

「利涉大川 - 中國近代商業史」國際學術會議
International Conference on Chinese Business History

2007年10月5日至6日

陳錦江

(Department of History, Occidental College, USA)

**“The Wing On Company and China:
Modernity and Spirit of Enterprise”**

Abstract

About a century ago, the Wing On group of companies owed their founding in Hong Kong and Shanghai to the bold vision, great organizational skills and sheer hard work of a few young men. These enterprises were also legacies of a global migration movement of peoples and ideas that spurred cross-cultural encounters and blossomed into new economic institutions, new markets and new patterns of consumerism.

The two Kwok brothers, Gock Lock and Gock Chin, who left China and learned doing business in Australia and Hawaii, combined their personal characters and a right timing when they returned to China and established Wing On into an innovative business empire that drew on both western and Chinese traditions and values. Their department stores and affiliates set the standard for China's modernity in goods, customer service and in management. This paper explores the spirit that the two brothers marshaled to set their bearings, and the strategies employed to reach their goals.