



The Subject Properties and Research Model of Art Management under the Background of Interdisciplinary Integration

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Abstract: The discipline of the art management was born in the 1960s. As a new discipline, it needs an extensive and deep exploration of its discipline attributes and research paradigm. After summarizing the concept of the art management and its development at home and abroad, this article defines the interdisciplinary integration attribute of the art management theory and explores the research path and mechanism of the art management theory based on the interdisciplinary evolution process theory.

Keywords: Art management, Discipline attribute, Research path, Research mechanism

1. INTRODUCTION

Art, as a magnificent chapter in the long history of human culture, plays an indispensable part in the process of the development of human civilization, and human creative activities, aesthetic activities, technical activities, and even psychological activities are closely related to it. With the development of human civilization, new art forms are constantly emerging in the big art family, which affect people's ideas, and some people agree with them, while others oppose them. At the same time, art has many problems to solve, such as the market, law, society, finance, consumption, and other problems involved in art activities. These problems that people did not consider in the past have gradually become prominent and led to the thinking of art management problems.

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2. THE CONCEPT OF ART MANAGEMENT AND ITS DISCIPLINE DEVELOPMENT OVERVIEW

2.1 The concept of art management

A socialized system's activity involves the subject, object, content, means, purpose, and other aspects. As a particular management activity, the art management also includes the above aspects, which is embodied in the following aspects. First, the art management activities should have the subject of the activity. Generally speaking, the art management activities include managers engaged in functional and professional management activities. Second, the objects of the art management activities include not only human but also financial, material, information, and other resources, among which human resources and knowledge resources are in the core position. Third, the art management effectively organizes and coordinates art activities through planning, leadership, control, and other functions. Fourth, the art management activities are conducted around the goals of the art organization, so it is also a part of the organization's goals. Based on the above analysis, the art management can be defined as: art management is a process in which the art managers effectively plan, organize, lead and control their human resources, knowledge resources, financial resources and physical resources in a specific environment to achieve their goals.

2.2 Overview of the discipline development of art management

Art Management, is also called Arts Management or Arts Administration in English. The practice of art management can be traced back to the ancient Greek period, and people managed the ancient Greek Drama Festival held around the Diaccon Festival^[1]. In the 1960s, it emerged as a discipline and its specialty was established. In 1966, Thomas Raymond, Stephen Grether, and art administrator Douglas Swartby jointly founded the Art Management Institute at Harvard Business School, and then founded the Harvard Summer School of Art Management in 1970. Subsequently, the discipline of art management has developed greatly in Britain, Austria, Canada, Russia and other countries, and then the art management majors have been successively opened, which has greatly promoted the development of art management discipline. In China, it is generally believed that the training of art management talents began in 1983. Shanghai Opera School opened an art management specialized class, and the Central Cultural Management Cadre Academy established the Cultural Management Teaching and Research Office^[2]. Up to now, the art management has become one of the second-level disciplines under the theory of art, and the art management has not only received due attention, but also determined the theoretical background of art for the development of art management discipline.

3. THE INTERDISCIPLINARY INTEGRATION ATTRIBUTE OF ART MANAGEMENT THEORY

3.1 Scientific and artistic attributes of art management

(1) Scientific attributes

As a special form of management, the art management has the natural attributes and social attributes of management, that is, using scientific knowledge, methods and means for production and creative activities. The natural attribute is to use natural science knowledge, methods and means to improve productivity; the social attribute is to use social science knowledge, methods, and means to coordinate the relations of production. That is to say, the art management activities use science and technology to create a certain materialized functional form such as products/works, tools or environment, thus reflecting its technical (rational/logical) side.

(2) Artistic attributes

As an organic part of art activities, the art management is the professional management of art activities, which has image, subjectivity, and aesthetic appreciation, that is, the way of using spiritual social ideology and vivid images to express people's feelings and thoughts. The image of the art management is to promote the unity of subjectivity and objectivity, content and form, personality and commonness of art knowledge and creativity, and to create and appreciate artworks. The aesthetic character of the art management is to discover the unity of content beauty and form to realize the aesthetic consciousness and material morphology. That is to say, with the help of art knowledge, methods and means, the art management activities create a materialized functional form of aesthetic consciousness such as products / works, tools or environment, thus reflecting its artistic (perceptual / inspiration) side.

3.2 Characteristics of the interdisciplinary integration of art management disciplines

Art and management are two independent disciplines, and the intersectional integration between the two has the following characteristics. First, the subject attributes of the two are greatly different. The object of art research belongs to the spiritual level of society, reflecting the special social ideology and having perceptual characteristics. Management is a rational discipline, emphasizing rigor and teamwork, using scientific methods and quantitative analysis tools for research. The collision of rationality and sensibility exists objectively in the art management activities, which constitutes a natural barrier to the integration of art and management. Secondly, the development level of art theory itself is relatively low, so it is urgent for the reference and transformation of adjacent disciplines. For example, economics can be used to define and improve the concepts of art production and art consumption.

The scientific and artistic attributes of the art management determine the characteristics of its interdisciplinary integration. Art and management are two independent disciplines with significant differences. Art management science is a subject formed by the interdisciplinary integration of art science and management science, and it is a new discipline that conforms to the needs of the development of art science discipline. Cao Yiqiang (2007), a professor of the China Academy of Art, proposed that art

management is an emerging auxiliary discipline, which conforms to the needs of The Times^[3]. Chinese aerodynamicist Qian Xuesen defines interdisciplinary disciplines as " a series of new disciplines growing out at the intersection of natural science and social science." ^[4]Obviously, art management, as a discipline that conforms to the needs of The Times, is an interdisciplinary discipline that integrates the knowledge of art and management.

As an interdisciplinary discipline, the difference between art management and traditional disciplines lies in that its research work needs to integrate multi-disciplinary theories and research methods, and cross the boundaries of traditional disciplines^[5]. In this process, one discipline has to be identified, and other disciplines' knowledge and research methods are transformed and integrated into the discipline^[6]. The premise of scientifically determining its research path and method is to determine the attribute orientation of the art management theory in art science and management science.

The formation and development of interdisciplinary theory is mainly based on two factors: the maturity of the theories and methods of related disciplines, and the urgent need of economic and social development for some theoretical innovation^[7]. The emergence of the art management theory stems from the urgent need of the art management theory for the development of art activities. It is an organic part of the art structure, which belongs to the field of art, and it needs to comprehensively use art, management, and other multidisciplinary theories, methods and techniques to build its own theoretical system.

4. THE RESEARCH PARADIGM OF ART MANAGEMENT THEORY

4.1 Research path

Art management theory belongs to the marginal discipline of art, which is the product of knowledge convection, mode combination and method collision between the subject disciplines of art and the adjacent disciplines with the focus on management. First, the theory of art is the parent subject of art management theory research. Among them, art principles, Chinese and foreign art history, art aesthetics, art criticism and art appreciation are the basic theories; art marketing, art communication, art psychology are the supporting theories of its research. Secondly, the research of art management theory needs to learn from and apply relevant theoretical methods and techniques. Management is the supporting theory of the research of art management theory, but also needs to use statistics, economics, sociology and other theories to carry out the research work. Based on the above research path (Figure 1), the art management theory knowledge system is established.

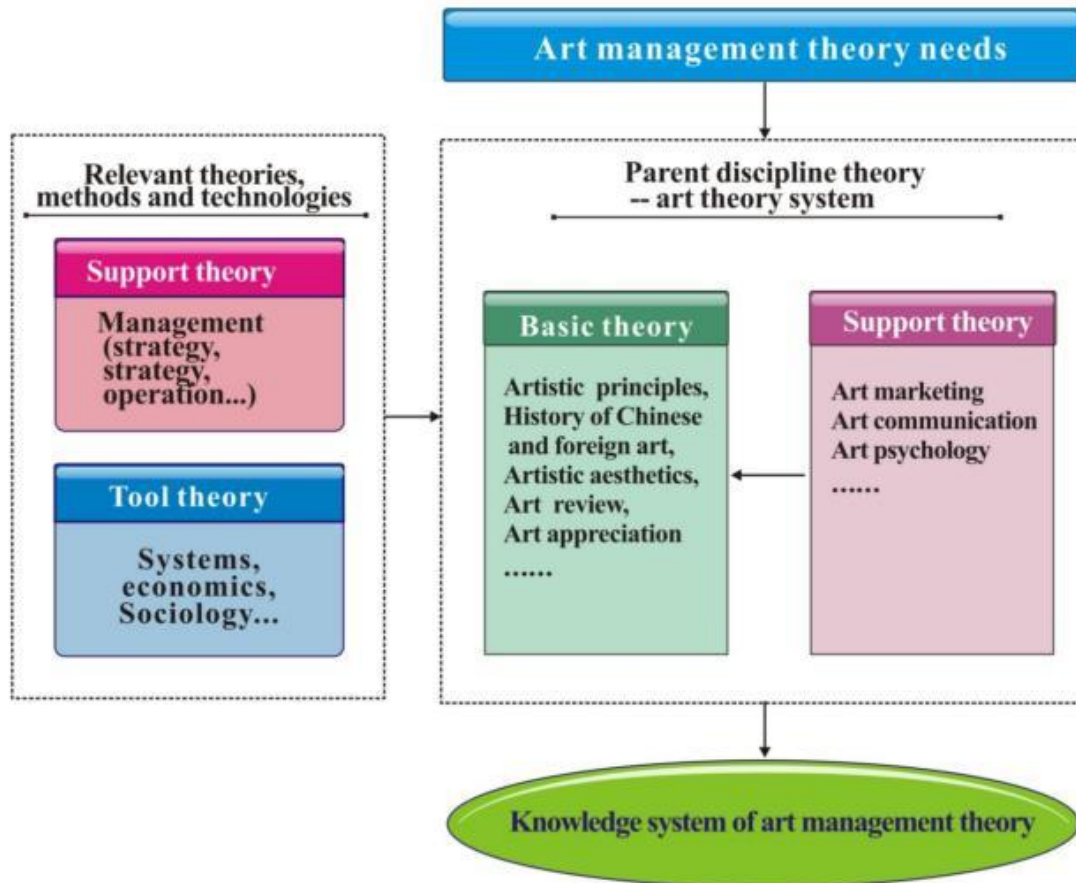


Fig. 3 Research Path of Art Management Theory

4.2 Research mechanism

The formation mechanism of interdisciplinary theoretical system generally experiences eight stages: problem or situation analysis, problem or background expression, root definition of the parent discipline, conceptual model formation, concept adjustment, interdisciplinary formation, solving problems, and disappearance of the interdisciplinary system^[7]. Under the background of an imperfect theoretical system and insufficient practicability, facing the natural barrier between art and management, the evolution mechanism of art management theory is more complex. It will experience the process of borrowing relevant theories to integrate relevant theories to form the conceptual model and eventually become an independent, interdisciplinary theory (Figure 2). The maturity of the art management theory system still needs quite a long process. The focus of this paper is to form the conceptual model of art management theory and make it have a certain practical value, which is a stage that it must be experienced in the development of art management theory.

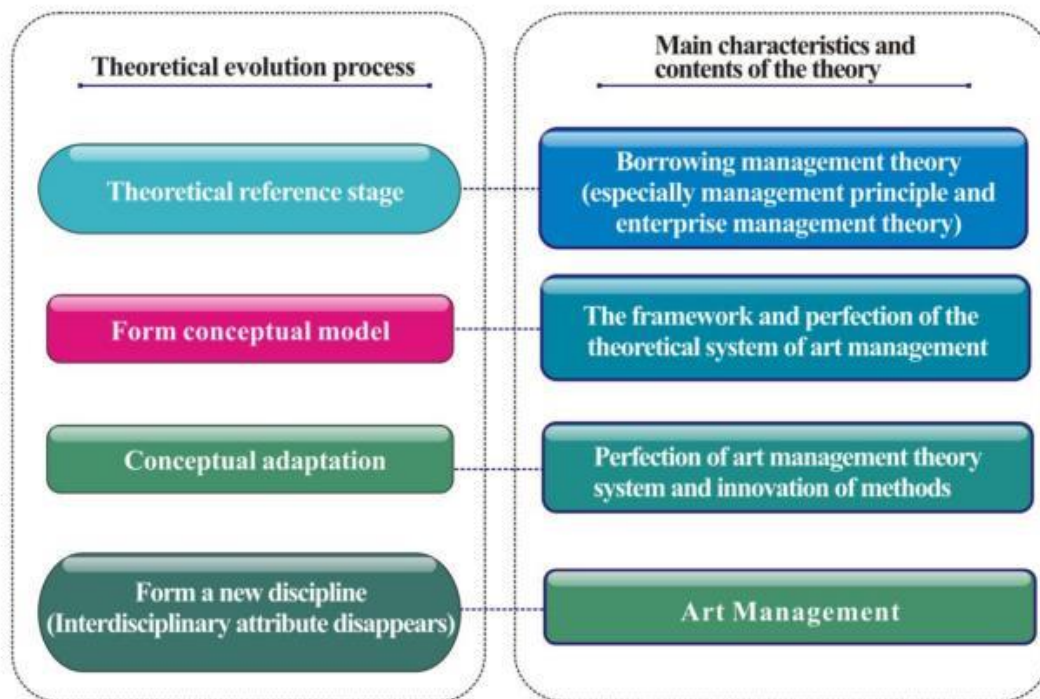


Fig. 2 Research Mechanism of Art Management Theory (drawn by the author)

5. EPILOGUE

There are still many deficiencies in the art management theory, and its development has a long way to go. With the in-depth research on art management theory in various art categories, the accumulation of art management theory achievements will be increasingly rich, laying a solid foundation for the construction of a theoretical system of both scientific and artistic nature.

The determination of art management discipline paradigm and the development direction of art management education can influence art practice and serve the country's development strategy. The Western business administration serves the capital proliferation, and the discipline paradigm of art management should be significantly different from the traditional business administration.

In conclusion, the art management should have its own unique discipline paradigm and unique teaching and research methods. Art management should be guided by Marxist political economy, philosophy, as well as this-based Marxist aesthetics, literary and art theory and cultural research theory to establish a humanities discipline that changes the society with the help of art activities and art management activities.

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