

真 · 君子商贏之道

恒管自2011年起，引入中國儒家的「君子」概念，每年舉行一次「君子企業調查」。研究計劃旨在以嚴謹與科學的方法進行學術研究，評選出香港市民心目中俱高商業道德價值的「君子企業」。新書集結多年君子企業調查的成果，內容豐富。

新書內容包括：

- 理論論述（著名學者闡述儒商、君子及商業道德概念）
- 商業案例（十二間得獎企業接受恒管師生的訪問）
- 君子企業調查歷年回顧
（研究小組分析七個行業的恒管商業道德指數趨勢）
- 學子思語（中學生徵文比賽得獎作品）



The College has conducted the Junzi Corporation Survey every year since 2011. Conducted in an objective and scientific fashion through a rigorous research procedure, the survey is aimed at promoting a new academic viewpoint that adopts “Junzi’s Five Virtues” as a code of ethics and awarding accolades to corporations with demeanour typifying Junzi in the eyes of Hong Kong citizens. The new book is a fruitful consolidation of the survey over the years.

The book contains:

- ❑ Theories (a group of scholars vividly explained the concept of Confucian business and Junzi’s five virtues)
- ❑ Business cases (our staff and students reported the interviews with the 12 awarded Junzi corporations)
- ❑ Review of Junzi Corporation Survey (the research team analysed the HSMC Business Ethics Index of 7 industries)
- ❑ Sharing of secondary school students (awarded articles in the project’s essay competition)

For enquiries, please email junzi@hsmc.edu.hk.

For details about Junzi Corporation Survey, please visit the project website: <https://junzi.hsmc.edu.hk/>



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