

# **Factors Affecting Ceramic Art Design Education Administration Effectiveness : A case study of Private University**

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## **Abstracts**

The research attempts to accomplish the following objectives: (1) To ascertain the elements influencing the administration efficiency of ceramic art and design education in Guangdong private universities. In order to improve administration efficiency; and (2) To develop the Managerial Guidelines of the efficiency of ceramic art and design education for Guangdong private universities. This research utilizes a combination of methodologies. Population was a total of 10 private universities in Guangdong province offer ceramic art and design courses, totalling 506, sample was 295, the sample size was determined by Guangdong private university ceramic art design education experts and students who have studied ceramic art design courses, obtained by quota sampling method, totaling 10. The key informants were Guangdong private university ceramic art design education experts, obtained by purposive sampling method. Data were collected through a semistructured interview, a survey questionnaire, and focus group discussions. The research findings revealed that; (1) get the factors affecting ceramic art education administration effectiveness in private university of Guangdong Province, improve the efficiency of discipline education administration; and (2) Get the new Managerial Guidelines to develop the management(administration) efficiency of ceramic art education in private universities of Guangdong Province.

**Keywords:** Effectiveness; art education administration; ceramic art design administration; Guangdong Province

## **Introduction**

Sorting the relevant concepts and theories is necessary for research into the elements that influence the effectiveness of ceramic art design education administration at private universities in Guangdong. Relevant Concepts include Educational administration(Ashima, V. Deshmukh and Anju P. Naik. 2010 : 68, ; Michael Connolly, Chris James, Michael Fertig, 2017 : 508), Arts Education administration(shangyingli, 2019 : 13), Private higher education administration (Zhaoxuedong.2018.4:9), Ceramic art design (He, Yueming; Khattak, Hasan Ali ; Hasan Ali Khattak, 2022 : 9), Strategies for effective management(Ashima, V. Deshmukh, and Anju P. Naik, 2010 : 90), Leadership and management((Kenneth Leithwood and Daniel L. Duke:1999:42),Organizational Climate (DiLiello & Houghton, 2006), Resources Management.(Ashima, V. Deshmukh, and Anju P. Naik, 2010 : 382), Evaluation(Ashima, V. Deshmukh, and Anju P. Naik, 2010 : 85). This research examines the theoretical underpinnings of ceramic art and design education administration by exploring deeply into the aforementioned theoretical topics. Our objective is to investigate the elements that influence the efficacy of

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ceramic art and design administration in private universities in Guangdong in order to better motivate the field's long-term growth in teachings.

## **Research Objectives**

1. To Determine the factors that affecting the management(administration) efficiency of ceramic art design education in Guangdong private universities, In order to improve administration efficiency.
2. To develop the Managerial Guidelines of the efficiency of ceramic art design education for Guangdong private universities.

## **Research Methodology**

The research was mixed methodology design which were comprised of quantitative and qualitative research. There are three processes of research which were research proposal preparation, research procedures, and research report. The research procedures consisted of three steps; (1).Determining the variables of affecting the administration efficiency of ceramic art and design education in Guangdong private universities; (2).Examining variables of affecting the administration efficiency of ceramic art and design education in Guangdong private universities; and (3).Developing the managerial guidelines on ceramic art and design education in Guangdong private universities.

### **1. Determining the variables of affecting the administration efficiency of ceramic art and design education in Guangdong private universities**

Researchers studied related literature about concept, principles and theories, related research on the administration efficiency of ceramic art and design education. And adhered to the principle of seeking truth from facts and keeping a true scientific attitude, attach importance to the collection of relevant literature and materials, and refer to more than 50 relevant materials. Domestic materials are mainly concentrated in museums and university libraries, while foreign relevant materials are mainly from various excellent original translation works. And in-depth interview from 10 key informants who are ceramic art design education experts with more than 15 years' experience from private universities. Expert Interview Questionnaire used to measure variable data in the research process.

#### **1.1 Research Design**

Qualitative research: the researcher has studied related literature about concept, principles and theories, related research on the administration efficiency of ceramic art and design education.

#### **1.2 Key informants**

researcher will adhere to the principle of seeking truth from facts and keeping a true scientific attitude, attach importance to the collection of relevant literature and materials, and refer to more than 50 relevant materials. Domestic materials are mainly concentrated in museums and university libraries, while foreign relevant materials are mainly from various excellent original translation works.

And in-depth interview from 10 key informants who are ceramic art design education experts with more than 15 years' experience from private universities.

#### **1.3 Instruments**

Qualitative research: Expert Interview Questionnaire will be used to measure variable data in the research process.

#### 1.4 Data collection

Data collection were performed by researcher.

#### 3.15 Data analysis

The collected data were analyzed by content analysis.

### 2. Examining variables of the administration efficiency of ceramic art and design education in Guangdong private universities

#### 2.1 Research Design

Researchers used the influencing factors of ceramic art design education administration efficiency in private universities in Guangdong Province from step (1) to prepare a survey questionnaire as an instrument to collect from samples in order to Examining variables affecting the administration efficiency of ceramic art and design education in Guangdong private universities.

#### 2.2 Population and Sample

Population consisted of 506 informants who were studied ceramic art design in Guangdong private universities, they came to 10 colleges and universities of private universities in Guangdong Province, which are classified according to Experience in ceramic art and design education. The researcher determined sample size with Krejcie and Morgan's Table (1970). The sample size was 295 were available data, studied ceramic art design in Guangdong private universities, with a stratified sampling technique, as shown in Table 1.

#### 2.3 Instruments

Researchers employed a questionnaire which composed of three parts; Part I: Demographic variables (Checklist), e.g. Gender, Graduation, Whether the major is your first choice ,Are you interested in your chosen major, Fit into the subject curriculum, Are you interested in further study of the course. Part II: Variables of factors affecting the administration efficiency of ceramic art and design education (five-level rating scale) (19 items), and Part III: Recommendation (Opened End). Instrument was developed from step (1) as a questionnaire.

The quality of questionnaires were assessed by content validity and reliability. For the content validity, it was checked by five experts and analyzed by Item-Objective Congruence (IOC). The item value was  $\geq 0.50$ . For the reliability, it was analyzed by Cronbach alpha at 0.80. The questionnaires were sent by online, mail, and researcher.

**Table 1.** Population and sample of ceramic art and design education students in Guangdong private universities.

Serial number	Guangdong private universities	Population(N)	Sample (n)
		Students	Students
1	Guangdong Baiyun University	70	47
2	Zhongshan College, University of Electronic Science and Technology	35	20
3	Guangdong Neusoft University	37	24
4	Guangdong University of Foreign Studies Nanguo Business School	68	31
5	Guangzhou Institute of Technology	60	34

6	Huali College, Guangdong University of Technology	35	20
7	Zhuhai Institute of Beijing Institute of Technology	68	42
8	Guangdong University of Science and Technology	62	27
9	Guangdong Institute of Technology	35	25
10	Guangdong Polytechnic University of Industry and Commerce	36	25
Total		506	295

#### 2.4 Data collection

Expert interview data came from researchers' face-to-face interviews, and questionnaire data came from the Internet, email, social media.

#### 2.5 Data analysis

The data of demographic variables were analyzed by descriptive statistics; frequency, and percentage. The variables of actors affecting the administration efficiency of ceramic art and design education were analyzed by descriptive statistics; mean, Standard Deviation (S.D.). For interpretation criteria about classifying mean score .it was analyzed by the concept of best (John W. Best, 1977: 190) as shown in Table 2. The variables of actors affecting the administration efficiency of ceramic art and design education were analyzed by the questionnaire data to reduce irrelevant variables. In the analysis process, dividing the data into subgroups then calculating the average of key scores. The Mean Score is less than 4.59, indicating low Level of the variables affecting the administration efficiency of ceramic art and design education in Guangdong private universities; The Mean Score is greater than 4.59, indicating high Level of the variables affecting the administration efficiency of ceramic art and design education in Guangdong private universities.

**Table 2.** Interpretation criteria about classifying mean score of the factors affecting the administration efficiency of ceramic art and design education in Guangdong private universities by the concept of best (John W. Best,1997:190)

Mean Score	Level of the factors affecting the administration efficiency of ceramic art and design education in Guangdong private universities
1.0-1.49	Lowert
1.50-2.49	Low
2.50-3.49	Moderate
3.50-4.49	High
4.50-5.00	Highest

### **3. Developing the managerial guidelines on developing the managerial guidelines on ceramic art and design education in Guangdong private universities.**

#### **3.1 Research Design**

The researcher used each variable of the administration of ceramic art and design education from step (2) to development managerial guidelines on the administration efficiency of ceramic art and design education in Guangdong private universities by using Focus Group Discuss with 10 key informants who are ceramic art design education experts with more than 15 years' experience from private universities. And by applying and summarizing the educational administration theories related to ceramic art and design education administration.

This interview questionnaire is divided into 3 parts as follows:

Part I: General information of the respondents, totaling 6 items.

Part II: The validity of the research questionnaire content about the factors that affecting the administration efficiency of ceramic art and design education in Guangdong private universities, totaling 50 items.

Part III: Suggestions and additional comments.

#### **3.2 Key informants**

10 key informants who are ceramic art design education experts with more than 15 years' experience from private universities. All of them have postgraduate degrees and their professional titles are professors. Among them, 3 are in charge of the management of ceramic art design, and 7 are tutors of ceramic art design. All of them have rich experience in administration and teaching of ceramic art design, and all of them can give us very important suggestions for improving the efficiency of ceramic art design administration.

#### **3.3 Instruments**

##### **Focus Group Discussion**

(1). This Focus Group Discussion form was used to collect qualitative data for the research title "Factors Affecting Ceramic Art Design Education Administration Effectiveness In Private University Of Guangdong Province".

(2). The Focus Group Discussion form is divided into 2 parts as follows:

Part I: Demographic information of key informants. Totaling 10 key informants who were Guangdong private university ceramic art design education experts.

Part II: Question: What are the managerial guidelines to develop the management(administration) efficiency of ceramic art education in private universities of Guangdong Province?

#### **3.4 Data collection**

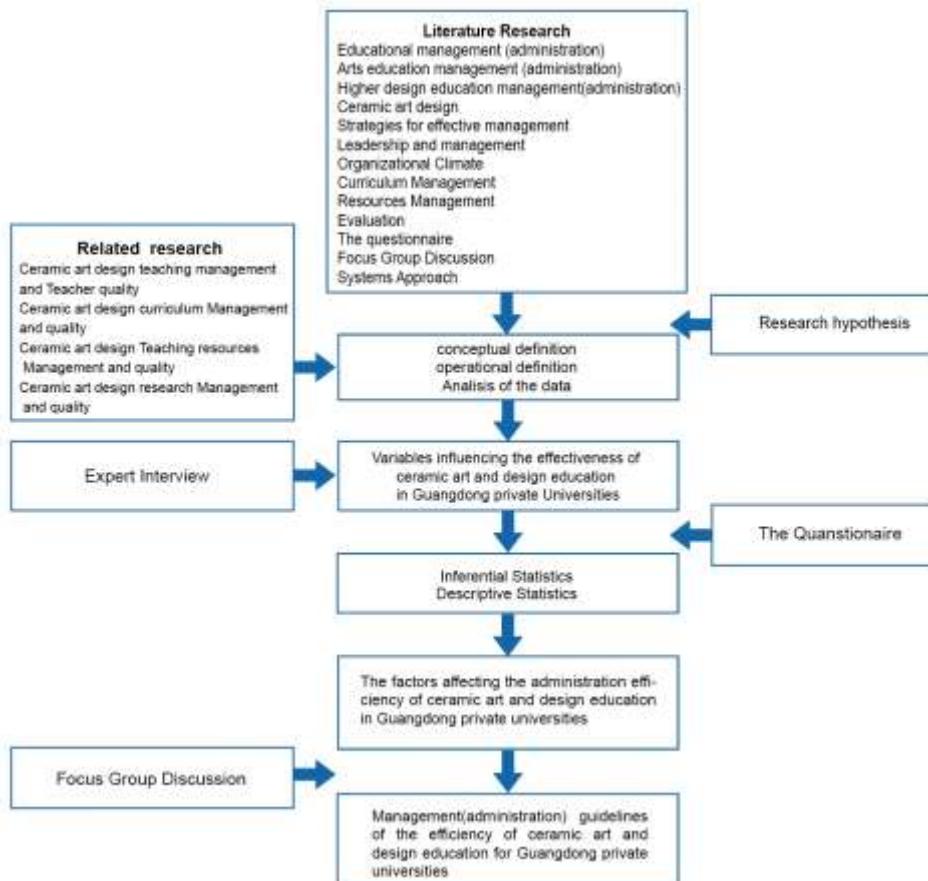
(1). Focus Group Discuss with 10 key informants.

(2). Education administration theories related to ceramic art design education administration at home and abroad.

#### **3.5 Data analysis**

The data analyzed by content analysis.

## Research Conceptual Framework



**Figure 1** Research Conceptual Framework

## Research Results

### 1 .Result of Data Analysis for Research Objective 1

According to the research objective of the paper, the population used in this research were mainly from the people who studied ceramic art design in Guangdong private universities.

**Part I:** Result of Data Analysis on Questionnaire: Demographic Information. The general demographic data of 295 respondents were divided into (1) Gender, (2) Age range,(3) Graduation, (4) Whether the major is your first choice ,(5)Are you interested in your chosen major, (6) Fit into the subject curriculum, (7) Are you interested in further study of the course. Details were shown in the Table 5.

**Table 3.** Frequency and percentage Result of Data Analysis for Questionnaire: Demographic Information (n = 295)

Demographic Information	Frequency	Percentage
1. Gender		
1.1 Female	101	34.24%
1.2 Male	194	65.76%
Total	295	100%
2. Age range		
2.1 lower than 20 years old	7	2.37%
2.2 20-30 years old	186	63.05%
2.3 30-40 years old	34	11.53%
2.5 40-50 years old	71	24.07%
2.2 Current Students	7	2.37%
Total	295	100%
3. Graduation		
2.1 Graduated Students	166	69.9%
2.2 Current Students	129	30.1%
Total	295	100%
4. Are you interested in your chosen major		
4.1 Yes	286	96.95%
4.2 No	9	3.05%
Total	295	100%
5. Fit into the subject curriculum		
5.1 Yes	279	94.58%
5.2 No	16	5.42%
Total	295	100%
6. Are you interested in further study of the course		
6.1 Yes	280	94.92%
6.2 No	15	5.08%
Total	295	100%

From Table 3, it was summarized that there were total 295 respondents to the questionnaires; 101 females, 34.24 percent, and 37 males, 65.76 percent. For ages, it was found that the majority of respondents were 20-30 years old, totaling 186 respondents, 63.05 percent. For graduation, 166 graduated Students, 69.9 percent., and 129 current Students, 30.1 percent. For interested in your chosen major, it was found that 286 choice yes, 96.95% percent, and 9 choice no, 3.05% percent. For Fit into the subject curriculum, it was found that 279 choice yes, 94.58% percent, and 16 choice no, 5.42% percent. For Are you interested in further study of the course, it was found that 280 choice yes, 94.92% percent, and 15 choice no, 5.08% percent.

From the data collected for the research, respondents were from 10 Guangdong private universities with ceramic art design experience. According to the content of the research, Most people are interested in ceramic art design and are willing to further study. Therefore, the researchers determined who was provide information from the private universities.

**Part II :** Result of Data Analysis on Exploratory Factor Analysis of effectiveness of Factors Affecting Ceramic Art Design Education Administration Effectiveness in private university of Guangdong province.

This phase of analysis used factor extraction by principle Component Analysis(PCA) with orthogonal rotation et.al and varimax rotation. The used criterial for considering factors were as follows; (1) 0.35 or higher was a practically significant factor loading, (2) eigenfenvales greater than 1 according to Kaiser's Criterion, and (3) there were more than 3 variables(Hatcher). when consider the above Criterion, the number of components and the variance of variables were obtained as shown in Table 6.

Table 4. Showed Eigenfenvales, Percentage of Variance, Percentage of Cumulative Variance fo the effectiveness of Factors Affecting Ceramic Art Design Education Administration Effectiveness in private university of Guangdong province components

Components	Rotated Sums of Squared Loadings (Exraction Method:Principal Component Analysis)		
	Eigenfenvales	Percentage of Variance	Percentage of Cumulative
1	20.996	41.992	41.992
2	4.088	8.175	50.167
3	2.404	4.809	54.976
4	1.828	3.655	58.631
5	1.692	3.384	62.016
6	1.299	2.599	64.614
7	1.201	2.403	67.017

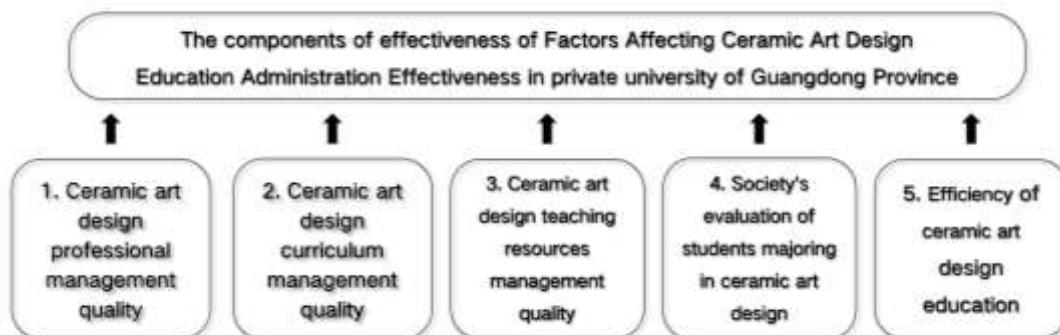
From Table 4. showed the number of components of effectiveness of Factors Affecting Ceramic Art Design Education Administration Effectiveness in private universsity of Guangdong province. It was found that there were 7 components with an Eigenfenvales greater than 1. When rotating the axis,it explained a total variance of 67.017 percent, but consider the selection criteria, compenent with fator loading at 0.35 or higher. There were more than 1 Eigenfenvales and more than 3 or more variables that described components, The components that met all 3 criteria when the axis was rotated, component 1 had a maximum Eigenfenvales of 20.996 ,it can explain the total variance of 41.992 Percent, component 2 had a maximum Eigenfenvales of 4.088. it can explained by 8.175 Percent, component 3 had a

maximum Eigenvalues of 2.404, it can explain the total variance of 4.809 percent, component 4 had a maximum Eigenvalues of 1.828, explaining the total variance of 3.655 percent, component 5 had a maximum Eigenvalues of 1.692, explaining the total variance of 3.384 percent, and other components had an Eigenvalues and the ability to describe it, all variance gradually decreased accordingly, and the components that met certain criteria were components 1-5, it was found to be able to explain a total variance of 62.016.

**Table 5:** Showed components of ceramic art and design education management

Order	components	Number of Variables	Factor Loading
1	Components1	14	0.838-0.841
2	Components2	17	0.479-0.642
3	Components3	8	0.680-0.817
4	Components4	9	0.690-0.774
5	Components5	2	0.642-0.692
6	Total	50	3.329-3.766

From Table 5, there were qualified components as follows; components 1 containing 16 variables that described component, factor loading between 0.838-0.841, components 2 containing 19 variables that described component, factor loading between 0.479-0.642, components 3 containing 9 variables that described component, factor loading between 0.680-0.817, components 4 containing 4 variables that described component, factor loading between 0.690-0.774, components 5 containing 2 variables that described component, factor loading between 0.642-0.692. The total number of variables that described the five components were 50 variables, factor loading between 3.329-3.766.



**Figure2.** Shows the Components of effectiveness of Factors Affecting Ceramic Art Design Education Administration Effectiveness in private university of Guangdong province

From Figure 2, it explained that the components of effectiveness of Ceramic Art Design Education Administration in private university of Guangdong province. Consisted of 5 components:

- Components1: Ceramic art design professional management quality
- Components2: Ceramic art design curriculum management quality
- Components3: Ceramic art design teaching resources management quality
- Components4: Society's evaluation of students majoring in ceramic art design
- Components5: Efficiency of ceramic art design education

## **2 .Result of Data Analysis for Research Objective 2**

The Managerial Guidelines to develop the administration efficiency of ceramic art education in private universities of Guangdong Province:

Guangdong Province's private universities in the domain of ceramic art education were presented with a set of 5 management guidelines to improve administrative performance. Details were as follows:

1. Strengthen Ceramic art design professional management quality: There were 8 managerial guidelines: (1) Establish Effective discipline leadership traits; (2) Strengthen Effective leadership behavior; (3) Pay attention to situational factors. (4) Establish basic standards; (5) Establish work standard; (6) Establish evaluation standard. (7) Pay attention to the process of communication; (8) Improve communication efficiency.

2. Strengthen Ceramic art design curriculum management quality: There were 4 managerial guidelines: (1) Curriculum development and implementation; (2) Establish a curriculum administration system.(3) Strengthen the administration of education funds; (2) Establish the discipline budget reasonably; (4) Strengthen teaching infrastructure.

3. Ceramic art design teaching resources management quality: There were 4 managerial guidelines: (1) Uphold the noble ethics of teachers; (2) Promote teachers' professional development; (3) keep the structure of teachers reasonable; (4) Stimulate teachers' work vitality.

4. Strengthen Society's evaluation of students majoring in ceramic art design: There were 4 managerial guidelines: (1) Make sure to focus on teaching; (2) Timely adjustment of personnel training programs; (3) Effective promotion of teaching reform. (4) Construct education quality assurance system.

5. Strengthen Efficiency of ceramic art design education: There were 2 managerial guidelines: (1) Rational allocation of research resources; (2) Strengthen scientific Research activities.

## **Discussion**

### **1. Discussion of Research Objective 1**

There were 50 variables of affecting the administration efficiency of ceramic art and design education in Guangdong private universities which consisted of The discipline practice activities or lectures, The instruction provided for extracurricular academic competitions, The discipline's library resources in school, The laboratory administration and administration personnel, The ceramic laboratory teaching equipment, The laboratory administration, The employment situation of the discipline, Student's attitude to the evaluation of the discipline and The degree of social demand for talents in this discipline. The major findings were revealed as such because through these variables we can find the factors that affect the effectiveness of

ceramic art design education management in Guangdong private universities. In order to strengthen the administration, teaching management, curriculum management and scientific research management of ceramic art and design education in Guangdong private universities, it is necessary to establish relevant management system and management standards to strengthen the management of these factors. This research finding was in accordance with the theories or research of Ashima, V. Deshmukh, and Anju P. Naik(2010:68) or Thomas J&Sergiovanni (2014 : 25) which was found that The theories and practices in Education are presented as an integrated subject and the aspects of educational management are in perspective to development of management, theories of motivation and job satisfaction, leadership, authority and power, discipline, communication, decision making, supervision, financial management, and human resource development. Also, the findings were in the same direction with Lingling&Bing(2020:182) and Han (2020 : 222) and Jian (2019 : 149) that Improving Ceramic art design teaching management and Teacher quality is very important for improving the quality of Ceramic art design education in private universities in Guangdong. Moreover, from the research of Hao&Jing(2021:214) and Shizhang&Wenjuan (2020 : 99) and Qun (2022 : 154) it was found that Improving Ceramic art design Curriculum Management and quality is very important for improving the quality of Ceramic art design education Management in Private universities in Guangdong. Corresponding to the research of Han (2020 : 222), Guangfu (2021 : 49), Jian (2019 : 149) that Improving Ceramic art design Teaching resources Management and quality is very important for improving the quality of Ceramic art design education Management in private universities in Guangdong. Corresponding to the research of Hao&Jing (2021 : 214) ,Lingling&Bing (2020 : 182) that Improving Ceramic art design research Management and quality is very important for improving the quality of Ceramic art design education Management in Guangdong private universities.

## 2 Discussion of Research Objective 2

The major findings were revealed as such because These factors affecting the effectiveness of ceramic art and design education management in Guangdong private universities are obtained through scientific data analysis by combining qualitative and quantitative methods. These data can be used to establish a more effective administrative system of Guangdong private universities. This research finding was in accordance with the theories or research of Ashima, V. Deshmukh, and Anju P. Naik. (2010 : 90) or Kenneth Leithwood and Daniel L. Duke(1999:42) which was found that Strengthen the leadership of ceramic art and design education discipline in Guangdong private universities. Also, the findings were in the same direction with Hongqi&xinping (2013 : 89) and Han(2020:222) Establish standard administration of ceramic art and design education discipline in Guangdong private universities. Moreover, from the research of DiLiello & Houghton(2006), Ashima, V. Deshmukh, and Anju P. Naik.(2010 : 120) , it was found that it is important to establish effective organizational communication of ceramic art and design education discipline in Guangdong private universities. Corresponding to the research of Hongqi&xinping (2013 : 79), Jingcheng&Luxian(2018:91), it is important to Strengthen teacher administration of ceramic art and design education discipline in Guangdong private universities. Corresponding to the research of Lingling&Bing(2020:182), Han(2020:222), it is important to Strengthen teaching administration of ceramic art and design education discipline in Guangdong private universities. Corresponding to the research of Hongqi&xinping (2013 : 99), Guangfu(2021:49) , it is important to Strengthen educational resource administration of ceramic art and design

education discipline in Guangdong private universities. Corresponding to the research of Hongqi&xinping (2013 : 79), Ling (2018 : 2), it is important to Strengthen teaching administration of ceramic art and design education discipline in Guangdong private universities. Corresponding to the research of Hao&Jing (2021 : 214), Shizhang&Wenjuan (2020 : 99), it is important to Strengthen curriculum administration and development of ceramic art and design education discipline in Guangdong private universities. Corresponding to the research of Hongqi&xinping (2013 : 115), Hao&Jing (2021 : 214), it is important to Strengthen education and research administration of ceramic art and design education discipline in Guangdong private universities.

## Recommendation

### 1. Formulate Effective discipline leadership traits and skills standards

Research into the realm of ceramic art design education at private universities has revealed that the most successful heads of departments are those who exude a positive attitude, are approachable, exude self-assurance, and can cope with stress well. On the contrary, those subject leaders who are arrogant, hostile, conceited, self-centered, unenterprising and dictatorial have the lowest job satisfaction, indicating that leadership traits are closely related to the improvement of organizational effectiveness.

Subordinates regard a leader's trustworthiness to be the most crucial leadership characteristic. A leader is decisive, confident, emotionally stable and flexible. Subordinates are quickly influenced by the perception of integrity, and they will trust a leader who approaches difficulties with vision. It is found that trustworthy discipline leadership is closely related to organizational communication and improvement of teaching administration level (Peter, F.D. 2007 : 126-187). Knowledgeable (related to the job) is another important discipline leadership traits, leadership with ceramic art design discipline related academic background, and obtain the related leaders of academic achievement is more likely to win the trust of subordinates, and to make effective teaching goal, the implementation of specific talent cultivation scheme, As well as the improvement of the academic quality of the discipline.

The discipline leader can actively participate in educational administration training courses, continuously refine and sublimate relevant education administration knowledge by acquiring professional skills in education administration, and participate actively in social practice administration projects such as school-enterprise cooperation. These initiatives are important for the improvement of the academic quality of the discipline and its educational reform. Table 6 provides a concise summary of the characteristics and skills a successful leader in the field of ceramic art design should have.

**Table 6.** Effective leadership in ceramic art and design

Trait	Skills
To adapt to the situation	wit
Pay attention to social environment	Generalization ability
knowledgeable	Related professional skills
decisive	Mature, resourceful
Dare to decision	Creativity
Good at cooperation	

trustworthy	Good at communication and presentation
Dominance (influencing others)	Ability of organization
Under pressure	Ability to communicate
self-confidence	
Dare to take responsibility	
Regardless of personal gain and loss	

## 2. Formulate Effective organizational communication standards

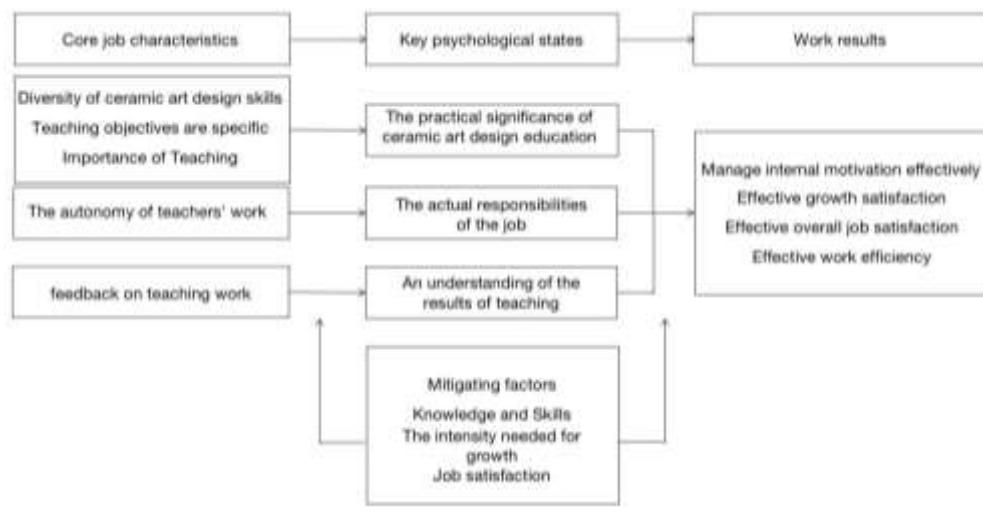
The task of discipline managers includes setting goals, assigning tasks, motivating their staff, reflecting on their performance, and making decisions on a continuous basis. They also need to plan, organize, arrange, direct, collaborate and reflect. The attainment of goals, the implementation of decisions, and the accomplishment of tasks are impossible without adequate communication. It is imperative that discipline leaders have a clear understanding of the communication process. The way to improve the effectiveness of ceramic art design education administration is to improve the role of each teacher in the organization. This consists mostly of two fundamental methods: changing instructors to more appropriate employment or changing teachers' perspectives on the work such that the job is more appropriate for teachers.; The second is replacement, so that people are more suitable for the job. Specific methods include: improving work quality, laboratory training, behavior correction and behavior analysis. Administration of ceramic art and design courses can benefit significantly from the use of the aforementioned measures. Leaders in any field should comprehend and use these strategies effectively.

Communication-related tasks including planning, personnel management, directing, collaborating, and reporting comprise the majority of administrative work in the field of ceramic art and design education. Communication within an organization facilitates the movement of information for the achievement of organizational objectives. : top-down, bottom-up, horizontal and diagonal(Daniel, K.; Robert, L. K,1978 : 1).

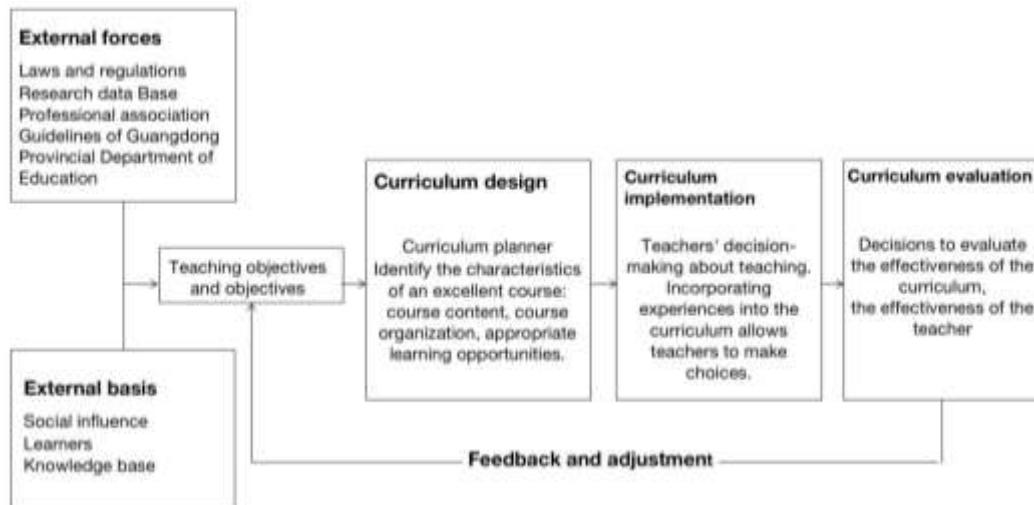
## 3. Formulate Job Enrichment standards for ceramic art design teachers

Increasing the effectiveness of ceramic art design education administration necessitates a better Job Enrichment program. J. Richard Hackman and Greg R. Oldham's Job Enrichment enhancement model postulates that employees' mental health and output are intertwined, with the former determined by the latter(Richard,R.;Audry,H, 2007 : 1), The model identifies five core elements of the work that contribute to one of three distinct mental states. Employee education, motivation for professional growth, and job satisfaction all modify the association between job characteristics, workers' mental states, and productivity. Skill diversity, job clarity and job importance jointly affect the "actual meaning of work", while job autonomy and job feedback affect the other two psychological states -- "actual responsibility of work" and "understanding of actual results of work" respectively. The model explained how certain behaviors are influenced by knowledge and skills relating to the job, growth needs, and job content satisfaction (Thomas, J .; Paul.K.; Masha.M.; Frenderich,M., 2014 : 123). By grounding their work in this theory, the study's authors provide a framework for enhancing the quality of ceramic art design education in the service of bettering its administration within private universities in Guangdong. As show in Figure 3.

**Figure 3.** Model of improving the Job Enrichment of ceramic Art design Education in private Universities.



**Figure 4.** Ceramic Art design course management system of private university.



#### 4. Formulate Curriculum management and development standards

Curriculum management is the general term of a series of administration activities and behaviors, such as decision-making, planning, development, organization, coordination and implementation, which are imposed by curriculum. Curriculum administration is embodied in curriculum administration system. The course administration system, which includes the course administration institutions and the community's administration standard, is an integral part of the education administration system. Its primary function is to resolve the interdependencies between the responsibilities and authorities of national, local, and school

administrations in the aspects of curriculum planning, development, implementation, and evaluation. One expression of educational leadership is the establishment of an administrative structure for the curriculum, the assignment of staff, the distribution of responsibilities and authorities, the management of the relationships between them, etc. The following criteria have the greatest impact on the achievement of the educational objectives and goals:

(1) External forces, such as legal provisions, current research level, professional knowledge, interest groups and various research institutions.

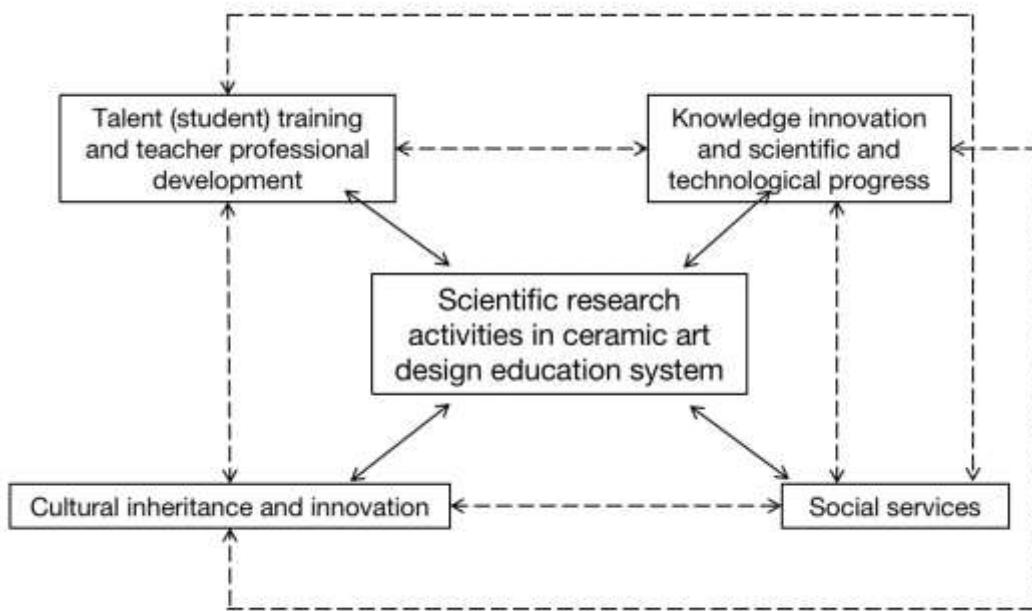
(2) Course basics, such as society, learners and knowledge, etc. According to saylor-alexander's curriculum administration theory and model, the researcher believe that the curriculum administration system of ceramic art design in Guangdong private universities can follow Figure 4.

According to the process of curriculum development, it can be divided into curriculum value administration, curriculum planning administration, curriculum development administration, curriculum resource administration, curriculum implementation administration, curriculum evaluation administration and curriculum performance administration. Among them is the indisputable significance of curriculum creation. Ultimately, the foundation of good education is thorough curriculum development. However, there are many approaches in which curriculum development can be established and conducted, and it is important that individuals who will be directly impacted by the curriculum be involved in its development, implementation, and assessment. With the aid of Tyler-behavioural Taba's theory model and Saylor-administration Alexander's theory, this article examines the processes and procedures involved in the creation, implementation, and assessment of ceramic art design curricula at private universities in Guangdong.

### **5. Formulate the scientific research standards**

Through the rational allocation of scientific research resources, the research administration is responsible for creating and maintaining an environment that facilitates the flow of knowledge and the production of knowledge. Discipline leaders should scientific research activities of private universities of ceramic art design shall be attached great importance to and from the Angle of administration and scientific research activities engaged in the planning, organization and administration, fund, the evaluation standards and the incentive mechanism, etc., to ensure the realization of the administration goal, through the system and mechanism innovation, effectively stimulate the organization of teaching research activities of the internal energy, to mobilize teachers to carry out normative scientific research activities in accordance with the rules of scientific research, improve the quality of scientific research in private universities, and obtain appropriate theoretical or practical results, so as to "promote theoretical research, prosperity of philosophy and social science, and achieve the purpose of promoting scientific and technological progress and supporting social development. Presently, scientific research administration is a vital aspect of the operations of every private university in Guangdong, prompting the establishment of dedicated departments in each. Figure 5 presented a summary of the importance that scientific research activities performed in ceramic art design courses at private universities.

**Figure 5** :The role of research activities in ceramic art and design education



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