



# THE UNIVERSITY BULLETIN

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## LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION FORMALLY INAUGURATED

The Lingnan Institute of Business Administration of the University was formally inaugurated in a brief but solemn ceremony on September 23 in the City Hall. About 400 guests attended the ceremony.

Mr. Yorke Allen, Jr., President of the Lingnan University Board of Trustees, with the generous donation of which the Institute was founded (see the May issue of this *Bulletin*), had flown in from New York to take part in the ceremony. He was accompanied by two other Lingnan Trustees from New York, Dr. Chu Yau Kwong and Mr. Y.M. Lin. Another Lingnan Trustee, Mr. L.D. Seymour, who is resident in Hong Kong, also attended the ceremony.

Dr. the Honourable C.Y. Kwan, Chairman of the University Council, opened the ceremony. He then invited the Honourable M.D. Irving Gass, the Colonial Secretary, to address the assembly. In his speech, Mr. Gass said that it would be difficult to think of an Institute of greater potential benefit to Hong Kong, and that he was confident that the Lingnan Institute

would make a vital contribution towards raising Hong Kong's standards of management and business administration.

Mr. Allen then rose to outline the reasons and the purposes for which his Board provided the initial financial support for launching the Institute. He praised the energy, vitality and industry of the Hong Kong business people. But he pointed out that in the race of business, victory was won by those who most skilfully utilized all the latest techniques employed in the production, marketing and financing of goods. Thus, the Lingnan Trustees decided to assist The Chinese University to establish the Institute, which would be devoted to meeting these particular educational needs of Hong Kong.

Mr. T.C. Cheng, Pro-Vice-Chancellor of the University, spoke on behalf of the Vice-Chancellor Dr. C.M. Li, who was prevented by illness from returning from the United States in time for the ceremony. Mr. Cheng quoted Professor Moonitz, founding Director of the Institute, as saying that the Institute was the first postgraduate business school in Southeast Asia. He said that students admitted into the Institute would work in the field as well as in the classroom so as to get used to grappling with real problems and to using more than one technique to solve them. The Institute, he continued, would work closely with the Government and the local business community and try to be responsive to the needs of the larger community. The Pro-Vice-Chancellor then read a message sent by Dr. C.M. Li, which described the establishment of the Institute as one of the great milestones in the development of The Chinese University.

Following are the texts of the speeches delivered in the ceremony:

### *Speech by Mr. T.C. Cheng*

Mr. Chairman, Ladies and Gentlemen,

In August last year, an important ceremony was held in this very place to mark the inauguration of the

Co-operative Programme between the University of California and The Chinese University. In his speech, Dr. C.M. Li, our Vice-Chancellor, who unfortunately cannot be with us to-day, mentioned, among other things, "the imminent establishment of an Institute of Business Administration, at the graduate level, to serve the growing needs of the large and complex business community of Hong Kong". He stated that perhaps within a year, he would be in a position to announce officially the completion of these plans. His statement had proved to be far too modest, for as early as April this year, not only were all the plans for the establishment of the Institute completed but Mr. Yorke Allen himself had already agreed to come to attend the Inauguration Ceremony scheduled for to-day. All this speaks for itself the speed and efficiency with which our Vice-Chancellor has things planned and implemented.

Professor Moonitz, our first Director of the Institute, has given me to understand that to-day's Ceremony inaugurates not only our Lingnan Institute of Business Administration but at the same time the first post-graduate business school in Southeast Asia. Considering that our University is the youngest university in the region, I think we should be justifiably proud that we are launching to-day what will, in the years to come, be the oldest business school in Southeast Asia.

I shall now describe very briefly how the Institute proposes to operate. In the academic year 1966-67, six graduate students, all of whom hold a bachelor's degree in business administration, have been admitted to a two-year programme leading to the degree of Master of Business Administration. No academic programme beyond that level and no big expansion in yearly intake are contemplated in the near future. In addition to some advanced work in statistics, accounting economics and research methods, students will work in the field as well as in the classroom. We want them to get used to grappling with real problems and to using more than one technique to solve them. We will also attempt to imbue them with the necessity for "life-long learning", because in a rapidly changing world the distinction between the classroom and the factory or the office becomes blurred. Insofar as is possible in the light of the talents of the faculty and the availability of materials with which to work, we plan to emphasize the problems of Southeast Asia where labour is plentiful and capital is comparatively scarce, by contrast with Western Europe and North America where the reverse is generally the case.

As part of The Chinese University of Hong Kong, the Institute aspires to become a centre of research, on the part of the faculty and the students, into the problems of Southeast Asia.

It is fully recognized that, in order to succeed in this important role, the Institute must work closely with the Government, with the business community and with such organisations as the Hong Kong Manage-

ment Association. It will try to be responsive to the needs of the larger community without being subservient to any one segment. The strength of the great universities of the world lies in their *independence* from outside pressures, not in their *indifference* to the world around them. The problem of balance is a delicate one but it has been solved elsewhere and there is no reason why it cannot be solved here in Hong Kong by men and women of integrity, understanding and good will.

Before I conclude, I have the greatest pleasure to read a message our Vice-Chancellor, Dr. C.M. Li, has sent from his home in Berkeley, California, for this important occasion. It is as follows:—

"It is with great regret that I find myself unable to join you to-day in person for this important occasion. This event has been planned in detail for almost a year. You can be sure that only circumstances beyond my control have prevented me from joining you to-day.

"The establishment of the Lingnan Institute of Business Administration is one of the great milestones in the development of The Chinese University. Hong Kong is getting more and more deeply involved in the highly competitive international market; for its continued growth this has to be the case, and the consequent challenge to Hong Kong management is only too obvious. Within The Chinese University the enrolment in the undergraduate departments of business management, accounting, and finance comes annually to about one quarter of the whole undergraduate student body. Thus, the setting up of the Business Administration Institute to provide facilities for faculty research and post-graduate training is an urgent requirement of The Chinese University.

"The University is extremely grateful to the Lingnan Board of Trustees whose generosity has made the establishment of the Institute possible. To be sure, other outside resources have to be drawn upon by the University to supplement the Board's contributions. But it can be said beyond any question that without the Board's support the establishment of the Institute would have been impossible at this time.

"We are also very fortunate to find the first director of the Institute in Professor Maurice Moonitz of the University of California at Berkeley where he has been in charge of the Ph.D. programme in Business Administration for many years. He is one of the topmost world authorities in the field of accounting and has kept himself abreast of the latest developments in other fields of Business Administration. His willingness to join us gives me full confidence in the success of this new adventure.

"Let me assure you that the Institute will not develop without taking into account the community interest of Hong Kong and the interest of the international business community. Nor will it be developed without



concern for international academic standards. We have set up an advisory committee that consists of not only business leaders in Hong Kong but also of distinguished persons overseas some of whom are academic leaders in the field of business administration. The committee is chaired by The Hon. S.S. Gordon and its terms of reference are to advise the Vice-Chancellor on the plans and programmes of the Institute.

"I know that the Lingnan Board of Trustees shares my confidence in the success of the Institute. Let us hope that its work in the days to come will live up to the expectations of all of us."

*Speech by Mr. Yorke Allen Jr.*

I welcome this opportunity to bring you greetings and best wishes from the Trustees of Lingnan University. Mr. Y.M. Lin, Dr. Y.K. Chu and I have come from the United States in order to represent our Board on this auspicious occasion; and a fourth Trustee, Mr. L.D. Seymour, here today, is currently residing in Hong Kong.

The birth of a new organization is a time when hopes run high, a time when it is most appropriate to set forth this objectives of a new enterprise. Accordingly I would like to outline briefly the reasons and the purposes which our Board has had in providing the initial financial support for launching the Lingnan Institute of Business Administration.

Of all the major cities in the world, Hong Kong is virtually unique in its dependence on the commercial skills of its residents. Having no large agricultural or farming area of its own, possessing no extensive mineral resources, and not being the capital of a vast nation, the four million persons in this city know full well the necessity for their being able to compete successfully in the fields of commerce, manufacturing, shipping, finance, and all the other forms of activity included under the general heading of the word "business".

The traveller from abroad cannot fail to be impressed by the energy, the vitality and the industry of the residents of Hong Kong. At the same time, our modern jet age is shrinking the distances between the countries and cities of the world so that each of them are competing more keenly with each other for a larger share in the world's trade. In this race for business the victory is not necessarily being won by those who work the longest or the hardest. It is being won by those who most skilfully utilize all the latest techniques employed in the production, marketing and financing of consumer and capital goods. These techniques are changing and evolving so rapidly that it is difficult to envision how the great majority of the nations in the world will ever be able to catch up with the leaders in this race; and among the leaders—such as Hong Kong and Japan in the Orient, Great Britain and the members of the Common Market in Europe, and in the Western Hemisphere, the United States, the race

will be won by those who bring to bear on business problems the latest findings of science in the use of computers, labor saving machinery, reductions in administrative and overhead costs, the use of new packaging materials, the techniques of handling labor relations involving larger and larger members of employees, and, of course, devising new products to supplant traditional ones.

With this as a general background, the Lingnan Trustees asked one of their members, Dr. Y.K. Chu, to make a survey of the various possibilities which might be open to our Board to be of assistance in furthering the educational activities of Hong Kong. Dr. Chu, who is Chairman of the Department of Education at Skidmore College in Saratoga Springs, New York, spent the summer of 1962 here surveying various possibilities.

Our Board would have very much liked to see Lingnan University re-created here in Hong Kong. Unfortunately, within the very limited financial means at our disposal this was simply out of the question, nor is it possible at the moment for any organization in the United States to raise large amounts of capital funds from private donors for educational institutions overseas.

Accordingly the Lingnan Trustees decided that the wisest course would be to assist the Chinese University of Hong Kong to establish an Institute which would be devoted to meeting the particular educational needs of this city; and it is our hope that the Lingnan Institute of Business Administration will not only train a growing number of students enrolled in its courses, but will also be of direct, practical use to Hong Kong business men in making available to them in due course seminars conducted by prominent business leaders and educators from various parts of the world.

The formation of this Institute was greatly aided by the imagination and support provided for it by Vice Chancellor Choh-Ming Li, whose absence today is greatly regretted by all of us. I would also like to pay a word of tribute to Dr. John Cowee, formerly Dean of the Graduate School of Business Administration of the University of California at Berkeley (and now Vice President of Marquette University) who has been so helpful in providing the academic support needed for this enterprise.

The Lingnan Trustees are particularly pleased that Professor Maurice Moonitz of the University of California has agreed to serve as the first Director of the Institute; and that his colleague Professor Wayne Boutell is associated with him here during the current academic year. Eventually it is our hope that the faculty of the Institute will be staffed by persons of Chinese extraction and that the reputation of the Institute will be such that students of all races will come from all parts of the Orient in order to be enrolled in its courses.



*From l. to r. Mr. H.T. Wu, Dr. C.T. Yung, Mr. L.D. Seymour, Mr. Y.M. Lin, The Hon. S.S. Gordon, The Hon. M.D. Irving Gass, Dr. the Hon. C.Y. Kwan, Mr. Yorke Allen Jr., Mr. T.C. Cheng, Mr. Y.K. Chu, Professor M. Moonitz, Dr. T.C. Ou.*

The Lingnan Trustees are pleased to be able to take a small part in this venture. Its success over the years will be achieved if, and only if, the Institute receives the effective help of all the parties concerned in its operations—Government, The Chinese University, the business community, and the support of its friends and Lingnan alumni residing here in Hong Kong and abroad.

As the Lingnan Trustees look at the Institute, it faces a future that is bright with favorable possibilities. The services that it will be able to render to the people of Hong Kong will be dependent on the help it receives from all those concerned with the future of Hong Kong's business and commercial prosperity.

In other words, the Lingnan Institute of Business Administration represents a "team effort"; and the Lingnan Trustees consider that it is an honor and a privilege for them to be a member of your team.

*Speech by the Hon. M.D. Irving Gass.*

Mr. Chairman, Ladies and Gentlemen.

The formal inauguration today of the Lingnan Institute of Business Administration is an important and significant event in the history of The Chinese University of Hong Kong and I was greatly honoured when I was invited by the Vice-Chancellor to be associated with this ceremony.

It is a great disappointment to all of us, as I know it is to him, that Dr. LI Choh-ming is not able to be present himself on this occasion. This Institute is a project very dear to his heart. In his inimitable way he has devoted a great deal of his energies to bring-

ing it to fruition and it is indeed sad that he could not be here to take his due part in this Inaugural Ceremony. I am sure we all wish him a speedy recovery from his illness and look forward to his early return to Hong Kong.

It gives me great pleasure to welcome here this evening the President of the Board of Trustees of the Lingnan University, Mr. Yorke Allen, Junior, and two of his colleagues on the Board, Dr. Y.K. Chu and Dr. Y.M. Lin, who have made a special journey from America in order to be present at this ceremony. I am delighted that they have been able to come and that Mr. Seymour, who is also a Trustee, should be present as well, so that we can convey to them in person, and through them to the Board of Trustees as a whole, an expression of our gratitude for the encouragement and generous financial assistance which they have given to the establishment of the Institute of Business Administration as a part of The Chinese University. It is very fitting that it should bear their name in recognition of their outstanding support.

It is three years since Chung Chi College made the first proposal to the Lingnan University and since then the idea of the Institute has prospered exceedingly. In accordance with accepted policy regarding research and post-graduate institutions, the University on its foundation assumed responsibility for the negotiations at this end. The preparatory work is now complete. The Agreement between the Lingnan Board of Trustees and the University was signed and ratified earlier this year. Under this Agreement the Board has promised a total not far short of one million Hong Kong dollars towards the expenses of the Institute in its first three years. An Advisory Board, under the chairmanship of the Honourable S.S. Gordon, has been set up, which

includes the President of the Board of Trustees and a number of persons who are highly distinguished and experienced in the field of business administration both in the United States and Hong Kong. A Director has been appointed and the stage is now set for the first course to start in the new academic year 1966/67.

I should like to extend a warm welcome to the first Director of the Lingnan Institute who is also with us today. Professor Maurice Moonitz comes to Hong Kong as a visiting professor from the University of California to direct the Institute in its vital formative period. He is a world authority on business administration, particularly on accounting theory and practice, and he is in charge of post-graduate studies of Business Administration in his own University. We are extremely fortunate that he has been willing and able to come to us.

The Institute will admit graduates of The Chinese University for study courses leading to the degree of Master of Commerce and it will also offer fellowships for research work in Business Administration. It would, I believe, be difficult to think of an Institute of greater potential benefit to Hong Kong. In this intensely competitive world our prosperity in the future will greatly depend on our ability to raise our standards of management and business administration. Towards achieving this aim the Lingnan Institute of Business Administration can, and I am confident will, make a vital contribution.

May I end by saying again how glad we are to have Mr. Yoke Allen and his fellow Trustees from the Lingnan University with us today and how much we appreciate the co-operation and generosity of their Board in making it possible for this Inaugural Ceremony to take place.

## RESEARCH PROJECTS IN THE UNIVERSITY

Of the research projects conducted within the Institute of Social Science and the Humanities of the University announced last year, one conducted by Professor N.E. Fehl has been completed and published. The purpose of Professor Fehl's *Survey of History in Hong Kong Middle and Secondary Schools* was twofold: to explore ways in which The Chinese University could serve the schools on the basis of an objective study of History for both the Chinese and English School Certificates, and to consider the needs of the schools and the education of students as important factors in the development of a core curriculum in History in The Chinese University.

The survey was conducted among over 100 schools with a total enrolment of over 50,000 students. Altogether 35,000 student questionnaires were sent out.

The survey report contains a setting and an analysis of the present situation and makes certain recommendations.

Under Professor Chen Cheng-siang, the University's Geographical Research Centre, financially supported by the Rockefeller Foundation, began a plan to study the Hong Kong population in the latter half of 1966. The study is expected to terminate by the end of 1967. Several small-scale but intensive surveys are planned for next year on traffic flow, commuter movement and the population during the day and night, so as to find out the dynamic aspect of the population.

Out of this study will come a large number of precise maps, which are expected to be of considerable value to city planning and socio-economic planning, in particular the problems of overcrowding in the Colony.

Professor Chou Fa-kao's research on *Mencian Syntax* is near completion, a total of about 30,000 words thereon having been written. Dr. George Wang's *Chinese Social Studies — Indexing of Source Material*, as well as Sir Lindsay Ride's research project on the *History of the Old Protestant Cemetery of Macau and the East India Company in South China during the Period 1800-60*, are well under way.

The Economic Research Centre, established in March 1965 within the Institute of Social Science and the Humanities under the Directorship of Professor K.R. Chou, who has been succeeded by Professor Anthony M. Tang, Visiting Professor of Economics, has been engaged in the making of projections of Hong Kong's demand and supply for agricultural products in the next fifteen years in view of the long-term trends in local developments, together with explicit projections of the world demand for Hong Kong's exports and re-exports. This is a contract research project supported by the Department of Agriculture of the United States Government. Up to this time the Centre's reports on (1) the general economy of Hong Kong, (2) cotton and tobacco (3) wheat and wheat preparations, vegetable oil-seeds and oil have been completed. Other reports will be available soon.

In addition to the above, a number of new research projects have been initiated. In the field of history, Professor Fehl has finished his preliminary work on two additional projects, namely, (1) *A Lehrbuch and Bibliography in the History of World History* and (2) *History of Science* in relation to culture in a comparative study of the impact of modern science since the 17th century upon Asian and Western societies. At the same time, Professor Fehl's study on History of Hong Kong continues.

Mr. Lee Din-yi, Senior Lecturer in History at United College, continues his study on the *History of Sino-American Relations* by going into another period, i.e., that of 1901-1932. The work will cover about half a million words and is designed to be an objective, systematic, critical, analytical and detailed study on this ambiguous, unintelligible and confused but very important period. Mr. Lee's project has received the support of the Harvard-Yenching Institute.

In Chinese History, Mr. Chang Teh-chang is doing research on *Li Tz'u-ming—the Man and his Views on Modernization and Foreign Religions of China in the years 1863-89*.

The Geographical Research Centre is now pursuing a programme of research on Chinese Geography. Research data and reference material are being collected, base maps are being prepared, and many papers on Chinese Cultural Geography have been completed.

In the field of linguistics studies, Professor Chou Fa-kao has written about 300,000 words on his *Study on the Fan ch'ieh in Hsüan-yin's Yi-ch'ieh-ching-yin-i* (玄應一切經音義反切考). *Study on the Swatow Dialect* by Miss Lin Lien-hsien, Associate Lecturer of Chinese Language and Literature of Chung Chi College, is expected to be completed in June next year. Further, *Textual Criticism of Wang Jen-hsü's Chien-yun* (唐寫全本仁叟刊謬補缺切韻校箋) by Mr. Lung Yu-chun, Lecturer of Chinese Language and Literature of Chung Chi College, is near completion. A plan is under way to have Dr. Chao Yuan-ren's *A Grammar of Spoken Chinese* translated into Chinese by Mrs. Beverly Hung Fincher. Meanwhile, *Language Reform in Mainland China* by Mr. Chao Lin, Associate Lecturer of English Language and Literature of United College, is expected to be published early next year.

In the field of social studies, Mr. Hu Chia-chien, Senior Lecturer in Sociology at United College, is conducting a study on the *Kai Fong Welfare Associations* in Hong Kong. The project is to make a comprehensive, comparative and analytical study of these organizations and to make concrete recommendations for their future improvement.

The Mass Communications Centre, supported by The Asia Foundation, has gone into research on *Drama as a Mass Communication Medium in Mainland China* and on the *Process of Typesetting for Chinese-Language Newspapers*.

Since the last academic year, fourteen research projects are conducted within the Institute of Science and Technology. Among them two have been published recently, one is ready for publication, while others are well under way. The titles of these projects are:—

- (1) Many Body Problem & Application of Functional Analysis to Physics.
- (2) Light Interactions in Dielectrics: Crystals (ADP, Al<sub>2</sub>O<sub>3</sub>, TiO<sub>2</sub>.....) and Optically Transparent Magnetic Glass.
- (3) Studies on Plasma Diagnostics
- (4) Cleavage of  $\beta$ -Ketonic Esters by the Action of Metal Iodides I. The Reactions with Acetoacetic Ester and its Mono and Dimethyl Derivatives (*published*)
- (5) Cation Exchange Equilibria
- (6) Application of Radioisotope Tracer to Chemical Problems

- (7) Energy Transfer in Molecules
- (8) Estimation of Pb, Cu and Hg in Urine
- (9) Methanolysis of some Para-monosubstituted Fluorobenzenes
- (10) A) The Synthesis of Naphthoquinones (*near completion*)  
B) The Chemical Constituents of Fruit of *Sterculia Ranceolata*
- (11) Hong Kong Penicillia
- (12) Studies on the Flatfishes (Pleuronectix formes or Heterosomata) in the Adjacent Waters of Hong Kong
- (13) A) Morphological Characteristics of *Volvariella Volvacea* (*published*)  
B) The Spore of *Volvariella Volvacea*
- (14) Effect of pH on Oxygen Equilibrium Curves in Asiatic Horse-shoe Crabs *Tachypleus Tridens*

## RECENT DEVELOPMENT IN SOCIAL SURVEY RESEARCH CENTRE

In February, 1966, the University created the Social Survey Research Centre in order to serve as a research outlet for the University faculty, to provide training opportunities for students and staff, and to conduct both basic and applied research on the Hong Kong population, as well as on Overseas Chinese in Southeast Asia. In addition to the research and training services that are being provided the University and the community in Hong Kong, this new centre is also prepared to assist scholars in other countries who wish to conduct *bona fide* academic studies in Hong Kong.

Established with a grant from the Ford Foundation and with the cooperation of the Survey Research Centre and the Centre for Chinese Studies of the University of California, Berkeley, the Social Survey Research Centre is now developing its sampling, interviewing, dataprocessing, and other methodological and technical resources in the course of several major studies, including:

1. *The Hong Kong Urban Family Life Study*: this is the first major basic social science study of the Hong Kong population. Sponsored by a grant from the Government Lottery Fund, this two and one-half year project will be investigating the social welfare implications arising from the rapid industrialization and urbanization of the community. Special but not exclusive consideration in this study will be given to changes which have occurred in the Chinese family and in patterns of economic interdependency.

2. *The Needs of Hong Kong Industry for Higher Level Manpower*: sponsored by the Government's Special Committee on Higher Education, this study is collecting organizational charts and related information from manufacturing firms which employ 200 or more



workers. In addition, approximately 2,000 lengthy self-administered questionnaires have been distributed to higher level personnel within these more than 300 firms. Among other things, analytical attention will be given to patterns of recruitment and promotion, to the relationship between occupational tasks, and to determinants of innovative behavior within different kinds of firms.

3. *Patterns and Problems of Inter-Group Relations in Southeast Asia*: founded by a Ford Foundation grant to Berkeley for comparative and international studies, this pilot exploratory project will be investigating a variety of issues related to developments within and between Chinese and non-Chinese populations in Southeast Asia.

4. *An Evaluation of a Family Planning Program*: at the time the Family Planning Association of Hong Kong opened a new clinic in one of the resettlement estates, the Association and Church World Service cooperated in experimenting with two different approaches to encourage women in the estate to attend the clinic. Except for a preliminary census, the Social Survey Research Centre designed the studies to evaluate these approaches, and the Centre also will assume responsibilities for analyzing the materials.

In addition to these studies, the Centre is facilitating the research efforts of foreign scholars who are interested in basic social science studies of Chinese populations.

The Centre welcomes inquiries for assistance, co-operation, and information from scholars and research centres in other countries. Correspondence should be directed to Dr. Robert E. Mitchell, Director, Social Survey Research Centre, The Chinese University of Hong Kong, On Lee Building, 10th Floor, 545 Nathan Road, Kowloon, Hong Kong.

## VISITORS TO THE UNIVERSITY

△ Mr. Fred Lee, Secretary of State for the Colonies, visited the Chinese University at United College on September 2, 1966. He was received by Mr. T.C. Cheng, Pro-Vice-Chancellor of the University and President of United College. (Please see p.5 of the Chinese part for photograph.)

△ The Secretary of the Inter-University Council, Mr. I.C.M. Maxwell, visited the University on the 20th, 21st and 22nd of this month. During his stay here he discussed with senior officials in the University and Colleges matters concerning the University's development and attended the Inauguration Ceremony of the University's Lingnan Institute of Business Administration. Mr. Maxwell was Secretary of the Fulton Commission in 1962, the Report of which recommended the establishment of the University.

△ Coinciding with Mr. I.C.M. Maxwell's visit was a visit by Mr. Robert W. Hiatt, Vice-President for Academic Affairs of the University of Hawaii.

## UNIVERSITY PUBLIC LECTURE

Professor Chu Yau-Kwong, a noted scholar of Comparative Education, gave a public lecture under the auspices of the University's School of Education at the City Hall Theatre on September 19, 1966. He spoke on "New Trends in American Higher Education".

Professor Chu is Director of the Research Institute of Oriental Culture at Skidmore College in the United States and a Member of the Lingnan Board of Trustees. He was in Hong Kong for the occasion of the inauguration of the University's Lingnan Institute of Business Administration.

## COMINGS AND GOINGS

△ Professor Mason Smith, Visiting Professor of Journalism to this University and Director of the University's Mass Communications Centre, arrived on September 3 from New York with his family.

△ Mr. Lee Yim, newly appointed Senior Lecturer and Head of the Department of Chinese Language and Literature, United College, assumed study on September 26, 1966.

△ Dr. D.H. Fremlin, newly appointed Lecturer in Mathematics at United College, arrived on September 8 from the United Kingdom.

△ Dr. Allency H.Y. Yang, newly appointed Lecturer in Social Work at United College, arrived in Hong Kong from the United States on September 17, 1966 to assume duty.

△ Dr. F.C. Chen, newly appointed Lecturer in Physics at United College, arrived in Hong Kong from the United States on September 12, 1966 to assume duty.

△ Mr. Tse Fu-Yuen, a 1965 graduate from Chung Chi College, who had been awarded the first Shell Scholarship by the University, left for London on September 11 to pursue advanced study on Economic Geography at the London School of Economics and Political Science.

△ Mr. Li Mou-fung, a second-year student in the Department of History at United College, left for the United States on the 7th of this month to continue his studies at Central Connecticut State College. Mr. Li was awarded a Student Exchange Scholarship earlier this year by the Central Connecticut State College, which is offered to an outstanding student of this University to continue undergraduate studies in that College.

△ Dr. Sutu Hsin, Dean of the Faculty of Commerce and Social Science at United College, left Hong Kong for Germany on September 5 to visit universities and

factories there as a guest of the German Academic Exchange Service. While in Europe, he will attend the 14th World Management Congress to be held from September 19 to 23 at Rotterdam and latter visit universities in Britain as a guest of the British Council.

Dr. Sutu will then fly to the United States to attend Business Management seminars and conferences from October to next January under the Staff Development Programme that is financed by the Ford Foundation. He will return early in February 1967.

△ Mr. Kwan Kuen-Chor, a graduate of the Department of Economics, United College, went to the United States on September 25 to pursue postgraduate studies at the University of California, Berkeley. Mr. Kwan, who has received the degree of Bachelor of Social Science from this University, was awarded a postgraduate scholarship in Business Administration by the University of California earlier this year. He will read for the degree of Master of Business Administration.

△ With a Japanese Government scholarship, Mr. Wong Kwan Shut, Tutor in Chinese at Chung Chi, left for Japan to pursue graduate studies in the Research Institute for Humanistic Studies at Kyoto University.

△ Mr. S.L. Wong, Chairman of the Sociology & Social Work Department at Chung Chi, was invited by the International Sociological Institute to attend the 6th World Congress of Sociology held in Paris, September 4 through 11. The Asia Foundation has made a grant to cover his expenses.

△ Dr. S.P. Li, Chairman of the Physics Department of Chung Chi, attended the Second Summer Institute of Theoretical Physics in Tokyo early this month.

## COLLEGE NEWS

△ The Board of Trustees of United College was recently re-constituted and enlarged in order to broaden representation from the Hong Kong community in the College and to keep pace with the rapid growth of the College in recent years. The Board is the supreme governing body of the College and now includes representatives from such nominating bodies as the Executive and Legislative Councils, the Board of Education, the Federation of Hong Kong Industries, the Hong Kong General Chamber of Commerce, the Hong Kong Management Association, the Hong Kong Chinese School Certificate Examination Syndicate, the Hong Kong Society of Chinese Accountants and Auditors, the Chinese British-Returned Students' Association, the American University Club of Hong Kong, the Hong Kong and Kowloon Joint Kaifong Research Council, the Hong Kong Council of Social Service and the Hong Kong Council of Women. Present members of the Board are:

The Hon. Fung Ping-fan, C.B.E., K.St.J., J.P.  
(Chairman)

Mr. Wilson T.S. Wang, B.Sc., J.P. (Vice-Chairman)  
Mr. P.C. Wong, M.A., F.C.A., F.R., Econ.S., J.P. (Treasurer)  
Rev. Fr. C.J. Barrett, S.J., B.A., Dip.Ed., S.T.L.  
Mr. Chan Tak-Tai, B.S., J.P.  
Mr. Chau Kai-Yin, B.Sc., Barrister-at-Law  
Mr. T.C. Cheng, B.A., M.A., Dip.Ed., J.P.  
(College President)  
Mr. Cheung Yok-luen, M.B.E.  
Dr. S.Y. Chung, Ph.D., B.Sc., M.I.Mech.E., M.I.Prod.E., M.B.I.M., J.P.  
Mr. S.K. Fang, B.Sc., M.Eng., A.M.I.Mech.E., A.M.B.I.M. (College Vice-President)  
Mr. Fong Yun-wah  
Very Rev. John Foster  
Dr. Ho Chung-chung, M.B.E., B.A., M.A., L.H.D., J.P.  
Mr. Ho Iu-kwong, M.B.E.  
Mr. Ho Tim, J.P.  
Dr. Arnold C.L. Hsieh, B.Sc., M.D., D.Sc.  
Mrs. Grace Nelson  
Mr. Ko Fook-son, B.Sc.  
Mr. J.C. Kwong  
Mr. M.K. Lam, M.B.E.  
Mr. L.Y. Leung  
Mr. Li Fook-wo, B.Sc., M.C.S., J.P.  
Mr. John Mackenzie  
Lo Tze-kwai, B.A., A.A.C.C.A.  
Mr. Ng Tor-tai, B.Sc.  
Mr. Ngan Shing-kwan, C.B.E., J.P.  
Mr. G.M.B. Salmon, M.A.  
Mr. Shum Choi-sang, M.A.  
Mr. Stephen Y.N. Tse, B.B.A.  
Mr. Wong Chung-on  
The Hon. Wilfred Sien-Bing Wong, B.S., J.P.  
Mr. T.Y. Wong, J.P.  
Mr. Wong Wan-tin, M.B.E., J.P.

△ The Rev. John Gilbert Baker, a member of the Board of Directors of Chung Chi, has been elected Bishop of Hong Kong and Macao. Mr. Baker, who succeeds the Rt. Rev. R.O. Hall, will be consecrated on St. Andrews Day—November 30. From 1949 to 1951 Mr. Baker taught at the Union Theological College, Lingnan University. He is now Acting Director of the Christian Study Centre, Tao Fong Shan, Shatin.

△ Mr. Chen Ching-ho, Senior Lecturer in History at New Asia College was awarded the degree of Doctor of Literature by Keio University, Japan, in September, 1966.

△ Over seven hundred students and staff members of New Asia College took part in a ceremony which marked the beginning of the new term on September 12. President Ou Tsuin-chen presided. After the President spoke, the College Registrar Mr. Wang Chi introduced the new teachers to the gathering. Registration of students for the new academic year was completed on September 7.

△ The "Lingnan Stadium" of Chung Chi College was officially opened on September 24 by Mr. Ho Sin Hang, Managing Director of the Hang Seng Bank. The stadium building was donated by Mr. Chan Tak Tai, J.P., an alumnus of the former Lingnan University, to commemorate his Alma Mater.

Mr. Yorke Allen, President of the Lingnan University Board of Trustees, Dr. Chu Yau-kwong and Mr. Y.M. Lin, Lingnan Trustees, were present at the ceremony together with other guests numbering over 1,000. Professor Wu Pak Chiu, a Lingnan alumnus and an internationally famed vocalist, sang for the occasion and led the audience in singing the Lingnan Alma Mater Song and the Chung Chi College Song. The ceremony was followed by an athletic programme consisting of an inter-departmental tug-of-war, inter-class relays and a football match between the Lingnan Alumni Team and the Chung Chi College Team.

△ The 9th Summer Art Course conducted by New Asia College came to a successful close on August 31, when 49 participants received their certificates in a graduation ceremony. Mr. Yu Chun-chih, Head of the College's Department of Fine Arts, speaking at the ceremony, praised the works of the students but wished that more attention had been paid to art theories.

△ New Asia College staged an art exhibition from September 16 through 19 at the Hong Kong City Hall, in which the works of the faculty and students of the College's Fine Arts Department were displayed. These works included paintings of both Chinese and Western schools as well as calligraphies, wood-cuts, seals and sculptures.

△ Mrs. Lewis P. Rutherford recently joined Chung Chi College as Part-time Lecturer in French. Mr. Peter K.H. Lee has been appointed Part-time Lecturer in Religious Knowledge and Philosophy. Other appointments recently announced by the College include Mr. Dang Shu Leung as Tutor in Chinese, Mr. Cheung Hok Yue as Tutor in Geography, Mr. Lee Kuen Sing as Demonstrator in Chemistry and Miss Chu Sze Shuen as Demonstrator in Biology.

△ Mr. John L. Espy, Lecturer in Chemistry of Chung Chi, has been appointed representative of this University in the *Ad Hoc* Committee on Relations between Universities and Industries sponsored by the Hong Kong Federation of Industries. The other representative from this University is Mr. Patrick Fang, Vice-President of United College.

△ Professor Noah E. Fehl, who is at present on home leave in the United States, represented Chung Chi College in the celebration of the Bicentennial Anniversary of Rutgers—The State University of New Jersey in September. The Professor presented a scroll of greetings on behalf of the College to the University.

△ Chung Chi College had many visitors in the month of September. Among them were Professor Shiba P. Chatterjee, Chairman of the Department of Geography, University of Calcutta; Professor Donald G. Bishop, Professor of Political Science of Syracuse University; The Rev. Harold Colenbrander, President of the Board of World Mission—Reformed Church of America, and Mrs. Colenbrander.

△ An Orientation Programme for freshmen students was held in the College Hall of United College on September 17, 1966. Mr. T.C. Cheng, President of the College, gave a short speech of welcome, and introduced the Deans of Faculties and Heads of Departments to the students. Later, the students were given talks by Heads of the Teaching Departments, and conducted on a tour of the Library, the Language Laboratory and science laboratories by officials of the Student Union.

## STAFF PROFILES

*Professor Maurice Moonitz, Founding Director of the Lingnan Institute of Business Administration.*

Professor Maurice Moonitz was born in Cincinnati, Ohio, U.S.A. He received his B.S. and M.S. in Commerce and Ph.D. in Economics at the University of California, Berkeley.

Since 1937, Professor Moonitz has taught both undergraduates and post-graduates at the University of Santa Clara, Stanford University, and the University of California. From 1944 to 1947 he held the post of Staff Accountant in Arthur Andersen & Co. From 1955-1959 he was Associate Dean of the Graduate School of Business Administration at the University of California, Berkeley. In 1964 he became Director of



the Ph.D. Program in Business Administration in that University.

Among Professor Moonitz's publications are *Entity Theory of Consolidated Statements, Accounting: An Analysis of its Problems* (two volumes), *Basic Postulates of Accounting*, and *Tentative set of Broad Accounting Principles*.

Professor Moonitz is the founding Director of the Lingnan Institute of Business Administration of this University.

#### Professor Wayne S. Boutell

Professor Wayne S. Boutell is Associate Professor and Associate Dean of the School of Business Administration of the University of California at Berkeley. A B.A. and M.B.A. of the University of Chicago, he later received his Ph.D. from the University of California at Berkeley. Prior to his full academic career, Dr. Boutell was a partner in the public accounting firm Alexander Grant & Co. in Chicago, while lecturing at the University of Chicago. He joined the faculty of the School of Business Administration of the California University, Berkeley in 1959. Since the fall semester 1966, Dr. Boutell is also Visiting Professor at The Chinese University of Hong Kong teaching in the Lingnan Institute of Business Administration. He is now conducting a course specially designed for the Founding Class of the Lingnan Institute, covering the various aspects of Managerial Accounting, Managerial Economics and Operations Research so far as they relate to the managerial decision-making process. Pro-



fessor Boutell's particular field of interest lies in the impact of computers on accounting theory and practice. He has written several articles on the subject and is the author of the book *Auditing with the Computer*, which was recently published. In addition, he is co-author of the book *Fortran and Business Data Processing*. While in Hong Kong he is investigating the impact of computers on Hong Kong business.

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Mr. Fang Hsin Hou (Chung Chi College)  
Mr. Jao Yu Ching (United College)  
Mr. W. M. Yu (New Asia College)

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校刊職員：黃金鴻博士（編輯），梁敬釗博士（中文編輯）。書院通訊記者：方信侯先生，余允文先生，饒餘慶先生。

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## 教職員簡介

穆念慈教授 (Prof. Maurice Moonitz)

——嶺南商科研究所所長

穆念慈教授生於美國俄亥俄州之辛辛諾地，先後於柏克萊加利福尼亞州大學獲得商學學士、商學碩士及經濟學博士各學位。

自一九三七年後，穆教授曾在聖德克拉大學、史丹福大學及加利福尼亞州大學等校出任教授，擔任大學本科暨研究院之課程。惟自一九四四至一九四七年間，一度任安德順公司之高級會計師，又於一九五五以迄一九五九年，出長柏克萊加利福尼亞州大學工商管理研究院副院長，並於一九六四年在原校主持工商管理學博士學位之課程。

穆氏現任本大學嶺南商科研究所之首任所長，其已出版之著述，甚為豐富，詳情請參閱本刊英文版。

鮑德教授 (Prof. Wayne S. Boutell)

鮑德教授為美國柏克萊加利福尼亞州大學工商管理研究院副教授兼副院長，於芝加哥大學獲得工商管理學學士及碩士學位後，得柏克萊加州大學哲學博士學位。鮑氏於尚未完全置身於教育事業之前，曾參加芝加哥亞歷山泰格蘭公司為股東，經營公共會計業務，並兼芝加哥大學講師。至一九五九年，始加入柏克萊加州大學工商管理研究院擔任教職。惟自一九六六年秋季始業時，鮑博士應聘為本大學之客座教授，在嶺南商科研究所授課，並主持一項特為該研究所首屆學生設計之課程，包括管理會計學，管理經濟學及實務研究各科與管理決定之程序有關部分。

鮑氏最具心得者，乃以電腦計算機處理會計學之理論與實用。關於此一問題，彼曾有甚多文章發表，其『用電腦計算機核算』一書，經已出版。鮑博士亦曾與其友人合著『符譯及商業資料處理』一書。留港期間，對於電腦計算機對本港商業之影響，正予研究。

拔河賽，班際接力賽及嶺南校友隊與崇基學院隊之足球賽。

△新亞書院舉辦之第九屆暑期藝術班業於本年八月卅一日圓滿結束。有學員四十九人於結業典禮中接受畢業證書。該院藝術系主任虞君賢先生在典禮中盛讚各生作業之成績，並勉各學員今後更努力於藝術理論之修養。

△新亞書院於本月十六至十九日在香港大會堂舉行藝術展覽會，展出者均為該院藝術系師生之佳作，計有國畫及西洋畫，書法暨篆刻等作品。

△盧澤福夫人 (Mrs. Lewis P. Rutherford) 最近受聘為崇基學院兼任法文講師。李景雄先生又受聘為宗教知識及哲學系之兼任講師。

該學院近且聘任鄧仕傑先生為中文系助教，張學裕先生為地理系助教，李權勝先生為化學系助教，朱世萱小姐為生物學系助教。

△崇基學院化學系講師艾詩伯先生，經本大學派為代表，出席香港工業總會所組織之大學與工業關係小組委員會。聯合書院副院長方心謹先生亦奉派為本大學之另一代表。

△范挪亞教授現已回美國原籍渡假，於今年九月美國新澤西州州立拉及爾士大學舉行成立二百週年慶祝大典時，代表崇基學院參加祝賀，並以該學院題頒一幅致送該大學祝賀。

△崇基學院於今年九月間有嘉賓多人前往訪問，計有：印度加爾各答大學地理學系主任查德志教授 (Prof. Shiba P. Chatterjee)，美國塞拉寇斯大學政治學教授畢攝伯教授 (Prof. Donald G. Bishop) 及美國革新教會世界傳教會董事會主席柯蘭德牧師 (The Rev. Harold Colenbrander) 暨夫人。

馮秉芬議員 (主席)，王澤森議員 (副主席)，黃秉章先生 (司庫)，巴烈德神父，陳德泰先生，周啓賢先生，鄭棟材先生 (聯合書院院長)，張玉麟先生，鍾士元博士，方心謹先生 (聯合書院副院長)，方潤華先生，霍施德牧師 (Very Rev. John Foster)，何中博士，何耀光先生，何添先生，謝嘉樂博士，葛賴斯特夫人 (Ellen Von Kleist)，高福申先生，鄭象祖先生，林文傑先生，梁禮源先生，李福和先生，麥敬時先生 (Mr. John Mackenzie)，馬炎璋先生，吳多泰先生，顏成坤先生，薩孟先生 (Mr. G. H. B. Salmon)，岑才生先生，朱永年先生，黃仲安先生，黃宣平議員，王統元先生，黃允畋先生等。

△崇基學校校董白約翰牧師，業被選為港澳教區會督，以繼何明華會督之遺缺，並將於本年十一月三日聖安得烈節日舉行授聖職典禮。白牧師於一九四九至一九五一年間，曾在嶺南大學合一神學院擔任教授，現任沙田道風山基督教宗教研究社署理主任。

△新亞書院歷史系高級講師陳荆和先生，於本年九月獲得日本東京慶應大學頒授文學博士學位。

△新亞書院學生七百餘人暨教職員於本月十二日參加新學期始業典禮，由吳俊升院長主持。吳院長發表演講後，即由該書院註冊主任王佑先生介紹新教師。該書院新生入學註冊手續，經於本月七日辦理完畢。

△崇基學院「嶺南體育館」於本月廿四日由恆生銀行總經理何善衡先生主持正式開幕。該體育館大樓為前嶺南大學校友太平紳士陳德泰先生所捐贈，以紀念其母校。

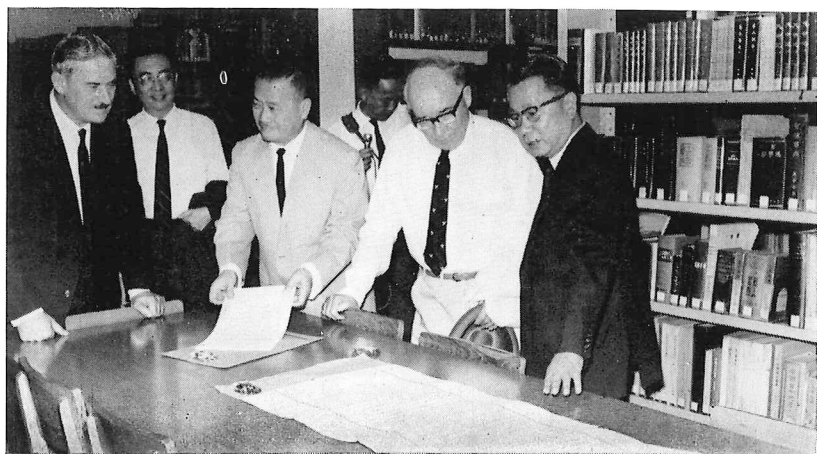
嶺南大學董事會主席岳雅倫先生，暨朱有光博士及林逸民先生兩位嶺南董事，亦與嘉賓千餘人蒞臨參加盛典。國際聞名之聲樂家嶺南校友伍伯就教授於盛會中高歌一闕，並領導全體合唱「嶺南校歌」及「崇基校歌」。禮成後隨即舉行各項體育競賽，計有系際

便。

各國學者及研究中心，如欲該研究中心協助、合作及供應資料者，請函洽該中心，去函可逕寄香港九龍彌敦道五四五號安利大廈十樓香港中文大學社會調查研究中心主任米曹博士收。

## 嘉賓蒞校訪問

△英國殖民地大臣李輝德先生（Mr. Fred Lee），曾於九月二日到聯合書院訪問本大學，當由本大學副校長聯合書院院長鄭棟材先生歡迎接待。



圖為英殖民地大臣李輝德氏參觀聯合書院圖書館情形

△大學校際董事會秘書麥斯威先生（Mr. I. C. M. Maxwell）曾於本月二十，二十一及二十二日來校訪問。麥氏留港期間，曾就本大學發展各項問題，與本大學暨各學院之高級人員商談，並出席本大學「嶺南商科研究所」成立典禮。麥氏於一九六二年出任「富爾敦委員會」秘書，該委員會之報告書，即曾建議設立本大學者。

△夏威夷大學教務副校長夏益先生（Mr. Robert W. Hiatt），與麥斯威先生於同時期內到校參觀。

## 大學公開學術演講

本大學教育學院於本月十九日敦請「比較教育學」著名學者朱有光教授在大會堂劇院公開演講，講題為「美國高等教育新趨勢」。

朱教授現任美國詩傑摩大學東方文化研究所主任及嶺南大學董事。此次來港係參加本大學「嶺南商科研究所」之成立典禮。

## 學人行蹤

△史密夫教授（Prof. Mason Smith）業於本月三日翌自紐約抵港，出任本大學新聞學客座教授兼羣衆傳播中心主任之職。

△范明禮博士（Dr. D. H. Fremlin）經於本月八日自英抵港出任聯合書院數學系講師。

△本校崇基學院一九六五年度畢業生謝福原君乃獲得覓殼獎學金之第一人，業於本月十一日離港前往英倫，入倫敦大學經濟政治學院攻讀經濟地理學。

△聯合書院歷史系二年級生李茂豐君於本月七日前往美國，入中部康涅的克州立大學進修。李君於今年初曾得該州立大學所頒給之學生交換獎學金。本大學學生之學業成績優異者可獲得此項獎學金前往該州立大學繼續進修本科課程。

△聯合書院商學及社會科學院院長司徒新博士於本月五日離港前赴德國。司徒博士係應德國學術交換服務處之請參觀西德各大學及工廠。遊歐期內，又將到荷蘭鹿特丹參加九月十九至廿三日在該地舉行之「第十四屆世界工業代表大會」，事後並由英國文化委員會招待參觀英國各大學。

司徒博士曾於今年初獲得美國福特基金會補助金，供其赴美參加今年十月至明年一月所舉行之若干工商管理研討會及會議，將於一九六七年二月初回港。

△聯合書院經濟學系畢業生關權初君於本月廿五日前往美國，入柏克萊加利福尼亞州大學研究院攻讀。關君於獲得本大學社會學學士學位後，今年初復得加州大學工商管理獎學金，將研讀工商管理學碩士學位課程。

△崇基學院中文系助教黃君實先生獲日本政府獎學金入京都大學人文學科研究所研究。

△崇基學院社會學及社會工作學系系主任黃壽林先生應國際社會學研究所之邀請，經已前往巴黎，出席九月四日至十一日舉行之第六屆社會學世界代表大會。黃氏經獲亞洲協會資助。

△崇基學院物理學系主任李尚平博士於本月初在日本參加第二屆理論物理學夏季研究會。

## 學院消息

△聯合書院校董會，邇因該書院發展迅速，業經重新改組，擴大組織，以求更充分代表香港社會各方面。該校董會為該書院之最高管理機關，現已獲下列機構提名董事若干人參加，計有：行政立法兩局，教育委員會，香港工業總會，香港總商會，香港科學管理協會，中文中學會考委員會，香港華人會計師公會，香港華人留英同學會，香港留美大學聯誼會，港九各區街坊會研究委員會，香港社會服務聯會及香港國際婦女協會等。茲將該書院校董臚列如下：

本大學地理研究中心得美國洛克斐勒基金會之資助，業由陳正祥教授主持於一九六六年後半開始研究香港之人口問題，預料於一九六七年年底可告結束。關於日夜間交通之情形，交通工具，乘客動態及人口之狀況，該中心擬於今年進行小規模之切實調查，以求了解香港人口之動態。將來研究結束之後，該中心將繪製精密地圖若干，期對本港城市設計及社會經濟設施，尤其對本港人口過密問題，有相當之價值。

周法高教授關於孟子語法之研究，已完成約三萬字，全部將告脫稿。黃道章博士對中國社會研究參考資料之編目，以及賴德爵士對澳門古代基督教徒墳場及東印度公司於一八〇〇至六〇年間在華南之史蹟研究，俱在積極進行之中。

本校經濟研究中心於一九六五年三月成立，隸屬於社會人文學科研究所，前主任周開仁教授現已由唐宗明教授接替。該中心根據本港發展之長期趨勢，暨世界各地對香港產品輸出及再輸出需要之明顯預示，將今後十五年內香港農產品之供求情形，作一預測。此研究計劃經美國政府農業部簽約資助。至目前為止，該研究中心有關香港一般經濟狀況，棉紗及煙草，小麥及小麥製成品，柴油籽及食油之報告書業經草竣。他其報告，不久亦將完成。

除上述各項外，復有多項新研究計劃，亦在進行之中。范挪亞教授於歷史方面，已完成兩項研究計劃之初步工作，即：①世界史學史及書目；②科學與文化之關係史。范教授對於十七世紀以來近代科學對亞洲與西方社會之影響將作一比較之研究。同時，范教授並繼續其對香港中學歷史教學之研究。

李定一先生為聯合書院之歷史系高級講師，現正繼續研究「中美關係史」，已將其研究工作伸展至一九〇一年至一九三二年間之一段時期，預計將成書約五十萬言，對此一含混不清而重要之時期作一客觀有系統而帶批判性及分析性之詳細研究。李氏之研究計劃，係得美國哈佛燕京學社之資助。

張德昌先生在中國歷史方面，正研究「李慈銘其人

其事及其對於一八六三至八九年間中國現代化與對外關係之見解」。

「地理研究中心」現正進行中國地理之研究計劃，已搜集各項研究參考資料及準備繪製地圖稿本。關於中國文化地理之論文，經擬就者已有多篇。

周法高教授之「玄應一切經音義反切考」現已草成三十萬言之多。

崇基學院中國語文學系講師林蓮仙女士對「汕頭方言」之研究工作，料將於明年六月蒞事；而崇基學院中國語文學系講師龍宇純先生所作之「唐寫全本王仁昫刊謬補缺切韻校箋」，亦將不日脫稿。趙元任博士之「中國話的文法」一書，正由洪越碧女士着手譯為

## 本校社會調查研究中心最近之發展

本大學於一九六六年二月成立「社會調查研究中心」，以利大學教師研究，同時對師生提供訓練之機會，並對香港人口及東南亞各地華僑社會諸問題作若干基本及實用之研究。此一新設之研究中心，除向本大學及本港社會提供研究及訓練之服務外，對於各國學者之來港研究學術者，亦將樂於協助。

本「社會調查研究中心」之設立，曾得福特基金會之資助，並獲美國柏克萊加州福尼亞州大學「中國學術研究中心」之合作，業就若干主要研究開展搜集樣本、採訪實情、處理資料、及其他方法上及技術上之工作。其中包括以下各項：

（一）香港都市家庭生活狀況之研究。此係對香港人口以社會科學之方法所作之首要基本研究。此項獲香港政府彩票基金會之資助而須時兩年半之調查工作，在調查本港社會之急趨工業化與都市化對社會福利之影響。關於中國家庭生活之變化及中國家庭間在經濟上相互倚賴之情形，將有特別之論列。

（二）香港工業對高級人才之需要。本研究中心因得香港政府高等教育特別委員會之助，業已着手向擁

中文。同時，聯合書院英國語文學系講師趙慶先生所作「中國大陸之文字改革」一書，將於明年初出版。聯合書院社會學系高級講師胡家健先生在社會學方面，正致力於研究本港街坊福利會之組織。胡氏對此等機構將作一全盤之比較與分析，然後提出具體建議，供日後改進之用。

「羣衆播導中心」因得亞洲協會之資助，業已研究中國大陸上以戲劇作羣衆播導工具一問題。該中心對中文報紙之排印方法，亦正進行研究。

「理工研究所」已發表二篇論文。其他研究計劃仍在進行之中。其中若干研究報告，不日即將出版（詳情請閱本刊英文版）。

有工人二百名以上之製造商搜集各種組織圖表及有關資料，並在三百餘家工廠之高級人員間分發調查表，提出問題二千餘，請求供給答案，將對僱用方法、調升問題、各種專門作業之關係及決定各工廠改良措施之因素等，予以分析。

（三）關於東南亞地區各羣體間關係之模式及問題。本計劃之經費係取自美國福特基金會贈柏克萊加州大學之一項贈款，俾對若干問題作比較性及國際性之研究。本計劃具有示範及探討性，研究有關東南亞地區中國人與非中國人兩羣體內部及其間發展之各種問題。

（四）家庭計劃設計之評價。香港家庭計劃協會前於某一徙置區開設一所新醫療所時，曾與「世界教會服務會」合作，試行以兩種不同之方法，鼓勵該區內之婦女前往醫療所接受指導。本大學社會調查研究中心除初步之人口調查一事未參加外，曾設計研究該兩種處理方法，並分析所得之各種資料。

除此等研究工作外，對於有意對中國人口問題作基本社會科學研究之海外學者，該中心將給予利

品，以取代陳舊的東西。

嶺大校董會鑒於以上情形，乃請其校董朱有光博士，作實地考察，本校董會或可協助擴展香港之教育活動。朱博士為紐約沙拉杜略·史勃朗斯之詩傑摩大學教育學系系主任，曾於一九六二年夏季，前來香港，考察各種可辦之事。

本校董會本極望嶺南大學能在本港重整旗鼓，但校董會之財力有限，無力及此；在目前情形之下，也不可能籲請美國任一團體捐贈鉅款，與辦海外高等教育，於是嶺南校董會決定最善辦法，莫如資助香港中文大學開辦一間研究所，致力為本港準備所需要之特殊教育人材。我們所希望於「嶺南商科研究所」者，不僅逐年訓練各研究生攻讀所選定之課程使其成材而已，並且當隨時邀請世界各地著名工商界領袖及教育家舉辦討論會，使本港工商界人士能直接獲得實際之利益。

這研究所之所以能成立，實出於李校長卓敏博士的倡導和支持。他今日未能出席，我們深感遺憾。本人也要對高威博士表達敬意，高威博士是美國柏克萊加州大學工商管理研究院的前任院長，現任馬格特大學副校長。他對這一研究所之創設，曾出力給予必需的學術上之支援。

嶺大校董會全體校董尤感欣慰者，則是加州大學的穆念慈教授已經同意出任本研究所之第一任所長，同時其同事鮑德教授，本學年度內亦在此一同工作。我們希望將來本研究所之職掌，可以逐漸由中國人擔任，將來本研究所之聲望逐日增高，東方各地區各民族之學生將源源而來，共同研讀其課程。

嶺大校董會對此事業，能盡其棉薄，十分榮幸。這研究所所進行之工作，如得政府、中文大學、工商界的贊助與本港和海外嶺大校友各友好的鼎力協助，相信數年之後，其成就必定可觀。

嶺大校董會可以想見本研究所之前途光明遠大，至其對於本港人民所能為力之處，則全靠關心本港工商繁榮前途之各界人士給予所需要的協助。

換言之，「嶺南商科研究所」是一個「羣策羣力」的產物，嶺大各校董得參與其事，認為十分榮幸！

## 布政司祁濟時司憲演說

主席先生暨各位嘉賓：

嶺南商科研究所今日正式成立，這是香港中文大學歷史上一項具有重大意義的事情。本人承中文大學校長邀請參加這項典禮，深感榮幸。

李卓敏博士不克親自參加這次盛會，我們深感失望，我相信他本人也有同感。這間研究所是李博士最關心的一項計劃，他為了實現這項計劃花了不少力量，他的貢獻是他人所不易倣效的。今天他本人未能參加這項開幕盛典，真是可惜。我們大家都希望他從速康復，早日返港。

今晚能夠在這裏歡迎嶺南大學校董會主席岳雅倫先生和另外兩位董事朱有光博士和林逸民博士，本人實感愉快，他們特別從美國遠道來港參加這項盛典，本人很高興與他們惠然肯臨。同時，另一位董事薛穆先生也在座。我們可以藉此機會，對於嶺大各位董事積極促成這間研究所使為中文大學機構之一部份，以及在經濟方面給與慷慨支持之盛意，能夠向他們當面表達謝忱，並請他們以我們的謝意轉達全體董事。這間研究所冠以嶺南的校名，以表彰他們的鼎力支持，實是十分適當的。

崇基學院於三年前向嶺南大學提出建議後，這間研究所的計劃就跟着迅速形成。根據大學原定研究機構的方針，後期談判便由香港中文大學負起責任。現在籌備工作經告完成。嶺南大學美國校董事會跟香港中文大學訂立的協定已於本年初簽署和獲得核准。根據協定，嶺南大學美國校董會答應撥款幾達港幣一百萬元，作為研究所成立後最初三年的費用。現又成立了一個諮詢委員會，由高登議員擔任主席，委員會成員包括嶺大校董會主席和若干位在香港及美國兩地在工商管理學方面有卓越及豐富經驗的人士若干人。研究所

所所長已經委出，並且已經籌劃在一九六六至六七年年度招收第一班學生。

本人願向在座的首任所長穆念慈教授表示歡迎。穆念慈教授由加尼福尼亞州大學來港擔任客座教授，俾在研究所的草創期內，策劃一切。他是工商管理學的世界權威，尤其在會計學、理論和實用方面。同時，他也是加州大學工商管理學高級研究的主持人。他此次惠然肯來，使我們深感慶幸。

嶺南研究所將招收本大學畢業生修讀研究課程，期滿授以商學碩士銜。此外，並設有研究金，供研讀工商管理學之用。要想像另一間對香港會有更重要貢獻的研究所，我相信是相當困難的。在這個競爭激烈的世界中，本港的未來繁榮，有賴於我們提高工商管理的水準。我相信這間研究所對這項目標的達成一定會有很大的貢獻。

讓我再說一遍，我們很高興今天得到岳雅倫先生和各位嶺南大學校董跟我們同聚一堂。我們也很感激該董事會的合作和捐贈，使這一次成立典禮能夠舉行。最後，本席多謝列席觀禮的各位嘉賓，和多謝各位對這項重要計劃的關注。

## 本校各項研究計劃

本校「社會人文學科研究所」於去年宣佈進行之研究計劃中，已完成者，有范挪亞教授主持之本港中學之歷史數學調查，且經出版。此項調查之目的有二：一為根據對中英文會考歷史一科所作客觀研究之所得，尋求本大學對各校可能協助之道。二為考慮各中學校之需要及學生之教育，從而決定本大學於釐訂歷史系之核心課程時應注意之事項。

此項調查工作，包括向本港百餘間中學之五萬餘學生發出問卷三萬五千份。該調查報告書曾敘述現況之由來，並對現況加以分析，最後並提出若干建議。



穆念慈教授是本研究所的第一任所長，據其所言，今天的典禮，不獨是慶祝「嶺南商科研究所」之成立，同時，亦是慶祝東南亞地區之一間商科研究所的設立。本大學現在可以說是東南亞地區之最年青的大學，而我們這一間研究所，在若干年後，將成為東南亞地區的資望最老之商科研究院，這是我們值得自傲的。

關於本研究所將擬如何工作一點，我現在簡略地敘述一下：在一九六六至六七學年度內，該所已經招收了研究生六名，此六名研究生均已得有商學士學位，在本所研讀兩年後，便可取得商學碩士學位。除此以外，在目前尚未有其他學術計劃，亦暫不擬增加每年招生名額。各研究生，對於統計學、會計學、經濟學及調查研究方法等，除於課室攻讀外，並須從事實地研究工作，務使各研究生學習掌握實際問題，知如何運用各項技術，以求解決種種難題。今日世界，瞬息萬變，課室工廠或辦公室間已無顯著劃分，故我們欲貫輸各生以「學無止境」的精神，在可能範圍內，我們並擬盡其全力，蒐集各項資料，從事研究東南亞問題，因在目前東南亞地區勞力甚多，而資金缺乏，此在西歐與北美地區，其情形適得其反。

本研究為香港中文大學之一部份，切盼將來該所能成為學術研究中心，以致力於東南亞各項問題之研究。

為求達成此項重大任務起見，本研究深知必須與政府、工商界和香港工業總會等機構密切合作，並將盡力應付大眾之所需，絕不偏頗於一方。世界各地知名大學，其長處在其具有獨立性，不受外來之壓力影響，但對於其四周環境，並非漠然視之。至於如何持平一點，雖是微妙問題，但在其他地方已得有解決辦法，深信本港若干公正明達，善意的男女人士，亦必能尋求合理的解決。

在本人結束講辭以前，當將李校長卓敏博士自美國

加州柏克萊寓所寄來之賀函一通為各位宣讀：

「嶺南商科研究所的成立典禮，幾乎經過一年的細心籌劃，於今日宣告揭幕。本人因故無法趕回親自參加此一重大盛典，覺得非常遺憾。」

「嶺南商科研究所的成立，是本大學發展過程中一個重大標識。香港目前在國際市場上的貿易競爭越來越劇烈了；這種情形必然會繼續發展，其結果本港工商管理問題顯然成為當務之急。本校本科所設工商管理、會計及財政各系每年肄業生人數，約佔全校學生人數四分之一。所以本大學急需設立商科研究所，以便利從事學術研究和研究生訓練等工作。」

「本大學承蒙嶺南大學校董會慷慨解囊，得以設立本研究所，其倡學之意極為感謝。在嶺南校董會捐贈之外，本校自尚須取得其他經濟來源，以補其不足，但若無嶺南倡導於先，則本研究所顯然在目前是無從設立的。」

「我們非常欣幸得到穆念慈教授作為本研究所的第一任所長。穆念慈教授是美國柏克萊加州大學教授，曾主持工商管理學博士學位的課程計劃，已有多年，他在會計學方面不只是高踞世界權威之峯巔，即在工商管理方面之其他最新發展，亦有深切的認識。穆念慈教授此次願意前來參加本校工作，使我們深信這一項新事業必然收成功之效。」

「本人所要向各位補充說明者：本研究所若要發揚光大，不可不關顧到本港社會的利益和國際商業社會的利益；不僅如是，並且還要能達到國際學術的水準，否則難有發展之希望。我們已經設立了一個顧問委員會，由本港若干商界領袖和若干海外聞人及工商管理學學者為委員。這個委員會是以高登議員為主席。該會的任務，乃是向大學校長提供關於研究所各項設計和課程計劃的意見。」

「本人深知嶺南校董會對本研究所之前途同具信心。相信本研究所將來的工作，定會達成我們的願望。」

## 嶺南大學董事會主席

### 岳雅倫先生演詞

主席先生、各位嘉賓：

今日在此舉行成立開幕典禮，本人欣逢盛會，代表嶺南大學校董會轉達祝賀之至意。本人和林逸民先生及朱有光博士都是嶺大校董會自美國來港參加此一隆重典禮的代表，第四位校董薛穆先生則是常川駐港，今日亦在此參加。

此一新機構之誕生，正當我們對此項組織寄有厚望之時，也正是推展此新事業方面各項宗旨最適宜的時候。所以本人欲將嶺大校董會資助創辦「嶺南商科研究所」的理由和目的，約略說明其大要。

在世界各大城市之中，香港可以說全靠當地居民之商業技能而存在；香港沒有廣大的農場和耕地，沒有豐富的礦產資源，更非一個大國的首都，所以本城市四百萬人口，都深知應如何在商場、工廠、船務、金融各方面與人競爭，始能有成功之望。此四類的活動，可以用兩字概括，稱之為「工商」。

凡海外來港遊客，對於本港居民之能力、活力和勤奮，莫不深致佩服。同時，在此噴射機時代，世界各國城市間的距離均告縮短，於是彼此對國際貿易之爭攫遂更為劇烈了。在此商戰之中，其工作最長或最力者，未必便即為勝利者。勝利之取得，在能善用最新技術於生產，掌握市場銷售狀況，知如何投資消費品及生產品者，始得成功。這些技術日新月異，世界上大多數國家，在此商戰中能否與人競逐，則殊難料。在商戰中稱雄者，東方有香港與日本，歐洲有英國與公共市場會員國，而在西半球方面則有美國。欲求商戰勝利，對工商業諸問題之處理，必須以最新科學方法，使用電腦計算機、勞力節省機，減少行政和繁冗的開支，採用新式包裝材料，運用技術調整人數日益龐大之勞工關係問題。但是，當然仍要設法製造新產



# 中文大學校刊

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## 嶺南商科研究所正式成立

本校嶺南商科研究所於九月二十三日假香港大會堂舉行正式成立典禮，儀式簡單隆重。蒞臨觀禮之嘉賓約四百餘人。

嶺南大學基金董事會主席岳雅倫先生 (Mr. Yorke Allen, Jr.) 偕同朱有光博士及林逸民先生兩董事，由紐約專程飛港參加典禮。經常居港之薛穆董事 (Mr. T. Symour) 亦同時出席參加。該研究所之設立，得力於該董事會之慷慨捐贈者良多（請參閱五月份本校刊）。

本大學校董會主席關議員祖堯博士宣佈典禮開始，繼請香港政府布政司祁濟時司憲發表演說。祁氏於演說時謂：「要想像另一間對香港會有更重要貢獻的研究所，我相信是相當困難的。」並說：「對於提高本港工商管理的水準，我相信這間研究所一定會有重大的貢獻。」

岳雅倫先生繼起致詞，簡畧說明嶺大基金董事會資助創辦此一研究所之理由及目的。岳氏對本港居民在工商界所表現之能力、活力及勤奮，備極讚揚。但指出謂：凡在商戰中取得勝利者，均能善用最新技術，以從事生產，掌握市場銷售狀況，並善投資於貨品。嶺南董事會因此決定資助中文大學開辦此一研究所，俾致力為本港準備所需要之專才。

本大學校長李卓敏博士在美國因病未能及時返港參加典禮，大學副校長鄭棟材先生特代表李校長致詞。

鄭氏引述研究所首任所長穆念慈教授之言，謂該研究所為東南亞地區之第一所商科研究所。鄭氏謂：凡在本研究所進修之研究生，不特須在教室攻讀，且須從事實地研究工作，熟習如何掌握實際問題，及如何運用各項技術從事處理。渠復謂：本研究所須與政府及本港工商界密切合作，並將盡力應付大眾之所需。鄭副校長繼宣讀李校長卓敏博士之來函，謂嶺南研究所之成立，係本大學發展過程中之一重要措施。茲將成立典禮中所發表各項演詞之全文譯后：

### 鄭副校長棟材先生演詞

主席先生、各位男女嘉賓：

去年八月間，中文大學與美國加州大學在此地舉行兩校「合作計劃」開幕盛大典禮時，本大學李卓敏校長在其講詞中曾經說過：「為適應本港龐大而複雜的工商企業界之迫切需要，我們應當迅速成立一間『商科研究所』，以便從事研究工作。」今天不幸李校長因故未能親臨參加此項典禮，殊覺遺憾。李校長當時並說大約在一年內，這一項籌劃工作即可宣告完成。其實李校長此言，未免過份持重，早在今年四月，研究所的各項籌設計劃，非但已經就緒，而且岳雅倫先生本人，亦已同意前來參加今日舉行的開幕典禮。凡此種種，足見我們的大學校長對所籌劃和措施，是如何迅速而有效率。

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