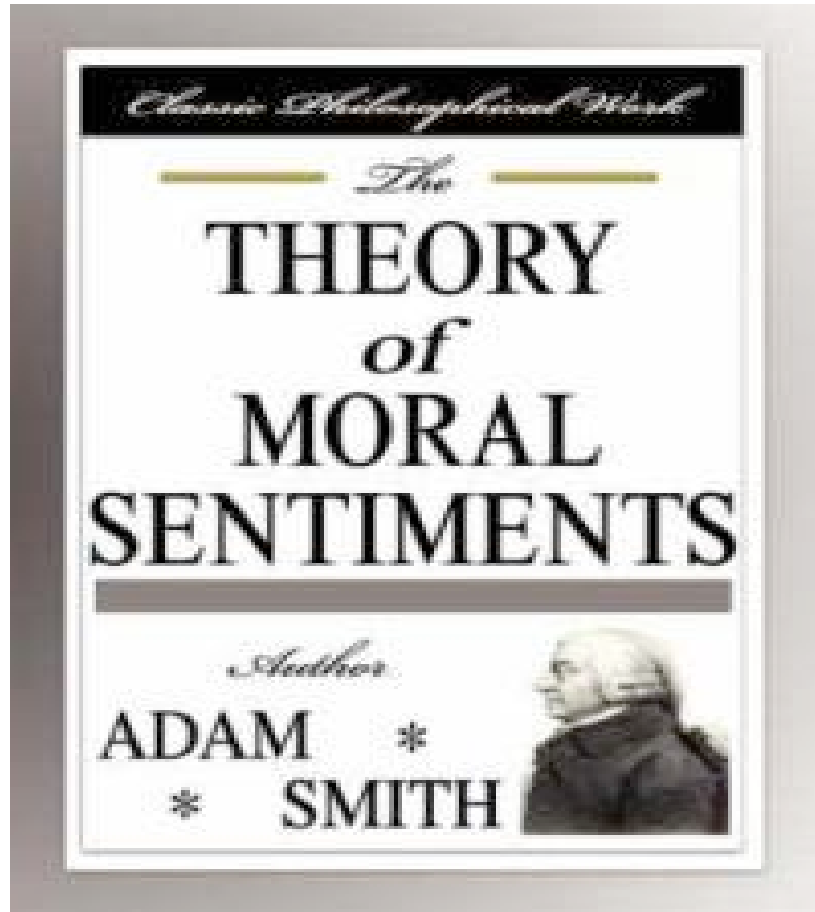
“协时月正日、同律度量衡。修五礼” -尚书 尧典
“협시월정일, 동율도량형. 수오례” -상서 요전



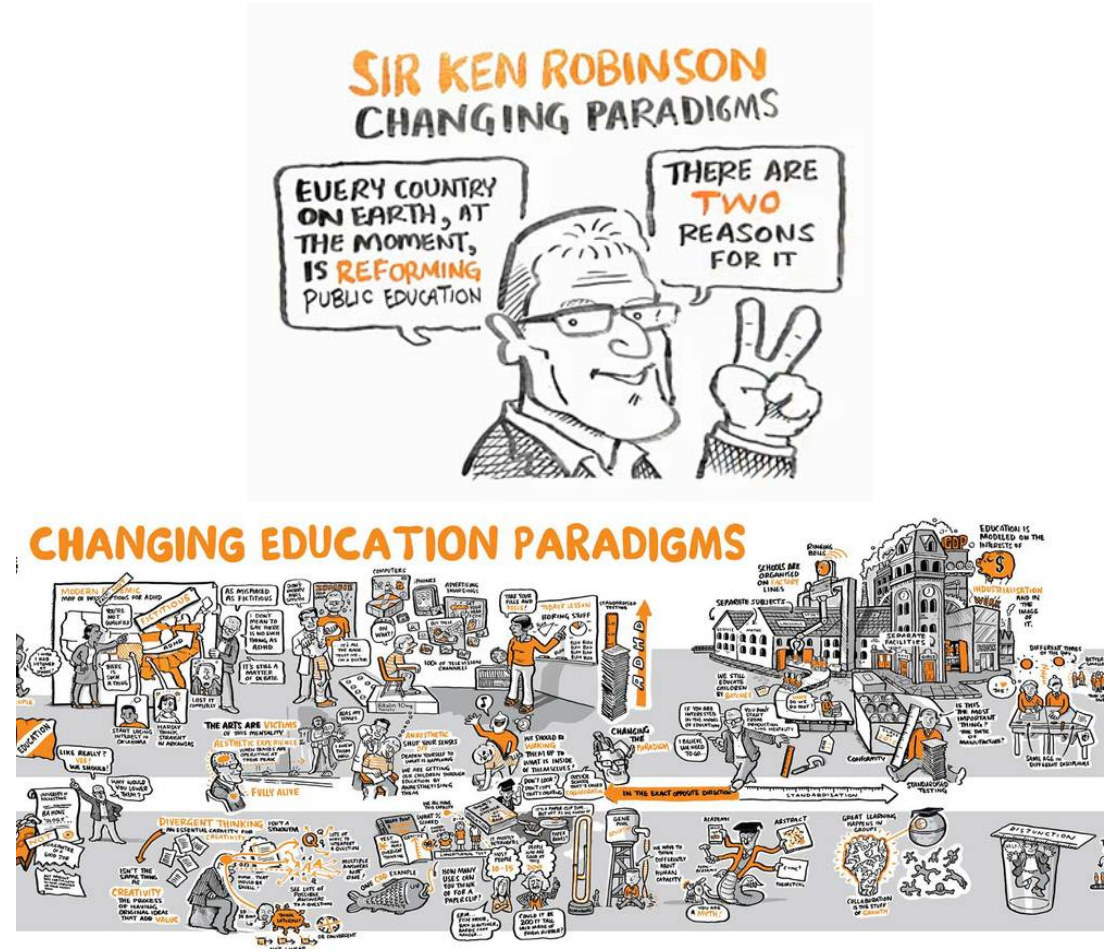
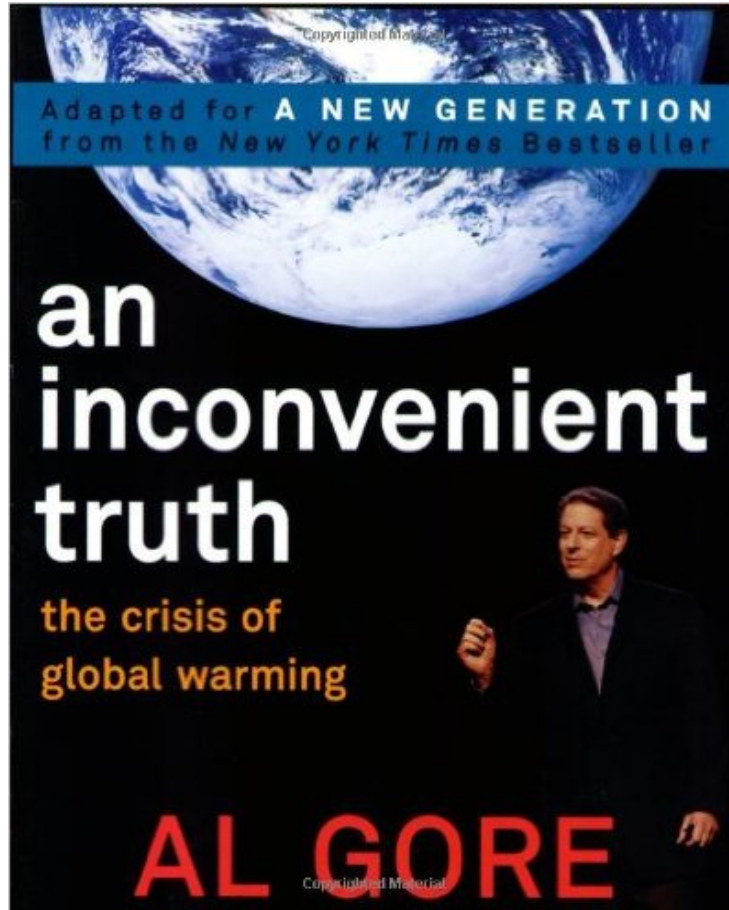
Capitalism in Question, 자본주의의 위기



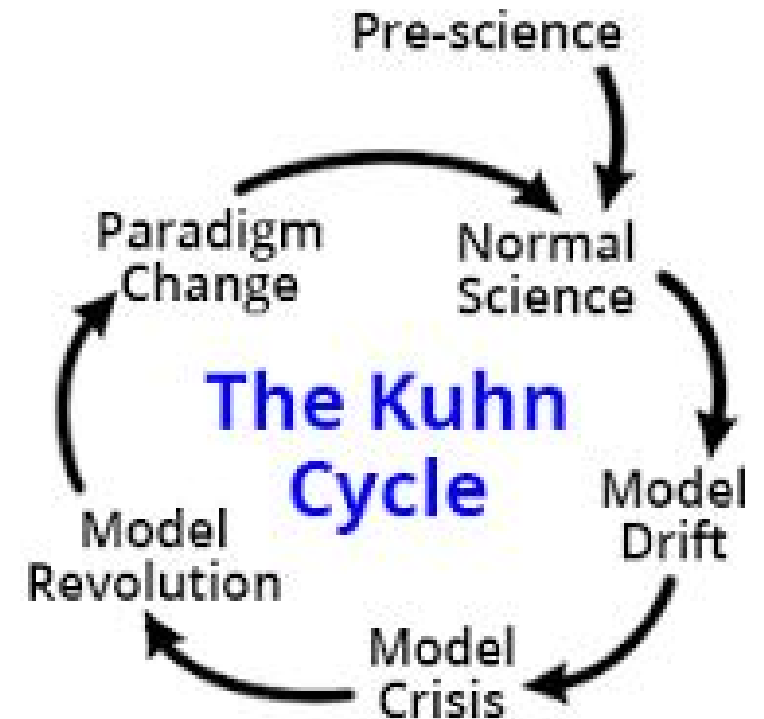
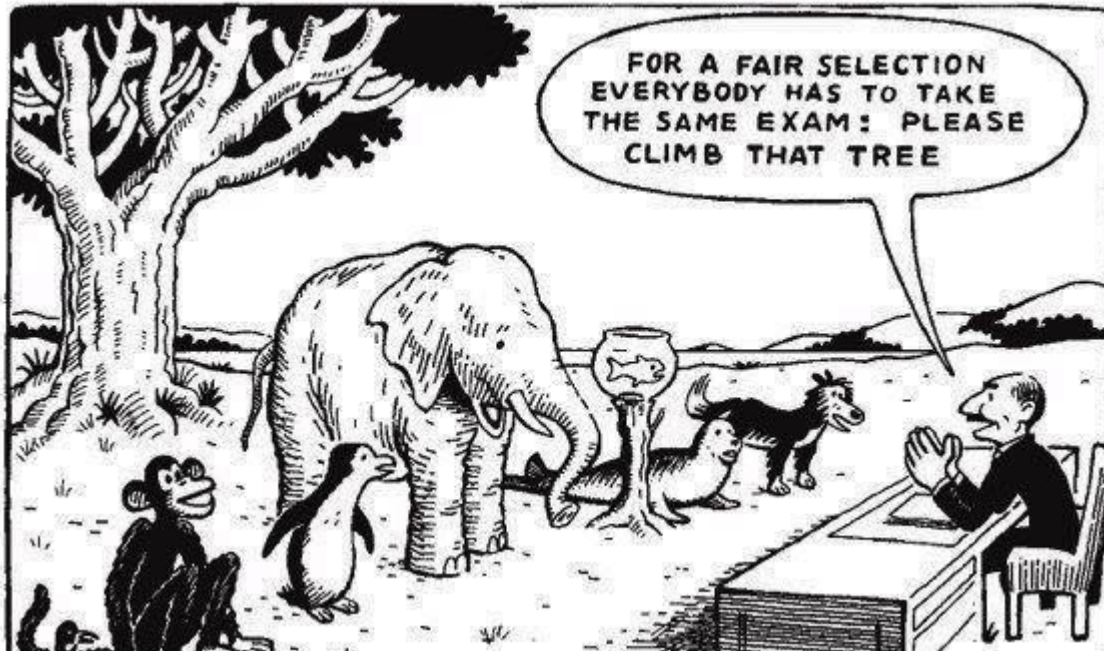
도덕감정론과 국부론

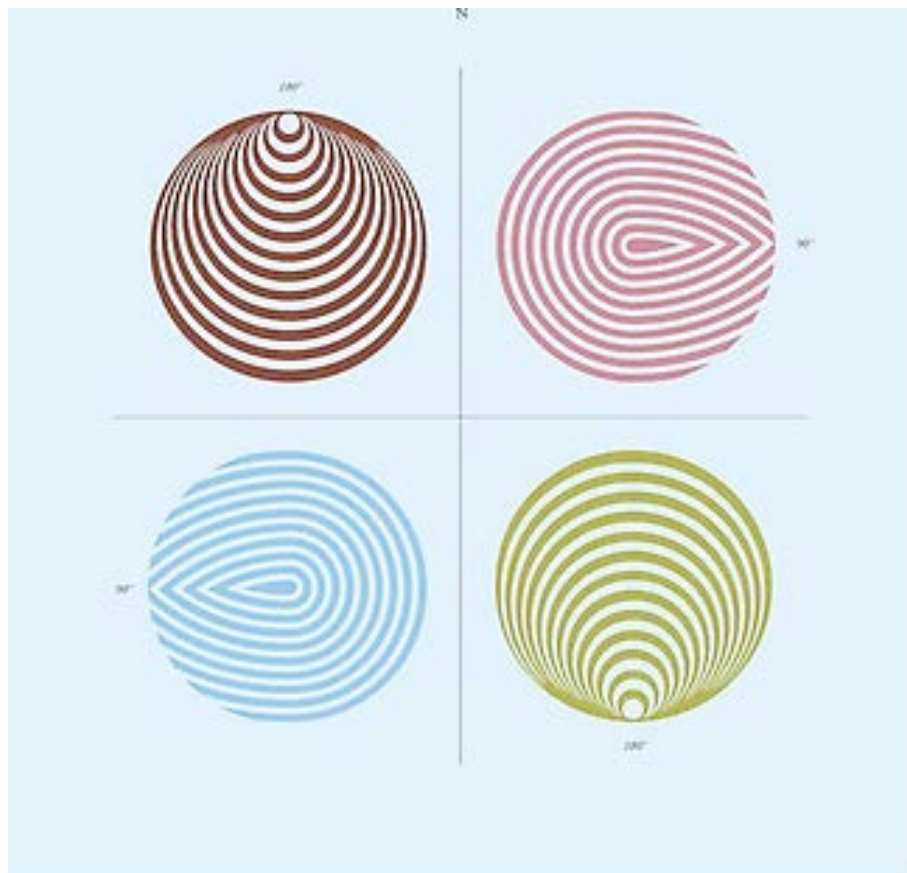


Two Inconvenient Truths, 두 가지 불편한 진실



Paradigm Shift, 패러다임 시프트



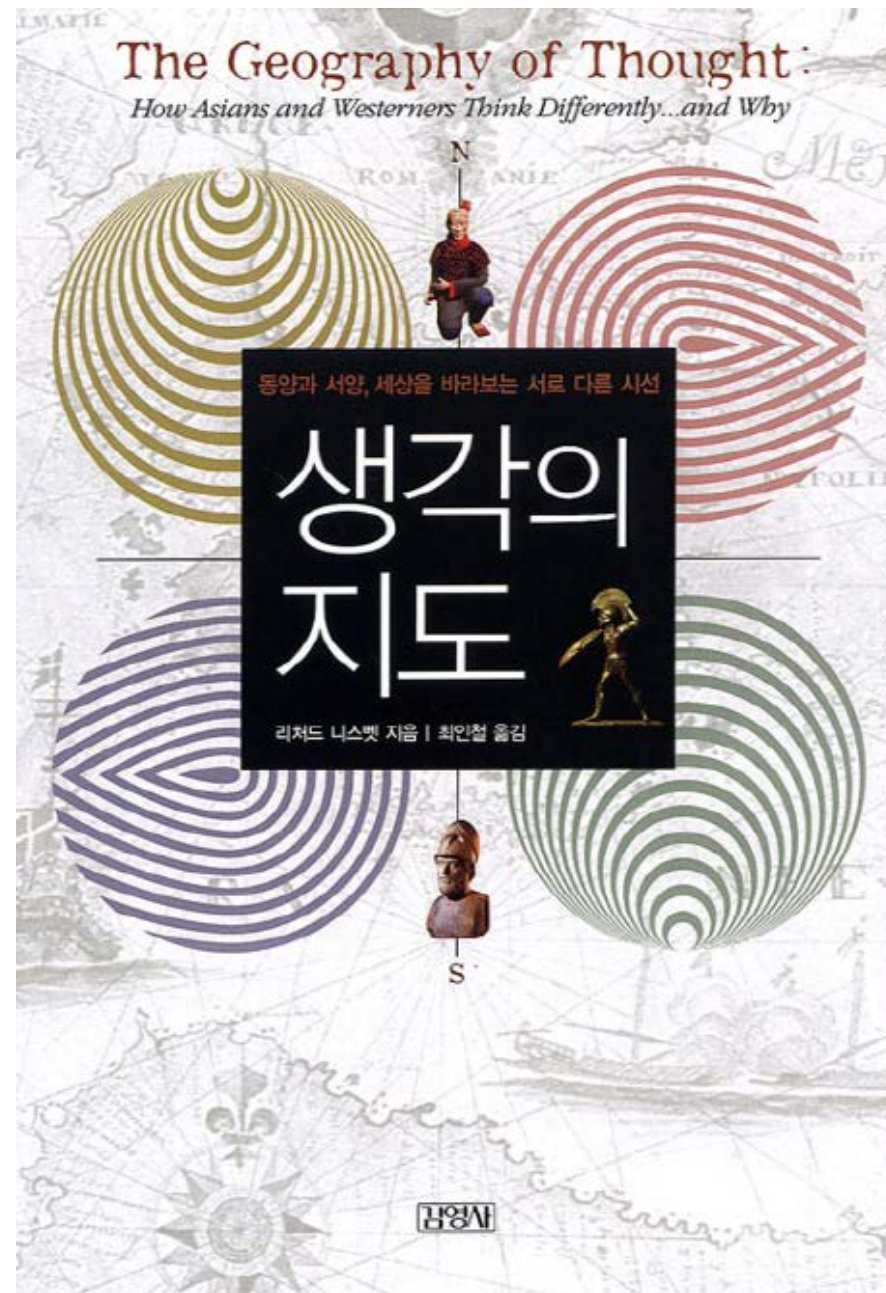


THE GEOGRAPHY OF THOUGHT

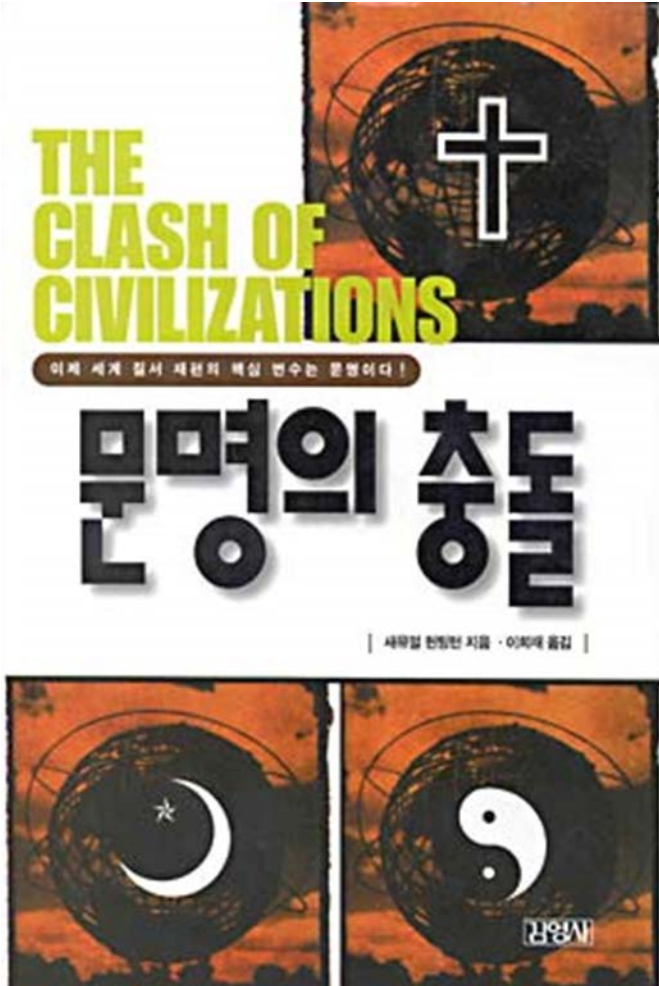
How Asians and Westerners Think Differently...and Why



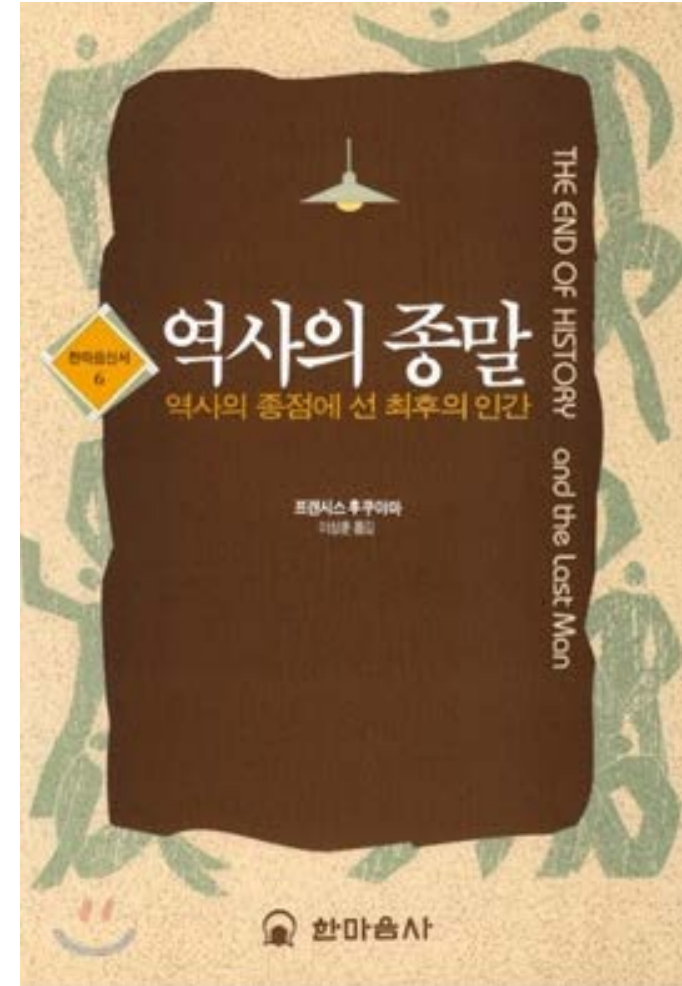
RICHARD E. NISBETT



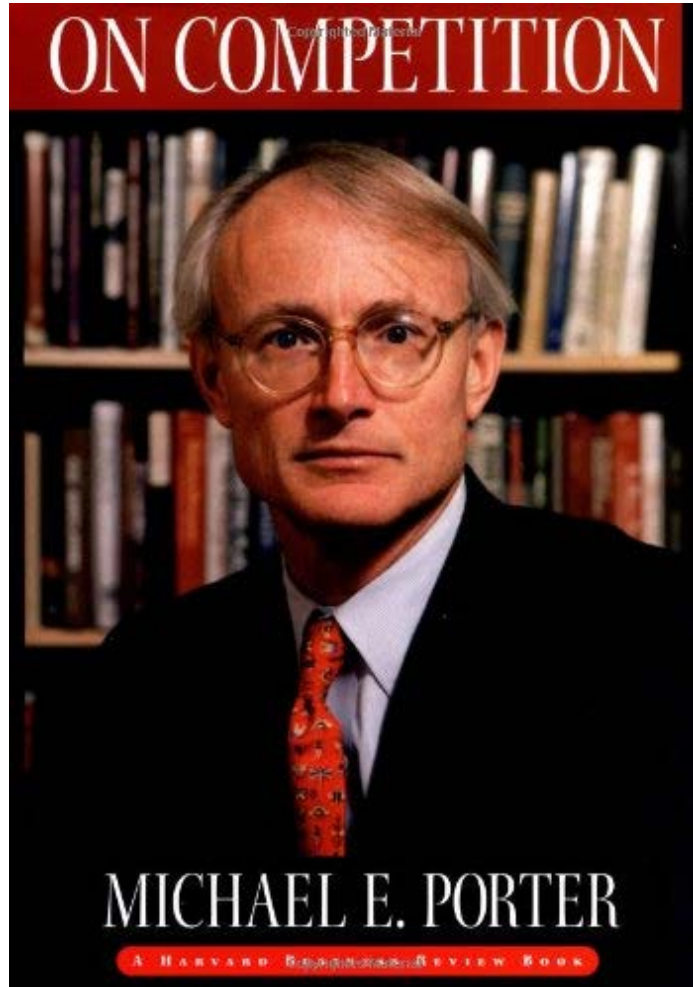
Where Are We Headed ? 우리는 어디로 가는가?



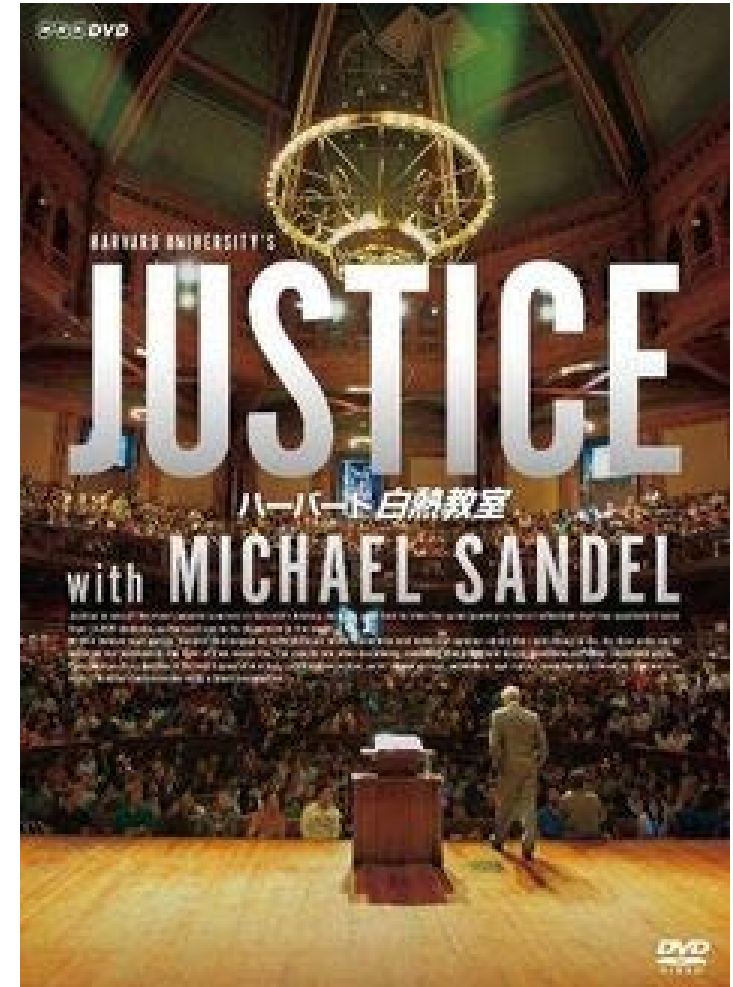
V.S.



A Tale of Two Michaels, 두 마이클의 이야기

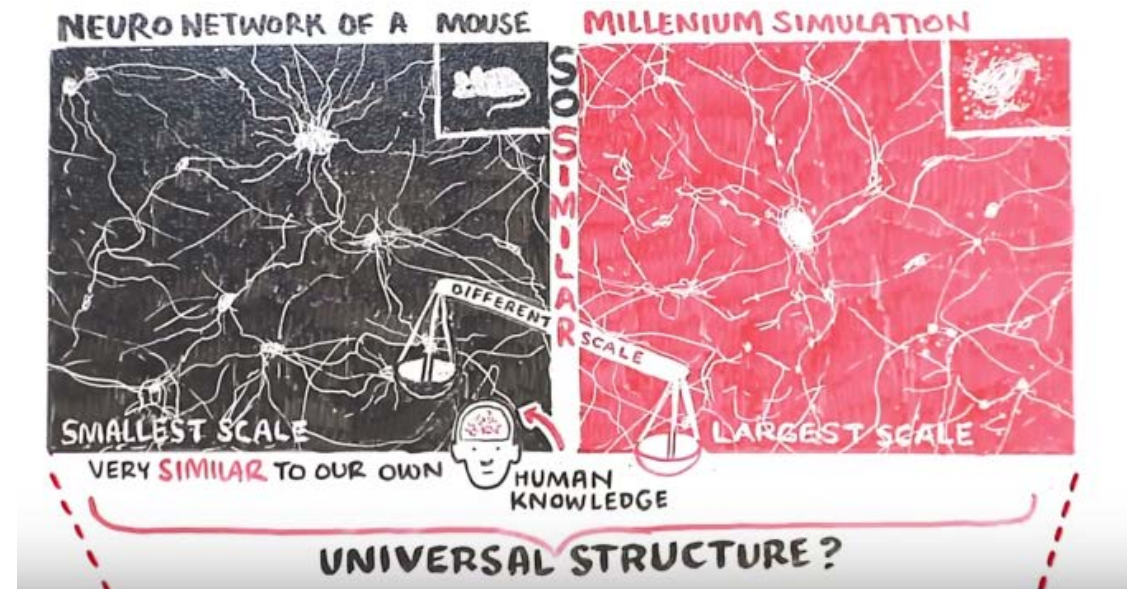


V.S.



Market (시장) V.S. Hierarchy (계층)





Partial Solutions? 부분 해법?

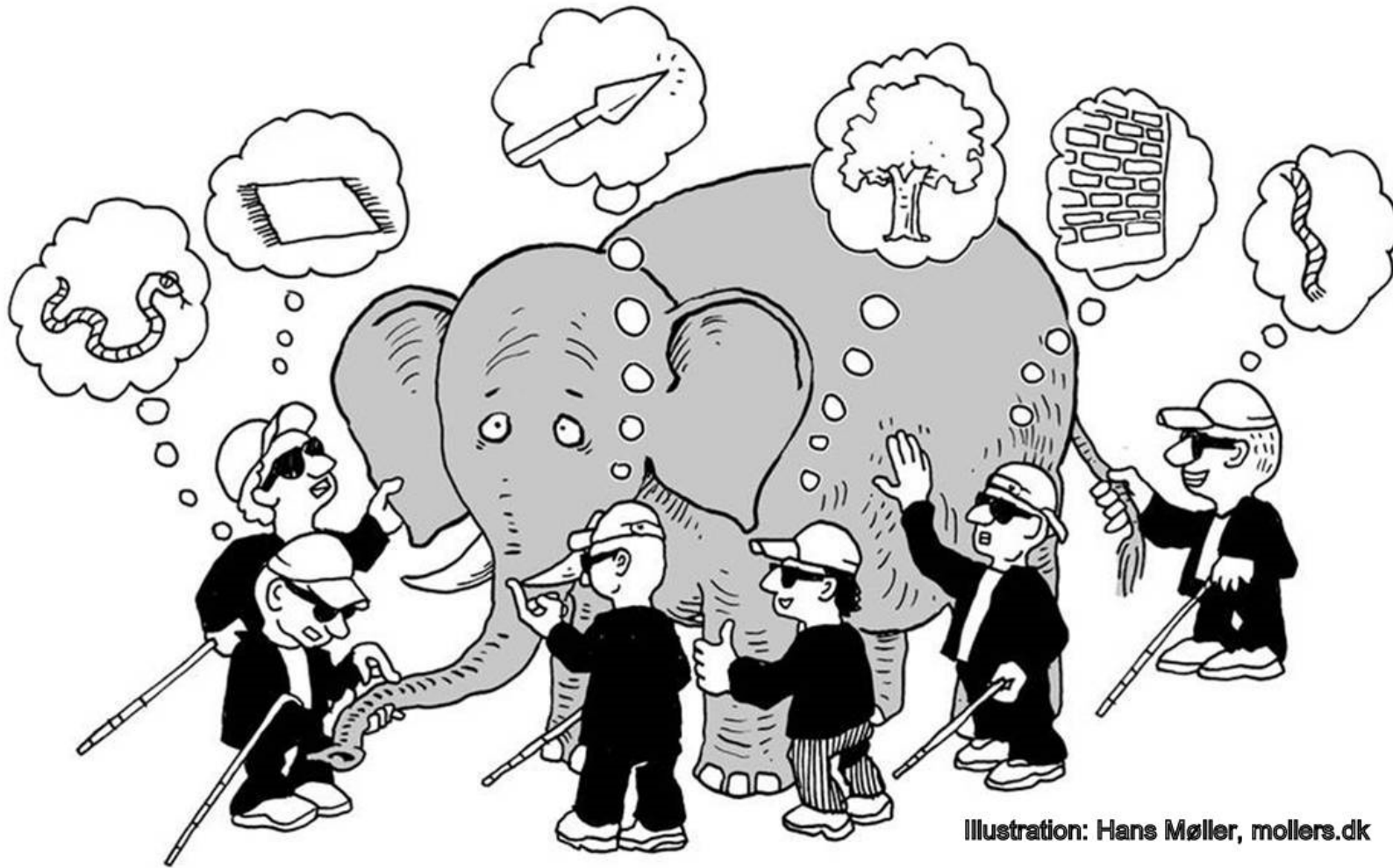
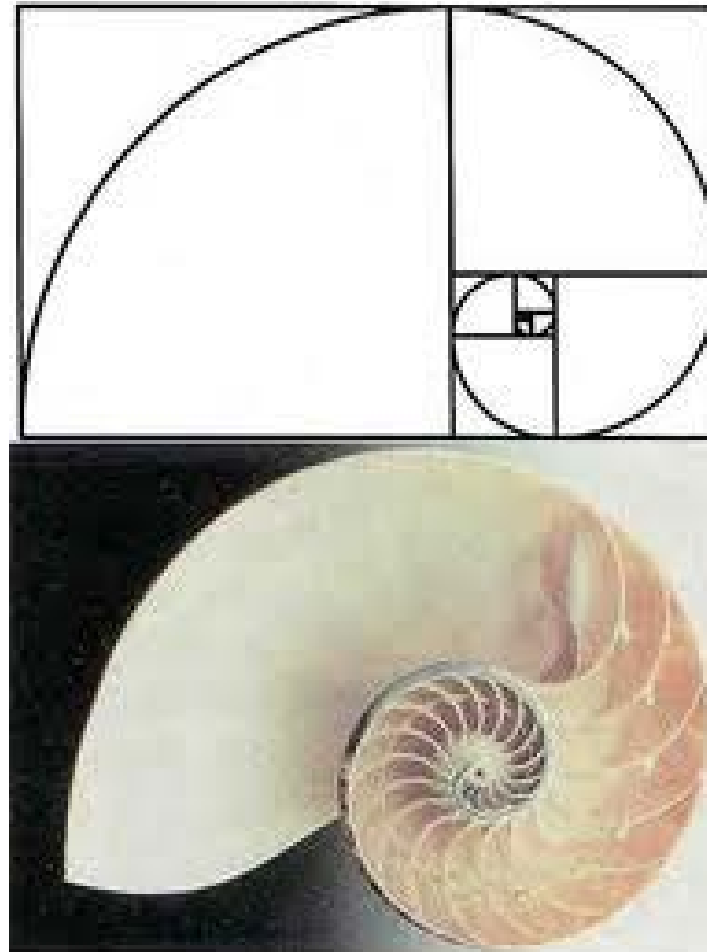
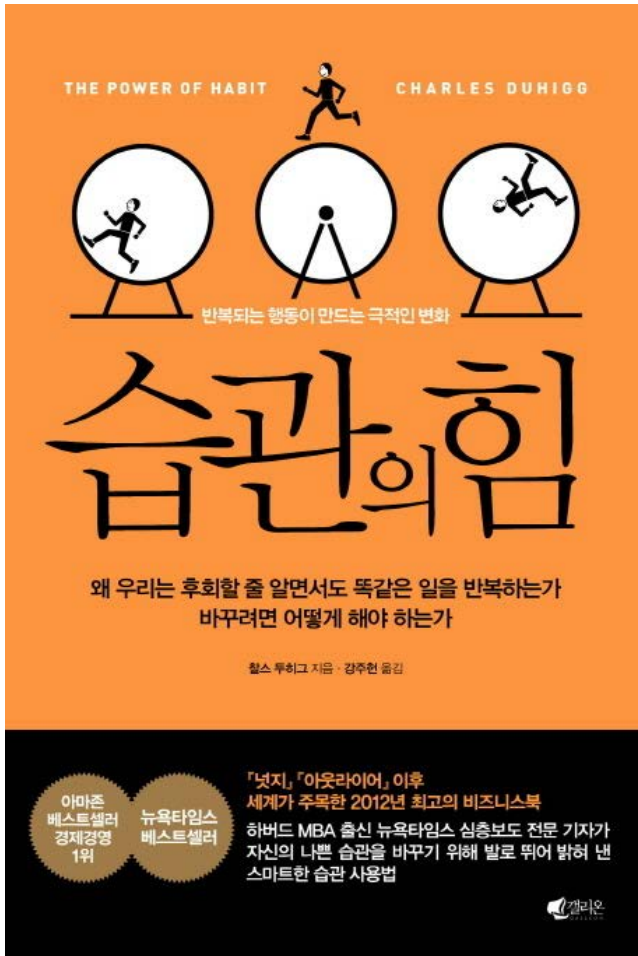


Illustration: Hans Møller, mollers.dk

제도적 시각에서 바라본 표준: Self-cultivation, Family Harmony, State Governing and World Peace 수신, 제가, 치국, 평천하



2. 왜 제도적 기업가인가?

Who are Institutional Entrepreneurs?

어떤 사람들을 제도적 기업가라고 하는가?

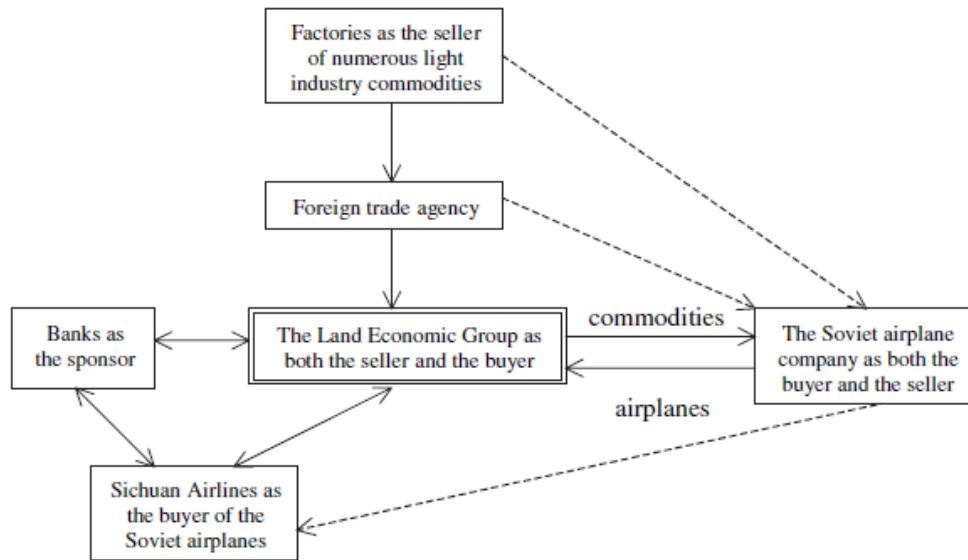
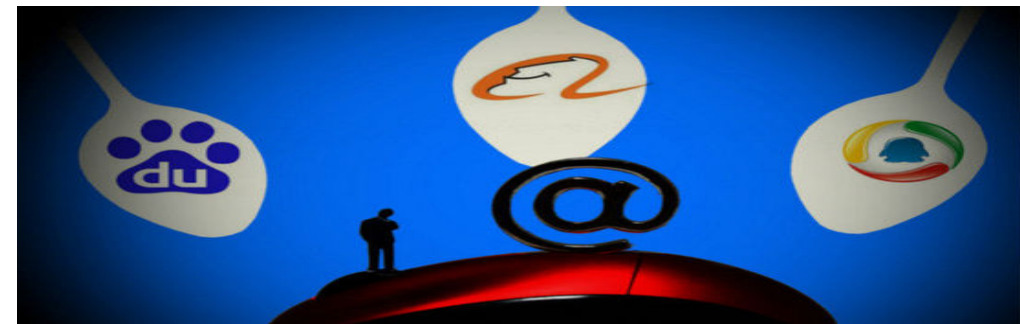


Figure 1 Trading the Soviet Airplanes

Note: Solid arrows refer to directly connected relations and dotted ones refer to potential but unrealized relations.



硅谷创投教父、PayPal创始人作品
斯坦福大学改变未来的一堂课/为世界创造价值的商业哲学

从0到1

[美]Peter Thiel 著

Powered by Jinkey

스탠퍼드대학교 스타트업 최고 명강의

ZERO *to* ONE

제로투원

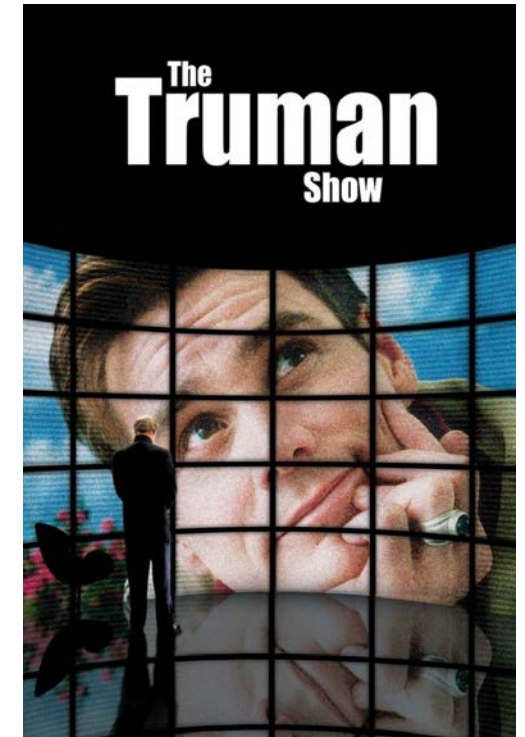
《제이판》 공동 창업자 피터 티

노벨경제학상 수상자 리처드 스티글리츠

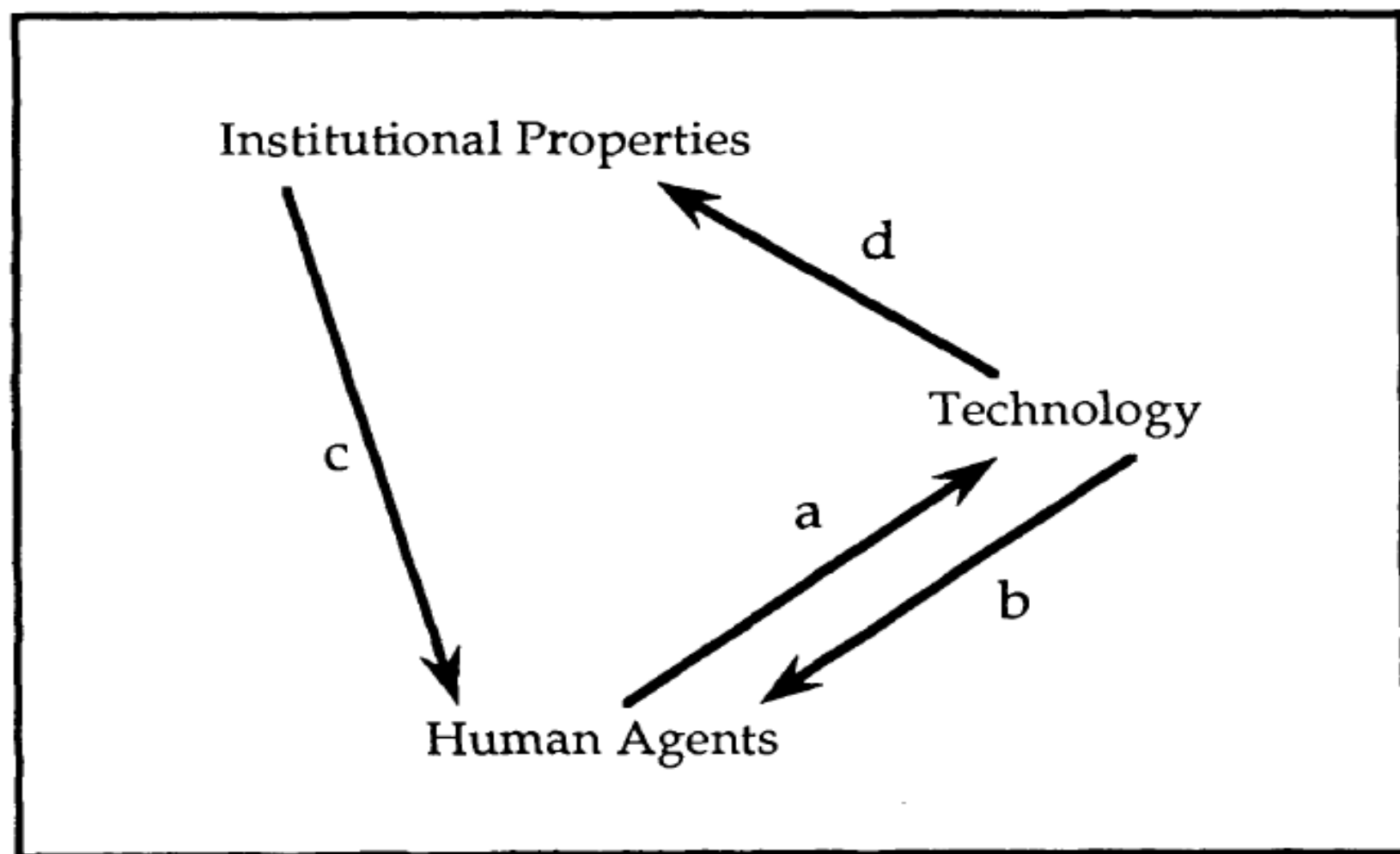
경쟁하지 말고 독점하라

한국경제신문

제도, 기술과 인간과의 관계



WANDA J. ORLIKOWSKI

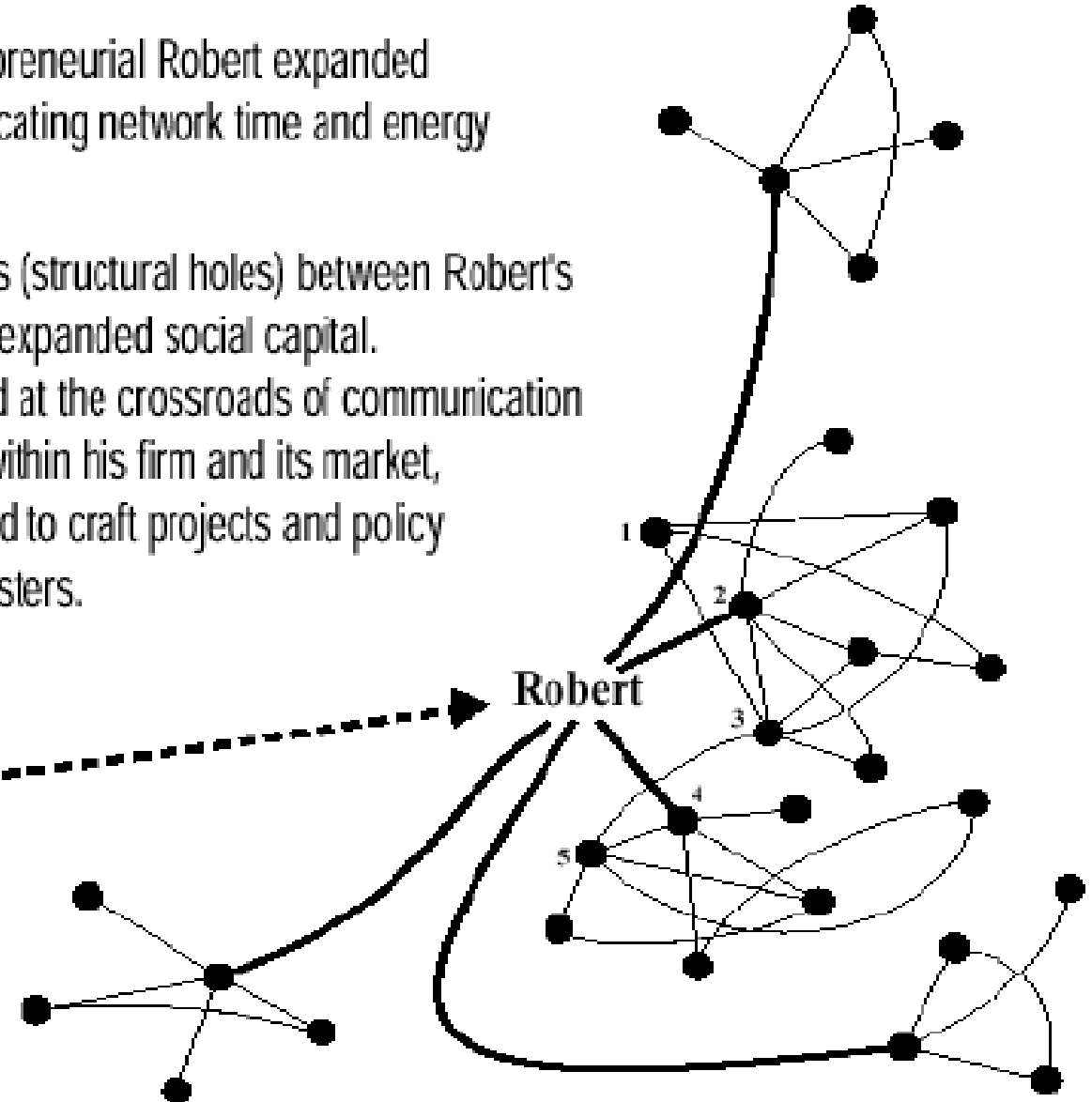
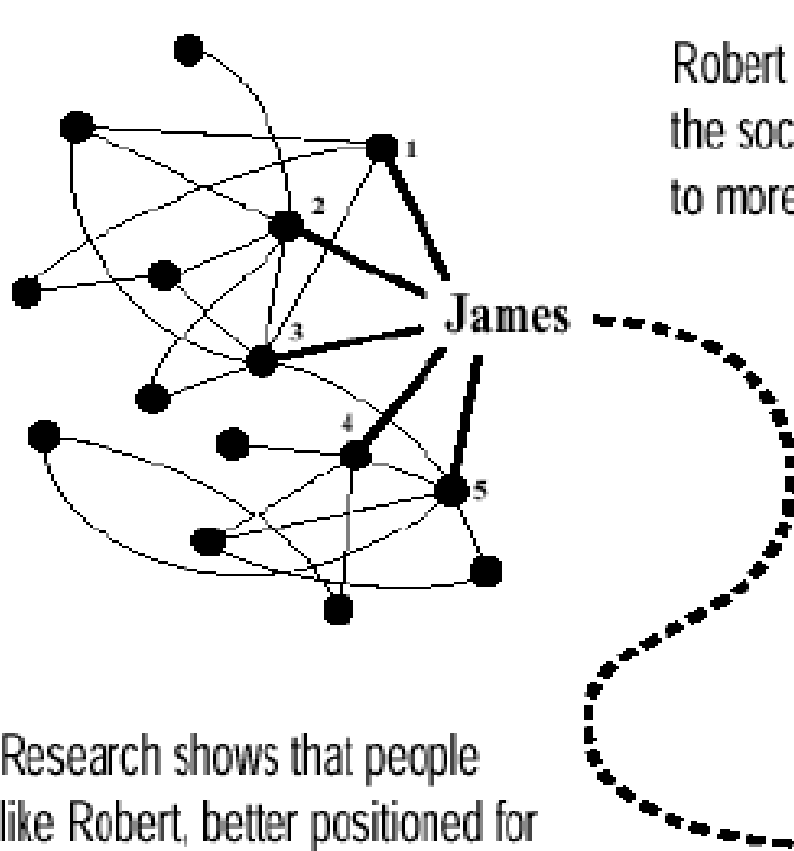


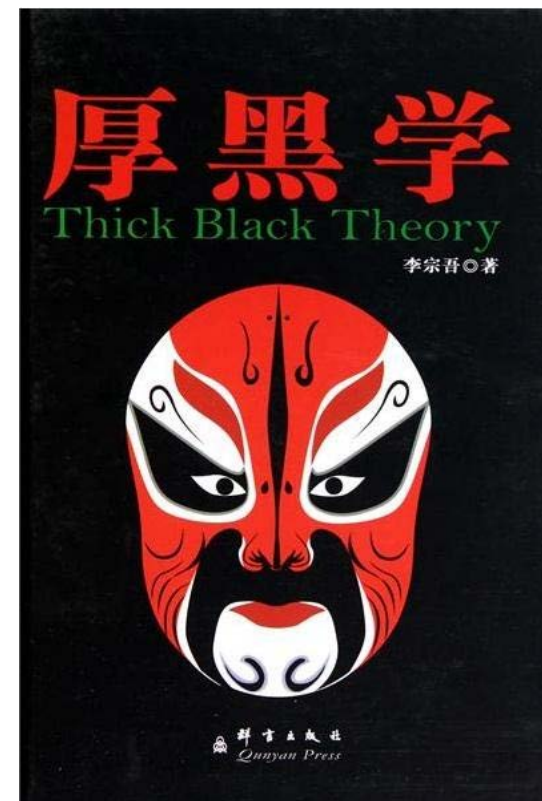
Structural Holes

Robert took over James' job. Entrepreneurial Robert expanded the social capital of the job by reallocating network time and energy to more diverse contacts.

It is the weak connections (structural holes) between Robert's contacts that provide his expanded social capital. Robert is more positioned at the crossroads of communication between social clusters within his firm and its market, and so is better positioned to craft projects and policy that add value across clusters.

Research shows that people like Robert, better positioned for entrepreneurial opportunity, are the key to integrating across functions and across the people of increasingly diverse backgrounds in today's flatter organizations. In research comparisons between managers like James and Robert, it is the people like Robert who get promoted faster, earn higher compensation, receive better performance evaluations, and perform more successfully on teams.







Def. of Institutional Entrepreneurs

제도적 기업가란?

“...제한된 자원(limited resources)을 갖고 만족되지 않은 수요(unmet needs)를 발견하여 새로운 제도적 배치(institutional arrangements)를 창조하여 기존의 제도를 혁신(institutional innovation)하며 비즈니스 기회를 포착하고 개발하고 활용하는 실천정신(praxis)을 갖고 있는 사람들...”

Anne S Tsui 쉬수잉

중국경영학연구국제학회 창립회장



The Seventh IACMR Conference
Culture and Chinese Management
文化与中国管理

June 15-19, 2016, Hangzhou, China





International Association for
Chinese Management Research
IACMR组织与管理研究方法系列

组织与管理研究的 实证方法(第二版)



陈晓萍 徐淑英 樊景立◎主编

EMPIRICAL METHODS
IN ORGANIZATION
AND MANAGEMENT RESEARCH,
2ND EDITION



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EMPIRICAL
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RESEARCH
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组织与管理研究的实证方法

조직 및 경영학 연구의 실증방법

陈晓萍Chao Ping Chen • 徐淑英Xue Suo • 樊景立Fan Jing Li 总主编
황명호 • 문경준 • 이정연 • 오인수 • 노현탁 • 김경현 • 한주훈 分担

실증방법
조직 및 경영학 연구의
实证方法

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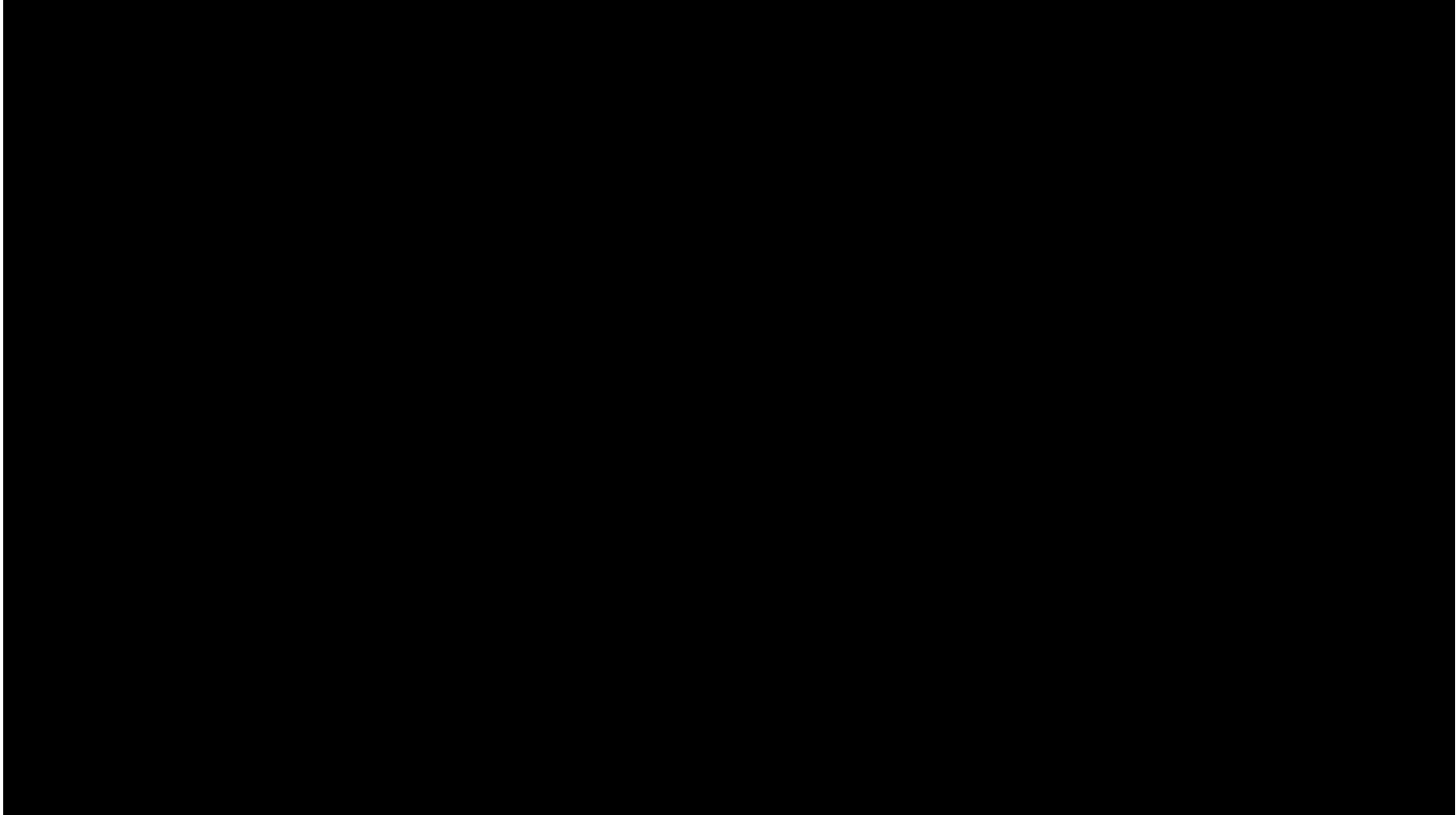


한 경 사

한 경 사

Docu Drama: Emergency Room

다큐드라마: 응급실 이야기



Dialogue in the Dark, 흑암중의 대화



3. 중한자유무역구연구기지의 시대적 사명

왜 중한자유무역구연구기지인가?

1

권위적인 한중표준
데이터베이스의 부재

2

효과적인 한중표준
협력기제 및 자원연결
메카니즘의 부재

3

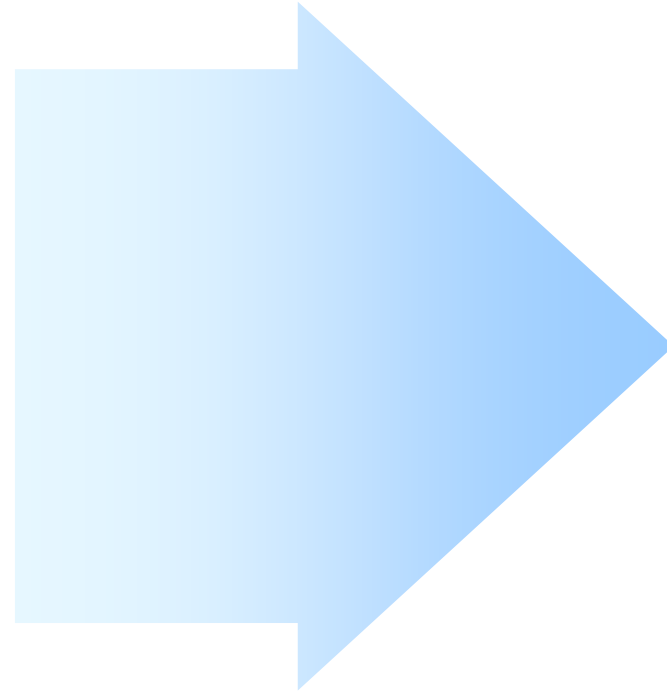
중한자유무역구 표준혁신
연구의 싱크탱크 부재

4

전문화된 표준서비스
및 솔루션 제공기관의 부재

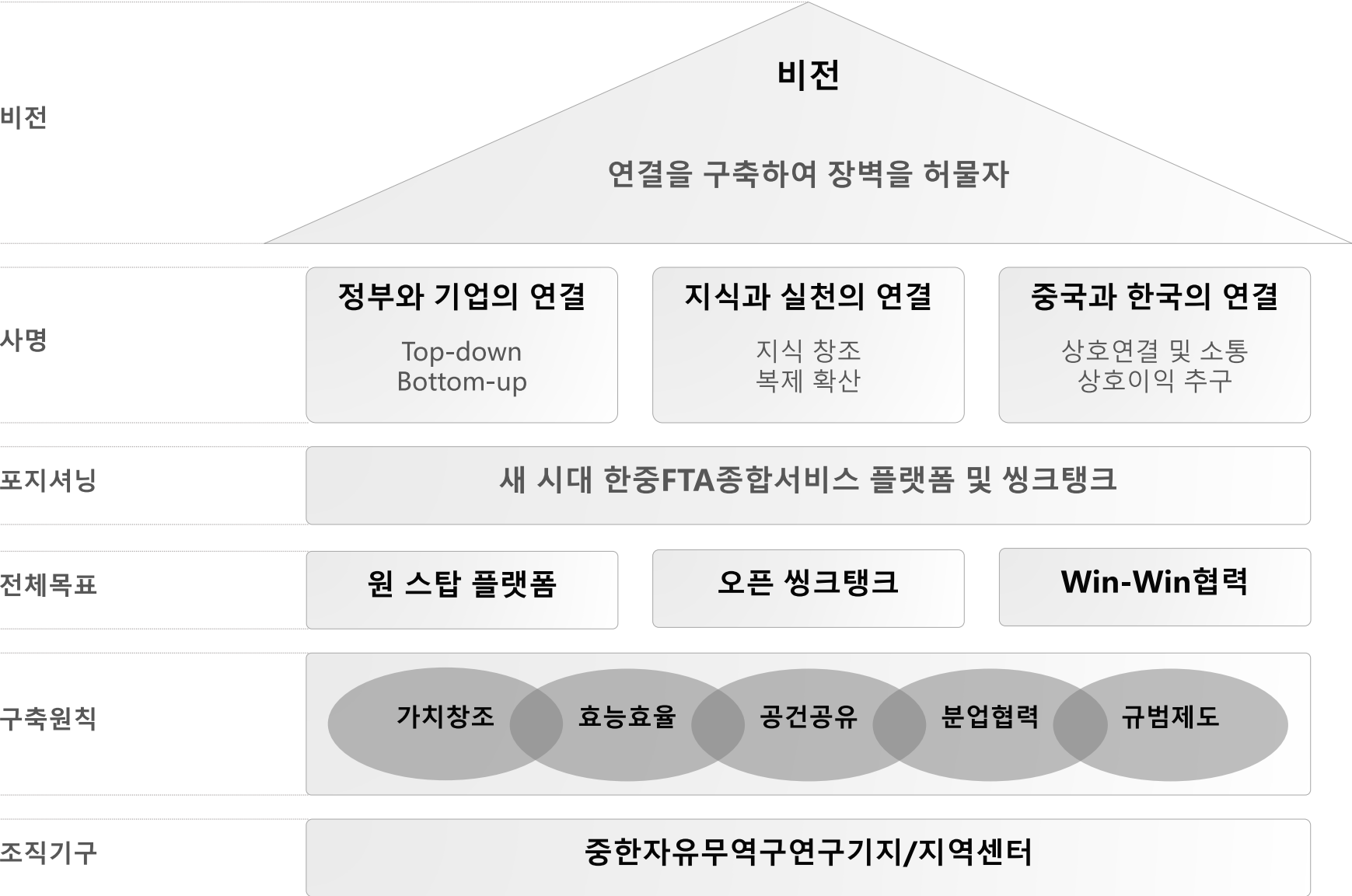
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원 스탑 오픈 종합
서비스 플랫폼 부재



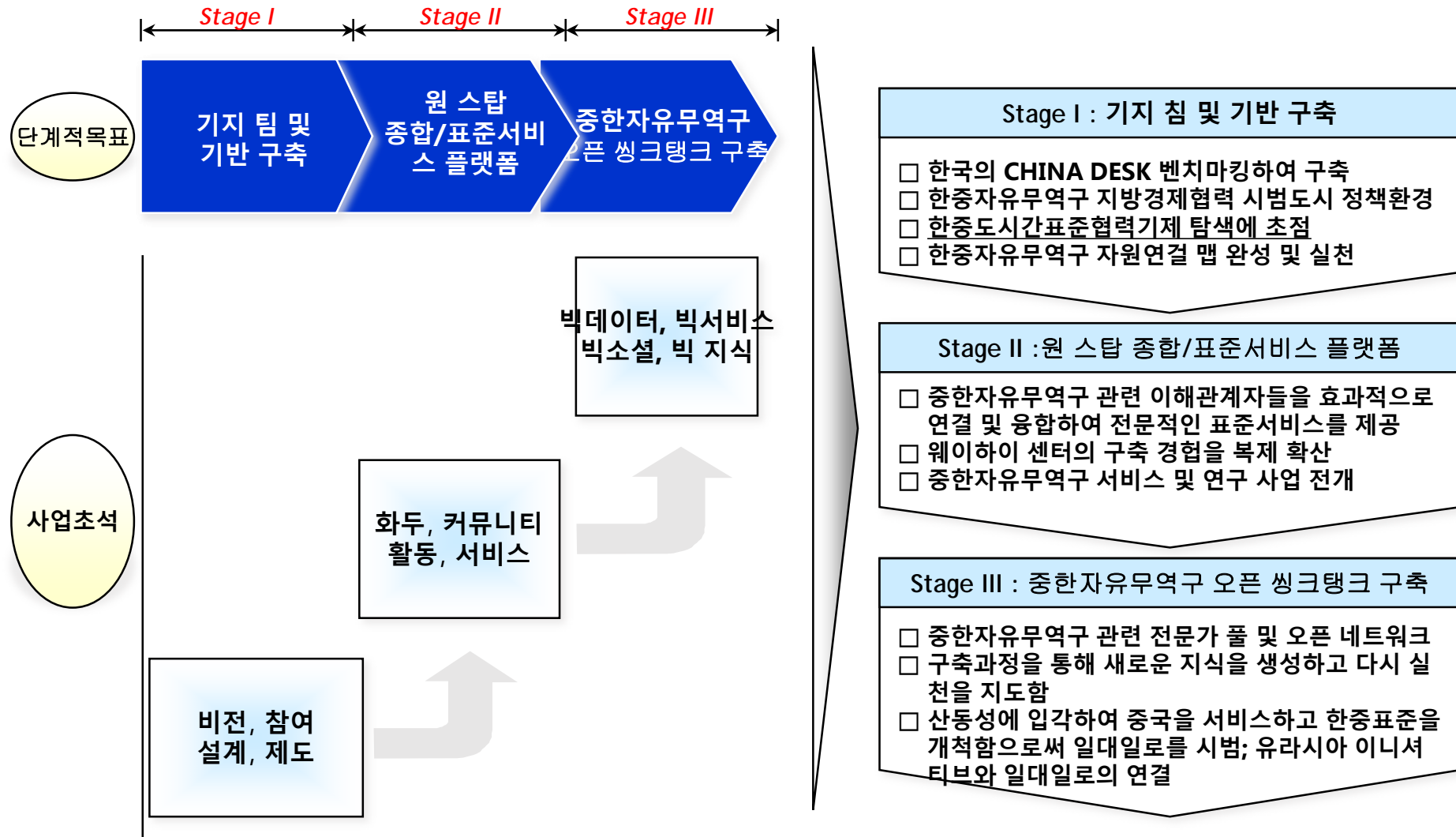
중한자유무역구
연구기지

중한자유무역구연구기지 구축프레임워크



중한자유무역구연구기지 구축전략

새 시대 권위적이고 전문적이며 개방적인 원 스탑 중한자유무역구 종합서비스 플랫폼 및 싱크탱크

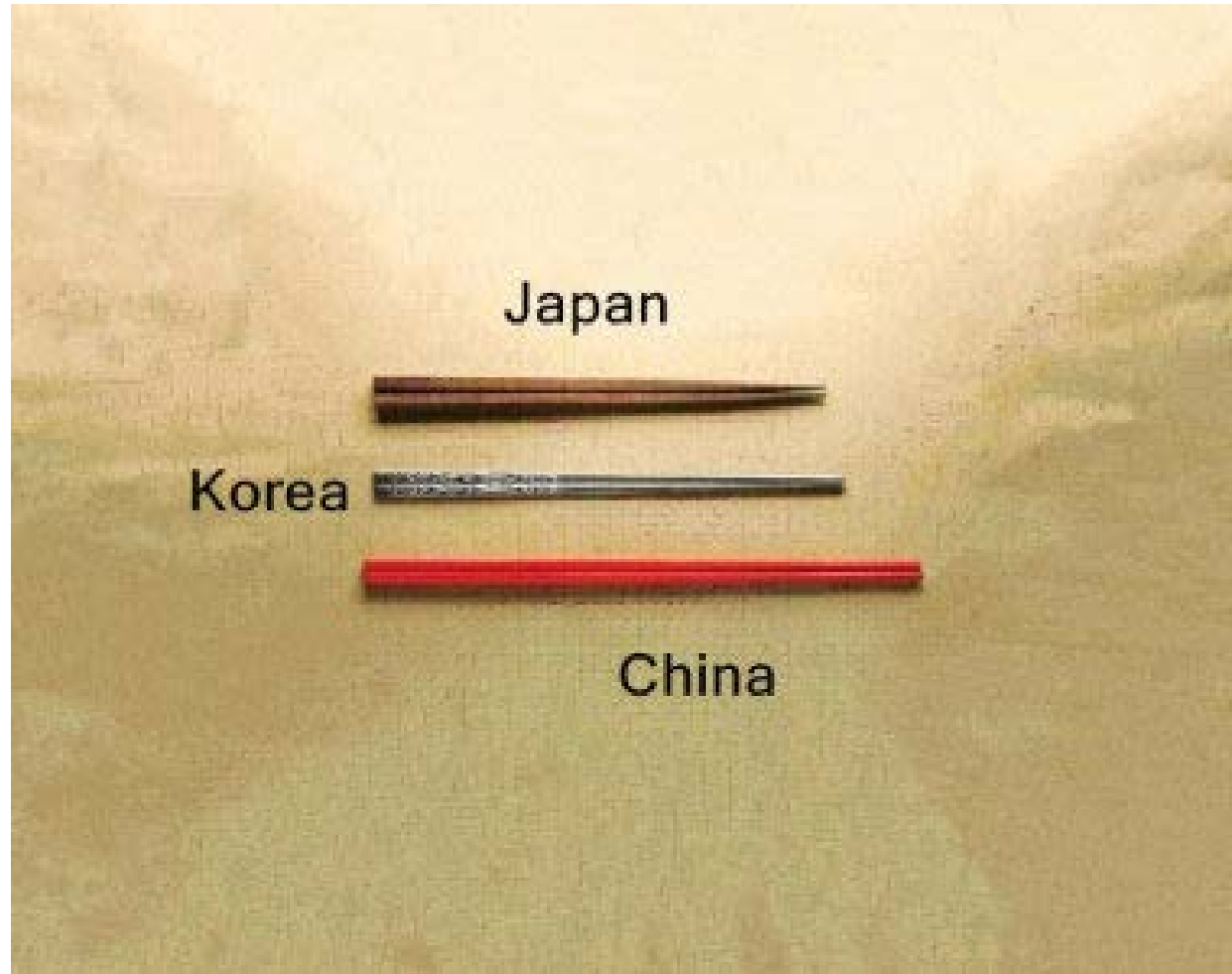


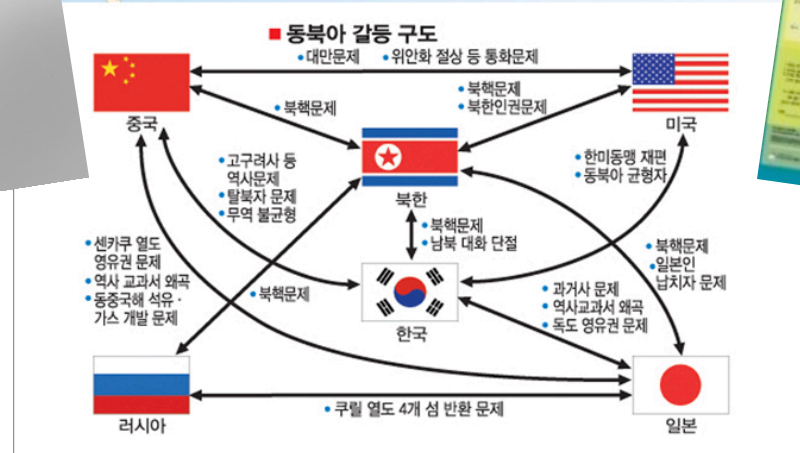
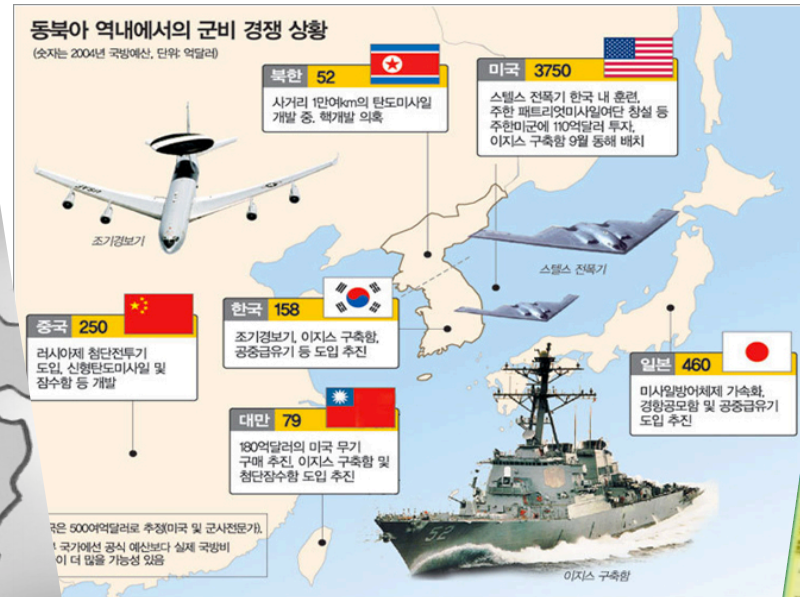
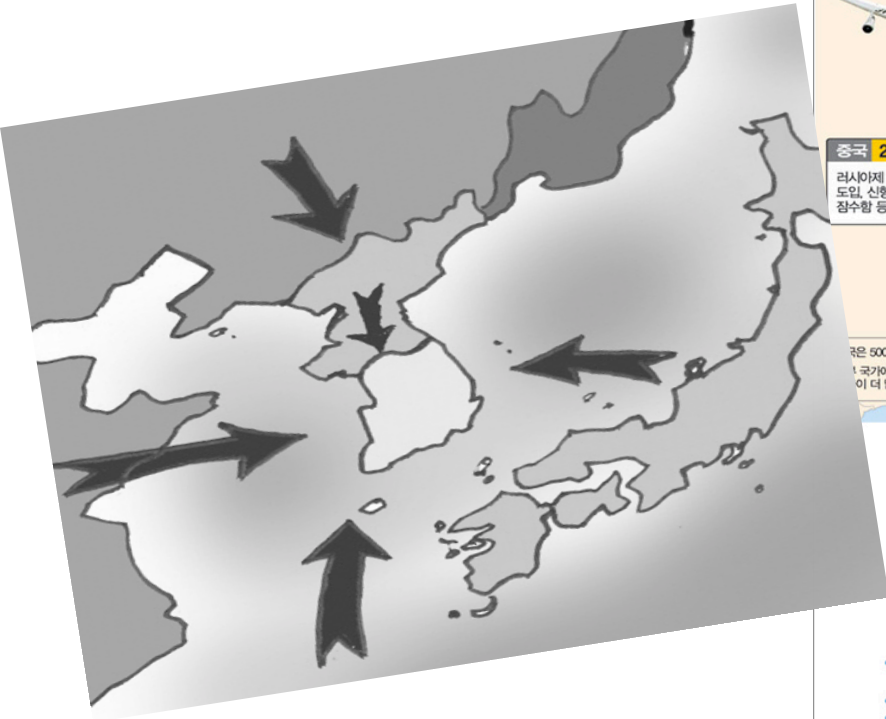
3. 새로운 중한(동북아) 표준화협력기제의 탐색

Columbus' Egg, 콜롬버스의 달걀



한중일 저가락 “삼국지”



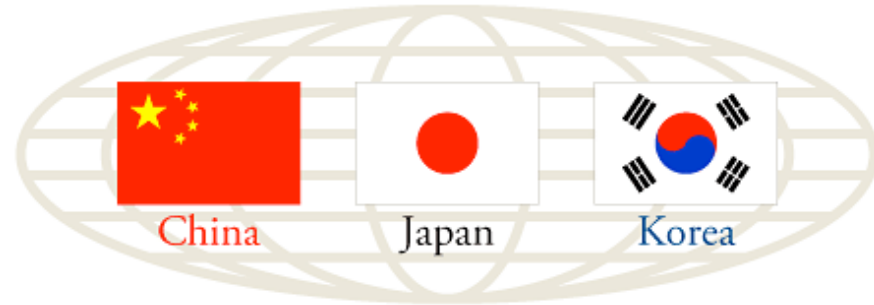


1) 동북아시아의 군비 경쟁은 날이 갈수록 심화되고 있다. 2) 각 국가의 이해관계에 따라 복잡하게 얽혀있는 동북아시아의 정세. (사진출처: 동아일보, 세계일보)



한중일 교육, 인문 및 사회교류

ERASMUS



CAMPUS Asia

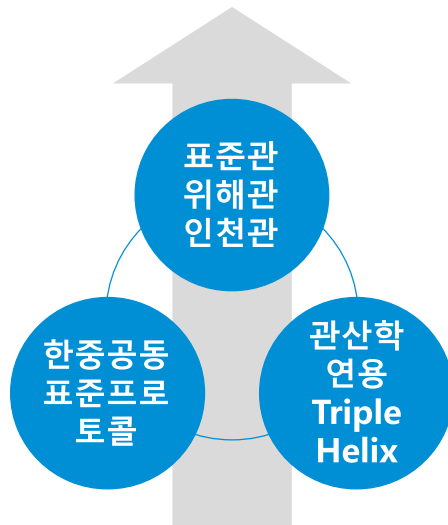
||

Collective Action for Mobility Program of University Students in Asia

인천웨이하이관에 한중표준프로토콜 공동구축 사업

한중도시간표준화협력

웨이하이-인천표준화협력기제



- 한중자유무역협정:시범도시
- 정부 간 양자 협의 틀내
- 중한자유무역구연구기지

중요핵심목표

1. 표준관

- 웨이하이관과 인천관에 공동구축
- 표준의 전략적, 전체적 역할 홍보
- 한중공동표준데이터베이스 구축

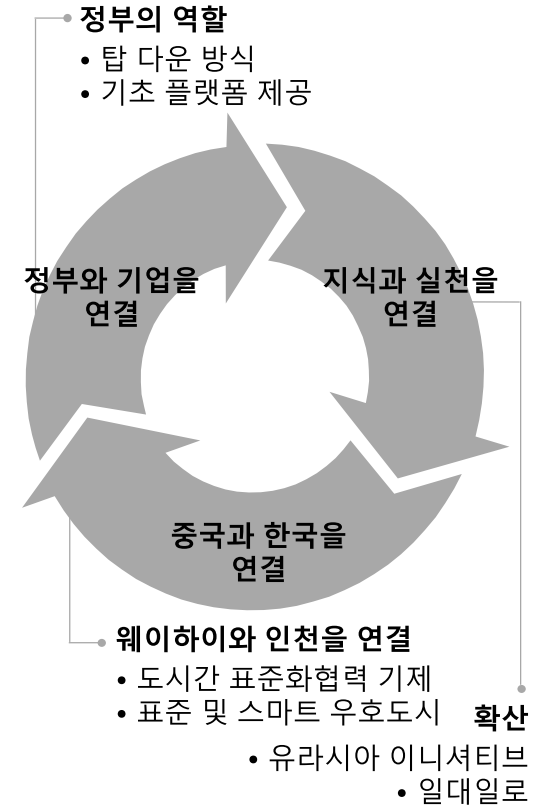
2. 한중공동표준프로토콜

- 권위적 한중 표준데이터베이스
- 1~2 중요 산업 및 분야부터 시작
- 한중 공동으로 구축하고 가치공유

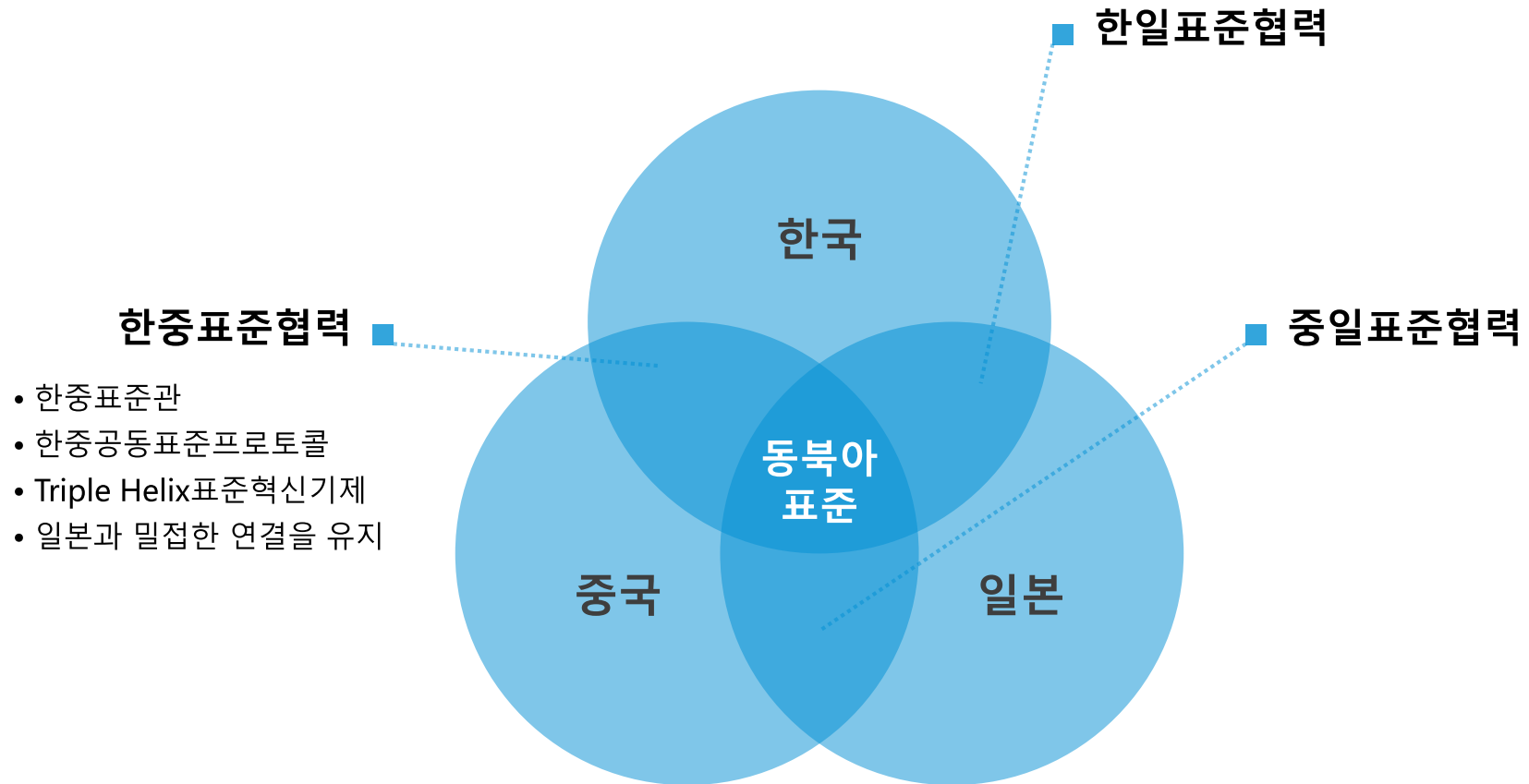
3. 관산학연용: Triple Helix

- 한중 공동표준프로토콜을 기반으로
- 비정기적인 포럼 및 세미나 개최
- 전문화된 표준화 서비스 및 연구

비전



한중(동북아)표준화협력기제의 탐색



연결을 통해

장벽을 허물자!



산동성표준화연구원 중한자유무역구연구기지
황명호 센터장/경영학 박사 (huangmh@sdis.cn)