

RESEARCH ON THE REFORM MANAGEMENT OF NANCHANG LITERARY AND ART TROUPES

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Abstract

China's literature and art troupes have completed the stage task of system reform and are developing in the direction of deepening. Based on this background, this paper, from the perspective of art management, takes Nanchang literary and art troupes as the research object. This paper puts the reform and management of Nanchang literary and art troupes in the historical background of the reform of Chinese cultural institutions and literary and artistic troupes system. With using the theories and methods of history, statistics, economics and management, this paper makes a systematic analysis and research on the history, current situation, problems and countermeasures.

At results, As the goal, in accordance with the basic requirements of innovating the system, transforming the mechanism, facing the market and strengthening the strength, it was promoting transformation into enterprises, improve the legal person construction mechanism, and establish the operation and management system in line with the law of art. In principles, it adhered to the principle of development, institutional innovation and promote the development.

Keywords: Reform Management, Nanchang Literary, Art Troupes

Introduction

At the Third Plenary Session of the Eleventh Central Committee held in 1978, China began to implement the policy of internal reform and opening to the outside world, which marked that Chinese socialist cause entered a new period of reform and modernization (Wang Xianghua,, 2016). Since the reform and opening, China has made remarkable achievements. With the deepening of cultural system reform and management, the reform of literary and art

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troupes in China has become the focus of this industry. Chinese literary and art troupes are of various types and widely distributed (Li Xiaojie, 2012).

Literary and art troupe in Nanchang is a part of it, reflecting the historical features of Chinese literary and artistic troupes from other side. Through the collection and analysis of the achievements of the related cultural system reform at home and abroad, it can be seen that although there are many related achievements, it proves there is no monographic research on the reform and management of literary and art troupes in Nanchang (Ni Heqin, 2011).

Research Objectives

1. Review and analyze the research results of the reform and management of the literary and art troupes at home and abroad, and give objective academic evaluation to provide theoretical support for this paper.

2. Reviews the development course of the reform management of the Chinese literary and art troupes and analyzes the background and present situation of it.

3. Abstracts the achievements, problems and causes of the reform and management of Nanchang literary and art troupes, and draws on relevant theoretical achievements and practical experience to put forward strategic planning and effective measures for the sustainable and healthy development of it.

Conceptual Framework

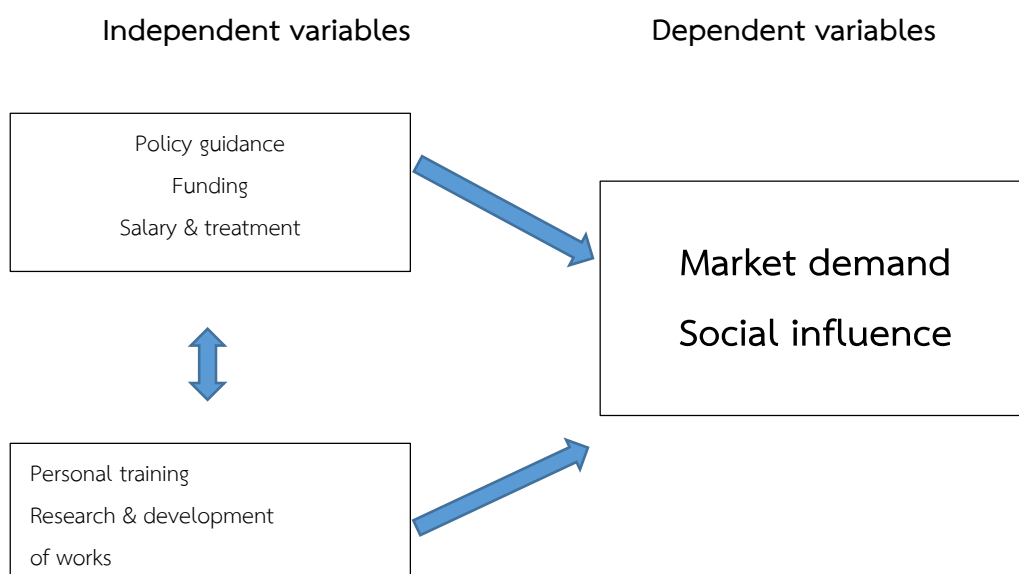


Figure 1 Conceptual Framework developed from original research

Research Methodology

This study takes reform management of Nanchang literary and art troupe as the research object, adopts the method of combining qualitative and quantitative research. On the basis of analyzing the research design and relevant data of qualitative research part, this paper extracts relevant contents for quantitative research. At the same time, the quantitative research design and the corresponding data are analyzed to construct the reform management model of Nanchang literature and art troupes (Qiao, Li, 2016).

Research Design

On the basis of literature collection, reading analysis and field investigation, questionnaire survey and field interview to obtain first-hand information, this paper analyzes the reform management of Nanchang literary and art troupes (Jiangxi Song and Dance Theater, Jiangxi Gan Opera Theater, Jiangxi Drama Troupe, Jiangxi Beijing Opera Troupe, Jiangxi Acrobatic Troupe and Jiangxi Puppet Troupe), and condenses out problems, analyzes problems and solves them (Jin Yihong, 2014).

Research Method

Under the guidance of Marx's historical materialism, this paper adheres to the unity of history and logic, theory and practice, and comprehensively uses the literature research method, field investigation method, case study method, quantitative and qualitative research, and the combination of overall and structural method to conduct a multidisciplinary and comprehensive study on the reform and management of Nanchang literary and art troupes.

Statistics and discussion of data

Interview implementation

Influenced by COVID-19 influence and financial constraints, the author interviewed semi-structured interviews with members of 6 literary and art troupes in Nanchang. The main channels of interviews were telephone interviews, WeChat, QQ chat interviews, and all

interviews were conducted around the outline of interviews. The total number of interviews was 14, despite the help of friends from theatrical troupes (Mo Yunhui, 2013).

It can be seen from the above table that among the 14 interviewees, 6 are male, accounting for 42.86%, and 8 are female, accounting for 57.14%; Most of the interviewees were aged from 30 to 50, with 8 interviewees, accounting for 57.14%; In terms of educational background, the number of people with junior college or below and bachelor's degree is mainly, of which 7 people with junior college or below degree, accounting for 50.00%, 5 people with bachelor's degree, accounting for 35.71%, 2 people with graduate degree, accounting for 14.29%, and 5 people with management position, accounting for 35.71%. There were 9 non managers, accounting for 64.29%.

Descriptive statistics of basic information

In this study, a total of 430 questionnaires were distributed and 410 were returned, with a recovery rate of 95.35%. Among them, 400 were effective, with an effective rate of 93.02%. In the distribution of the questionnaire, friends and classmates were entrusted to distribute the questionnaire in the QQ group and WeChat group of six art troupes, namely Jiangxi song and dance theater, Jiangxi Gan theater, Jiangxi dialect theater, Jiangxi Peking Opera Theater, Jiangxi Zaju troupe and Jiangxi puppet theater (Chen Xinhua, Guo Changhong,, 2011).

Research results in Conclusion and Implication

Research Conclusion

The reform and management of Nanchang literary and art troupes is carried out under the overall background of the reform and management of national cultural institutions. Due to historical reasons, the task of restructuring management is arduous. This paper chooses to take the reform and management of Nanchang City's literary and art troupe as the research object, comprehensively analyzes the background and existing problems in the reform management of Nanchang literature and art troupes, summarizes the management mode and experience of literature and art troupe reform at home and abroad, points out the problems and causes of Nanchang literature and art troupe reform management, and puts forward the overall plan and implementation guarantee of Nanchang literature and art troupe reform management. The research conclusions are reflected in the following aspects (Wang Jie, 2019):

Firstly, there are many difficulties in the sustainable development of the reform and management of Nanchang literary and art troupes. Managers and troupes are not enthusiastic about participating in the reform and restructuring while many people in traditional institutions seriously pay attention to a stable and lifelong job. At the same time, the lack of talents, backward basic conditions and insufficient funds for creation are all reasons why the reform of the college is difficult.

Secondly, with the development for years, the cultural industries of developed countries abroad have formed a relatively mature operation model, which includes market-regulated, government-led and government-supported models. Some regions in the country have also formed more representative and typical models.

Thirdly, in the process of advancing the transformation of Nanchang literary and art troupes into enterprises, the key to improving policy guarantee measures is to people's salary and benefits. Under the premise of the rigid regulations of the state, in accordance with the basic endowment insurance standards and regulations of enterprises, combined with the original funding guarantee channels, retirees from the original financial support institutions will be provided with additional financial subsidies to solve the problem of "poor treatment" and effectively safeguard the vested interests of the staff and workers who have been transferred to other systems. We should adopt the method of "supporting the transformed troupes and giving them a free ride". We should make comprehensive use of the existing preferential conditions in terms of policies, funds and taxes, increase government procurement efforts, increase the subsidies for performances, increase the support for cultural industries, encourage the creation and production of high-quality repertoires, introduce excellent literary and artistic talents, improve the conditions of performance venues conditions, and improve the performance equipment files, so as to encourage the export of excellent domestic culture and foreign exchanges. It's time to rack our brains to strengthen the market competitiveness of enterprises, untie the long-standing restrictions on cultural development, actively develop excellent cultural works representing China's advanced cultural productivity, and strive to lead the development of mainstream culture, fulfill its social functions and undertake corresponding social responsibilities, as well as consistently promoting the great development and prosperity of socialist culture in Nanchang.

Research Contribution

The main contributions of this paper are as follows:

Firstly, the analysis of this paper is based on the current situation of the reform and management of art academies at home and abroad, and it takes Nanchang literary and art troupes as the object to study how to make full use of the current excellent opportunity to comprehensively deepen cultural system reforms to solve the problems and practical difficulties encountered in the process of reform and management of Nanchang literary and art troupes. Therefore, this paper is time sensitive.

Secondly, the development of the reform and management of Nanchang literary and art troupes is a complex systematic project. Based on the data and other materials obtained from field investigation, questionnaire survey and interview, this paper makes a qualitative and quantitative analysis of the main problems and difficulties faced by the reform and management of Nanchang literary and art troupes, and unifies the overall and structural analysis while it strives to systematically and in-depth analysis of the problems and causes of the reform and management of Nanchang literary and art troupes.

Thirdly, under the situation that the reform of the literary and art troupes has completed its phased tasks, this study explores and analyzes the practical problems that should be addressed in the development of reform management for a period of time in the future, what policies to formulate, and what necessary measures to take, which makes this research prospective and ensures the foresight.

Fourthly, based on the "first-hand" data and data obtained from field research, this research carries out an empirical study on the reform and management development of state-owned art troupes to ensure the practicality, pertinence and effectiveness of the suggestions and countermeasures put forward by this research in order to seek scientific and reasonable ideas and countermeasures for the development of reform and management of China's literary and art troupes.

Fifthly, this study also explores the strategic choice of the reform and management development of Nanchang literary and art troupes. On the basis of putting forward the important principles that should be adhered to, and in accordance with the goal of China's cultural reform, it points out that the strategic objectives and connotation of the follow-up development of the reform and management of the literary and art troupes. Finally, the paper

discusses the development path to achieve the strategic objectives in order to seek a scientific and reasonable development concept and ideas of the reform and management of literary and art troupes.

Sixthly, based on the principles of scientificity, systematization and simplification, this study creatively puts forward the reform and management scheme, measures, performance evaluation system, evaluation principles and evaluation contents of Nanchang literary and art troupes, forming the systematic construction of the reform and management of Nanchang literary and art troupes.

Recommendation for Future Research

Through the empirical research of the reform and management of Nanchang literary and art troupes, this paper expounds the background and current situation of the reform management of Nanchang literary and art troupes, summarizes the experience of the reform management of Nanchang literary and art troupes, analyzes the main problems and causes, and makes effective strategic thinking and specific paths (Fu Jin, 2014). Therefore, the significance of this study is highlighted as follows:

Firstly, the theoretical significance. This study will enrich the theory of organizational management. The restructuring process is a process of property rights reform, organizational mode innovation, and management style innovation. The reform management of Nanchang literary and art troupes studied in this paper is an organizational form with both market orientation and planning orientation. The process

of reform is a process of marketization. The results of the restructuring will enrich the organization and management theory after theorization and refinement.

Secondly, the practical significance. This study takes the reform management process of Nanchang literary and art troupes as the research object, based on the local and overall situation, fully draws on relevant domestic and foreign experience, forms a restructuring plan with its own characteristics, and uses this analysis process to guide the government and related departments in the cultural industry development. It also provides a certain reference and example for the formulation of development strategies by various cultural enterprises.

Thirdly, the demonstration significance. This paper discusses the strategic choice of the reform and management of Nanchang literary and art troupes, and points out the strategic

objectives and connotation of the follow-up development of the reform and management of the literary and art troupes. It also discusses the development path to achieve the strategic goal, and provides a demonstration for seeking scientific and reasonable management concepts and ideas for the reform of the art troupes.

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