

Case studies in Management

Integrity Challenge Facing a Startup in China

The Story of a Flaming Phoenix

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Abstract

“Integrity” is always considered as one of the key attributes of leadership management. In commercial world, “Integrity” is even more important for a startup organization as it accounts for the success and failure of the organization.

There is hundredth thousands of Startup in China every year. Most of them will try to generate revenue with profit by whatever means to survive, then transform and transcend to become a normal company.

My company **emao services**, registered in Hong Kong but started up operation at Shanghai inn 2006 also faced many incidents of Integrity Challenge in past and during that period of time, I had tried to manage the challenge and rectify the incidents. In 2016, I rebranded the company name as **IT emaos** to reflect what we are focus on – IT industry. I wish I could bring **IT emaos** from a local Hong Kong company to become an international organization eventually.

In today’s Internet Era, Integrity is even more important. As with the technology of Digital CCTV, HD Satellite Digital Camera, GPS and Location Based Service plus the power and transparency of the Social Media Network – LinkedIn, Facebook, WeChat, Weibo, Baidu, QQ and Google, we are almost naked.

To conclude, Integrity is the leading attribute among many others to determine the resilience of a Startup or even a normal organization. If any Startup or normal organization violates the rules of Integrity, he or she will be penalized by the stakeholders or public sooner or later.

The Story of Flaming Phoenix is only a Case Studies in Management on Integrity Challenge facing the start-up of a little IT company called **emaos services**; how it evolved himself throughout the last 10 years. **emaos services** definitely faced some Integrity Challenge before it changed his name to **emaos**, then **emaos Limited**; dormant and closed down for a few years before it obtained new life by arising from the ashes of its predecessor and renamed himself as **IT emaos** with a mission to leverage IT to help other People as a Flaming Phoenix.