摘　　要

近年来，随着数字经济的快速发展以及数字技术的广泛应用，作为贸易新形态的数字贸易发展动能得到持续释放，在成为全球经济增长驱动力的同时，对于就业和收入分配等社会问题也产生了深刻影响。稳就业是我国一直以来重大的民生工作，在当前就业的复杂形势压力下，数字贸易发展为我国积极创造企业就业机会提供了新的机遇，对就业结构和就业质量等方面的积极作用也在进一步扩大。鉴于此，本文通过实证分析探究微观视角下出口贸易数字化对企业劳动力就业的影响效应，并检验不同作用机制下可能存在的就业异质性，旨在为推进我国贸易高质量发展和健全就业促进机制提供有效的经验证据和对策启示。

首先，本文从梳理国内外相关文献入手，系统归纳了出口贸易数字化影响企业劳动力就业的理论机制，即出口贸易数字化分别通过规模创造效应、竞争替代效应以及平台替代效应对就业产生影响。其次，基于理论分析，本文通过匹配 2000—2016 年中国海关数据库和国泰安上市公司数据库，在企业层面构造出口贸易数字化指标，并通过构建 Bartik 工具变量解决可能存在的内生性问题。最后，使用整理后的面板数据对出口贸易数字化的就业效应展开实证研究，具体包括贸易数字化对企业劳动力就业的影响效应和作用机制，并在此基础上进行了一系列的稳健性检验、内生性检验以及异质性检验。

通过贸易数字化与企业就业的理论分析与实证检验，本文得出研究结论如下：总体来说，出口贸易数字化会显著促进企业的劳动力就业，且两者之间存在倒“U”型关系；从影响渠道来看，贸易数字化一方面会通过降本增效、增加企业产出需求对就业产生规模创造效应，另一方面会通过增强市场竞争挤出企业市场份额，通过平台经济替代外贸业务人员对就业产生竞争替代效应和平台替代效应；从地区、企业及就业人员层面的异质性分析来看，贸易数字化对就业的作用效果在中西部地区、资本密集型企业以及自身竞争力较强的企业中表现更加明显，在一定程度上可以显著提升企业技术人员占比，减少销售人员和生产人员占比，且技术劳动力会替代掉一部分非技术劳动力就业；从贸易产品特征来看，数字产品出口对企业劳动力就业也具有显著的正向效应，并且与贸易数字化具有就业创造的叠加效应。基于上述研究结论，本文建议首先应当坚持大力发展数字贸易，并在发展过程中需要特别关注竞争力相对较弱企业的就业情况，积极探索与数字贸易相适宜的灵活就业制度，助推劳动力素质提升和转型，提升人力资本水平以及劳动力再就业能力，进而充分发挥数字贸易的就业创造效应。

关键词：贸易数字化；就业；数字产品；Bartik 工具变量

Abstract

In recent years, with the rapid development of the digital economy and the widespread application of digital technology, the momentum of digital trade, as a new form of trade, has continuously gathered, emerging as a driving force for global economic growth. Concurrently, it has had a significant impact on social issues such as employment and income distribution. Stabilizing employment has always been a pivotal livelihood issue in China, and under the current complex employment situation, the development of digital trade has presented new opportunities for China to actively generate employment opportunities within enterprises. Furthermore, its positive effects on the employment structure, quality of employment, and other aspects are also being further expanded. Given this context, this thesis explores the impact of export trade digitization on corporate labor employment from a micro perspective through empirical analysis. It also examines potential employment heterogeneity across different mechanisms, aiming to provide effective empirical evidence and countermeasures for the promotion of China's high-quality development of trade and a robust employment promotion mechanism.

Firstly, the thesis commences by reviewing related domestic and international literature, comprehensively summarizing the theoretical mechanism through which export trade digitization impacts the employment of enterprise labor forces. Specifically, export trade digitization affects the employment through the scale creation effect, the competitive substitution effect, and the platform substitution effect. Secondly, based on the theoretical analysis, the thesis constructs enterprise-level indicators for export trade digitization by matching the Chinese Customs database with the CSMAR listed company database from 2000 to 2016. It addresses possible endogeneity issues by constructing Bartik instrumental variables. Finally, an empirical study on the employment effect of export trade digitization is carried out using the compiled panel data, an empirical study is conducted on the employment effects of export trade digitization, encompassing the impact and mechanisms of trade digitization on the employment of enterprise labor forces. A series of robustness tests, endogeneity tests, and heterogeneity tests are subsequently conducted to further validate the findings.

Through theoretical analysis and empirical testing of trade digitization and enterprise employment, the thesis draws the following conclusions: In general, export trade digitization significantly promotes the employment of enterprise labor force, and there is an inverted

"U"-shaped relationship between them. From the perspective of influence channels, on one hand, export trade digitization creates a scale effect on employment by reducing costs, enhancing efficiency, and increasing enterprise output demand. On the other hand, it squeezes out market share of enterprises through intensified market competition, and the substitution of foreign trade personnel by the platform economy leads to competitive substitution effects and platform substitution effects on employment. From the analysis of regional, enterprise, and employee heterogeneity, the effect of trade digitization on employment is more pronounced in central and western regions, capital-intensive enterprises, and enterprises with stronger self-competitiveness. It has significantly increased the proportion of technical personnel in enterprises, while the proportion of sales and production staff has significantly decreased, indicating that skilled labor is replacing some unskilled labor. From the perspective of trade product characteristics, the export of digital products also has a significant positive effect on enterprise labor force employment, and this effect is further strengthened by the superposition of trade digitization's employment creation effect. Based on the above conclusions, the thesis proposes the following: Firstly, we should persist in vigorously developing digital trade. During this process, special attention must be paid to the employment situation of enterprises with relatively weaker competitiveness. We should actively explore a flexible employment system suitable for digital trade, promote the improvement and transformation of labor force quality, enhance the level of human capital, and the re-employment capabilities of the labor force. This will ensure that the employment creation effect of digital trade is fully realized.

Key Words: Trade Digitization; Employment; Digital Products; Bartik IV

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1 绪论

1.1 研究背景与研究意义

1.1.1 研究背景

随着互联网、大数据、云计算、人工智能等数字技术的广泛应用，各国数字产业快速发展，并大规模赋能和改造传统产业，重构国内外产业链、价值链和供应链。随着现代信息通信技术的推广应用和数字经济的快速发展，以数据为生产要素、数字服务为核心、数字交付为特征的数字贸易发展迅速，正在成为数字经济的重要组成部分以及全球贸易发展的重要趋势。商务部数据显示，2022 年我国可数字化交付的服务贸易规模达到 2.5 万亿元，比 5 年前增长了 78.6%，其中跨境电商进出口规模达到 2.1 万亿元，比两年前增长 30.2%。数字贸易发展势头迅猛且不可阻挡，特别是新冠疫情以来数字贸易引发了国内各界的高度关注，党的二十大报告中提出“要加快建设贸易强国，推动货物贸易优化升级，创新服务贸易发展机制，发展数字贸易”，这使得数字贸易的重要性提升到一个新的高度。总体来说，数字贸易发展不仅将为我国实现贸易强国的目标带来新的机遇，对推动经济发展和形成全面开放新格局具有重要意义，而且对于劳动力就业需求、收入分配等社会问题也将产生深刻影响。特别是面对当前国内严峻和复杂的就业形势，以及持续近三年的疫情冲击、国内经济结构转型升级所带来的巨大压力，数字贸易这一贸易新形态的发展对劳动力就业的影响显得尤为重要。

稳就业作为我国最重大的民生工作，是保障我国经济安全平稳运行的重要环节。党的二十大报告着重强调了要“健全就业促进机制，促进高质量充分就业”，作为党中央国务院“六稳六保”工作任务之首的就业问题一直以来备受关注，我国人口基数大，对工作岗位需求较多，由此造成的就业压力相对较大。在实行高水平对外开放、建设更高水平开放型经济新体制背景下，充分发挥对外贸易发展所带来的就业效应成为我国稳就业工作的重要内容。相对于传统贸易，数字经济和数字贸易的快速发展为积极创造企业就业机会提供了更多可能。中国通信院公布数据显示，我国数字经济的发展带来数字企业吸纳就业显著增加，并成为吸引就业最主要的途径。美国商会 2022 年发布报告显示，从 2011 年至 2020 年数字贸易出口带来的就业岗位数量有所增长，依托数字技术和数字平台的数字贸易发展使得传统贸易中的成本大幅度降低，交易环节减少从而效率提升，吸引中小企业广泛参与到国际市场中来，其对于就业结构和就业质量的作用也在进一步扩大（Ayyagar 等，2011；马述忠等，2018）。鉴于此，本文认为我国数字贸易发展带来的劳动力就业效应这一课题值得深入研究。

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：https://d.book118.com/795140303213012011