

MASTER'S THESIS

身份認同, 網絡和企業經營: 一個對流動移民企業家的研究

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身份認同，網絡和企業經營：

一個對流動移民企業家的研究

Identities, Social Networks and Entrepreneurship:

A Study of Mobile Chinese Immigrant Entrepreneurs

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提要

本論文主要研究那些經常在原出生地（內地祖家），再居地（香港）和企業經營地（內地）三角空間場域內縱橫馳騁，維持，經營和開拓企業的“移民企業家”。通過對 18 位移民企業家，以及其家人，朋友和生意夥伴的深入訪談，本論文主要有四方面的發現：其一，移民企業家的企業精神是和他們的移民生活經驗及身份認同感有直接的關係。身份認同的突顯隨著人的流動和碰撞而被突顯出來，“新移民身份”的負面標籤效應以及由其帶來的恥辱感轉化成為移民者內在的動力，推使他們要借著自己創業經營生意來打造一個具有份量的新身份。其二，研究發現身份認同在跨界的生意往來和移民企業家地方性的網絡構建過程中發揮了實際的工具性作用。多元身份認同的營造，標榜和變換是流動移民企業家一個突出的特徵，也是他們在商場上一種有效的“印象管理”策略，從而幫助企業得以成功經營。其三，本論文表明流動性是一把“雙刃劍”。一體兩面，高流動性的生活方式是愉悅和痛苦並存，它帶給商人積極功利性作用的同時，也給移民企業家帶來“自我疏離”和“內在陌生”的情感性痛苦。“一張面孔，多重面具”，流動移民企業家由於在瞬息間要因應不同的交往對象而轉換自身的風格，這種身份認同的變色龍特性令到身邊的交往對象往往困惑於其人格的真實性，而懷疑他們是否具有誠心交往的真摯態度，這種被身邊的人以“陌生者”對待的現實情況無疑為流動移民企業家帶來內心不為人瞭解的迷茫和痛苦。最後，筆者有感於目前文獻中對商人的研究只注重對商人“經商”方面的瞭解，而忽略了對商人“做人”的認識，因而提出“情感社會學”的迫切性，指出社會學的研究不應該太過注重科學化的理智分析，而偏離了對人的“情感本質”的認知。

Abstract

This thesis reports a study which focuses on mobile Chinese immigrant entrepreneurs in Hong Kong who were once immigrants from China and who now frequently shuttle between their present place of residence (Hong Kong), their hometown (China), and their business site(s) (China). The author interviewed 18 of these entrepreneurs, and their family members, friends, and business associates. This study offers four main findings. First, it was found that there is a close theoretical and empirical relationship between entrepreneurship and the identities which have emerged from migrants' life and work experiences. A feeling of personal shame on the part of these entrepreneurs results from an externally imputed negative identity made up of their being stereotyped as new immigrants, strangers and outsiders. But, ironically, such a shameful feeling has been transformed by these migrants into a powerful inner force which motivates them to create new and powerful identities – such as being a “boss”, an “entrepreneur”. Second, this study indicates that these cross-border entrepreneurs' strategic use of location-specific identities is instrumental in their construction of social networks which are integral to their business operations. The ability in producing alternate identities in different sites and at different times as impression management is the hallmark of a mobile entrepreneur. Third, mobility is a double-edged sword. A coin has two sides: while a high-mobility lifestyle affords many business opportunities and personal rewards, identity alienation and self-estrangement are common outcomes. “One face, many masks” – the ability in changing behaviors and in differential performances depending on the nature of the audience is part and parcel of the identity chameleon of these mobile entrepreneurs. However, people associated with these hypermobile businessman often doubt the latter's loyalty and sincerity, and treat them as strangers, which causes the entrepreneurs considerable psychological pain. The thesis ends by pointing out that most previous studies in immigrant entrepreneurship were dominated by considerations of instrumental rationality and achievement, and paid little attention to the entrepreneurs' anxiety and anguish, their darker emotions. Understanding a businessman or businesswoman without any intimate knowledge of his or her emotional conduct is one common weakness of this field of studies. We desperately need a sociology of emotions in our future analyses of business and entrepreneurship.

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