

# **The Development of Academic Management of Arts and Crafts Major in Universities Under Liaoning Province**

**Liu Ning,**  
**Somsak Chanphong and Vorachai Viphoouparakhot**  
Bangkok Thonburi University, Thailand  
Corresponding Author, E-mail: 1399696366@qq.com

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## **Abstract**

For the cultivation and construction of arts and crafts talents in application-oriented undergraduate colleges and universities, colleges and universities should pay attention to innovation and integration, meet the needs of professional development, keep up with the trend of social development, actively carry out scientific research activities, strengthen school-enterprise cooperation, encourage teachers to participate in relevant competitions, carry forward local culture, and constantly innovate and optimize the arts and crafts talent training program. Guide for the development of Academic Management Mode of Arts and Crafts Major in colleges and universities of Liaoning Province For the training and construction of arts and crafts talents in undergraduate colleges and universities of Liaoning Province, colleges and universities should pay attention to innovation and integration, adapt to the needs of professional development, keep up with the trend of social development, actively carry out research activities, strengthen school-enterprise cooperation, encourage teachers to participate in relevant competitions and promote local culture. Constantly innovate and optimize the academic management of arts and crafts talents.

Under the influence of international organizations such as UNESCO, the European Union and the Organization for Economic Cooperation and Development, many countries have taken core literacy as the focus of teaching reform. In 2014, the Ministry of Education issued the Opinions on Comprehensively Deepening Curriculum Reform and Implementing the Basic Tasks of Moral Education, pointing out that it is necessary to adhere to systematic design, overall planning of reform in all aspects of education, integration and utilization of various resources, overall coordination of various forces, and realization of whole-curriculum education, whole-curriculum education and whole-person education. Therefore, improving the construction of professional disciplines is an important way to realize the fundamental task of moral education. With the progress of The Times, all sectors of society attach great importance to the development of excellent traditional culture, and arts and crafts have ushered in the "spring" of development. There are not many arts and crafts majors in application-oriented undergraduate colleges, which have certain development advantages. Therefore, from the perspective of core literacy, the establishment of application-oriented undergraduate arts and crafts professional talent training system can promote the development of local economy to a certain extent.

The objectives of this research were: To examine the components of the academic management of arts and crafts major in universities under Liaoning Province and To propose the guidelines for developing the academic management of arts and crafts major in universities under Liaoning Province. The study was a mixed research method. The population was composed of 2470 managers and teachers of arts and crafts in Liaoning Province. Sample 326

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administrators and teachers. The sample size was determined using Krejcie and Morgan's table (1970), obtained by stratified random sampling. The 9 key informants were mainly principals or deans, department heads, department heads and discipline leaders of colleges and universities of arts and crafts in Liaoning Province, and were selected by purposive sampling method. The data collection tools were semi-structured interview form, five-point scale questionnaire and focus group discussion form. The response rate was 100%. Statistical methods used for data analysis include frequency analysis, descriptive analysis of variables, Exploratory Factor Analysis, and content analysis.

The research findings were: (1) The effective academic management of college arts and crafts major in Liaoning province includes education management, International academic exchange and cooperation, innovation and entrepreneurship management and transformation of creative achievements, academic research and innovation 4 components and 91 variables and (2) There were 19 effective academic management guidelines for arts and crafts majors in colleges and universities in Liaoning Province.

**Keywords:** Development of Academic Management; Arts and Crafts Major; Liaoning Province

## Introduction

The Chinese civilization has a long history, extensive and profound, and has made brilliant achievements in the field of arts and crafts, which plays a vital role in the economic development of various regions, especially the development of rural revitalization and cultural innovation (Ge Chunxiao, 2022). With the progress of The Times, all sectors of society attach great importance to the development of excellent traditional culture, and arts and crafts have ushered in a "spring" of development (Tian Ye, 2019). There were not many arts and crafts majors in application-oriented undergraduate colleges and universities, which have certain development advantages (Wang Yingming, 2021). Therefore, the establishment of the talent training system of arts and crafts majors in applied undergraduate colleges from the perspective of core literacy can promote the development of local economy to a certain extent (Fan Tieming, 2022).

The "art of creation" in China has a long history and culture. It has promoted the rapid development of Oriental handicraft civilization. Unfortunately, in the process of the rapid development of industrial civilization, our country's excessive pursuit of maximizing productivity leads to the loss of the quality and theories of many craft products. Colleges and universities, as key places for cultivating arts and crafts talents, have the responsibility and obligation to undertake the responsibility of cultivating arts and crafts talents in order to effectively meet the needs of China's development in the new era and the growing aesthetic appeals and spiritual needs of the people.

This paper summarizes the problems existing in the academic management mode of arts and crafts specialty in colleges and universities in Liaoning province, and analyzes the causes of the problems combined with related management theories. In view of each link of academic management, this paper puts forward specific improvement countermeasures and puts forward specific work in the improvement countermeasures. This process makes the efficient academic management mode of arts and crafts specialty in Liaoning Province more intuitive, and provides a reference path for the optimization and improvement of academic management of arts and crafts specialty.

## Research Objectives

1. To examine the components of the academic management of arts and crafts major in universities under Liaoning Province.
2. To confirm the model of effectiveness management of animation major in universities under Liaoning Province.

## Literature Review

Fang Zhongxiong . (2017) in the research “Learning from the Teacher Management System of American Colleges and Universities to Innovate the Teacher Construction Work of education colleges”. It was found that a total of 137 academic papers and 15 academic degree theses were retrieved by searching the "Academic Management in Universities" of CNKI from January 2012 to January 2022. With "art bachelor's management" as the key word, a total of 12 related research papers were retrieved; With "academic management of colleges and universities in Liaoning Province" as the key word, a total of 3 related studies. With "Arts and crafts academic management" as the key word, a total of 0 related studies. It can be seen that there are relatively few studies on the academic management of arts and crafts major in colleges and universities, and the academic management of arts and crafts major in Liaoning is even rarer. Therefore, this study also has certain pioneering significance.

Through reading relevant literature, the relevant concepts and components of academic management and the academic management model of Liaoning Art College are as follows: 1. College arts and crafts academic management model and components. 2. Find out the characteristics and shortcomings of the academic management mode of arts and crafts in Liaoning Province. 3. Analyze the academic management of arts and crafts majors in universities around the world. 4. According to the characteristics and deficiencies of academic management of arts and crafts major in Liaoning Province, this paper puts forward the development guidelines of academic management of arts and crafts major in colleges and universities in Liaoning Province.

## Research Methodology

### 1. Population and sample

The population consists of 2,470 people, who are 1575 teachers and 895 administrators, teaching in 10 universities with arts and crafts major in Liaoning Province. The sample total of 326. Consists 219 teachers and 107 administrators. Researchers use Krejcie and Morgan table (1970.608-609), to determine the sample size, and selected by stratified random sampling technique.

### 2. Research instruments

The researchers used a three part questionnaire; Part 1: Demographic variables, general information. Part 2: Variables on academic management of arts and crafts major in universities under Liaoning Province (five-point rating scale). Part 3: Recommendations and Additional Comments.

The instrument starts from step (1) as a questionnaire. Content validity and reliability were used to evaluate the quality of the questionnaire. For content validity, it was checked by 5 experts and analyzed using index item objective congruence (IOC), and the item value between 0.60-1.00. For reliability, Cronbach's Alpha was used for analysis at 0.897

### **3. Data collection**

Data was collected from selected documents (textbooks, articles, and researchers) and expert interviews. Comprehensively search relevant literature of academic management. Get in touch with key informants and identify yourself and your intentions.

Step 1: To study the concept of the academic management of arts and crafts major in universities under Liaoning Province.

Step 2: To examine the components of the academic management of arts and crafts major in universities under Liaoning Province.

Step 3: To propose the guidelines for developing the academic management of arts and crafts major in universities under Liaoning Province.

### **4. Data analysis**

The data of demographic variables were analyzed by descriptive statistics; frequency, and percentage. The variables of effectiveness management were analyzed by descriptive statistics; mean, Standard Deviation (S.D.). The components of academic management were analyzed by Exploratory factor Analysis (EFA).

## **Research Results**

### **Section 1: Result of Content Analysis for Research Objective 1**

The researcher reviews literature found 87 Sub Variables and there were 52 variables from the interview of key informants. The researcher was to combined the content analysis of the literature review and the analysis of semi-structured interviews with experts, a total of 103 variables are identified. After the expert IOC certification, variables with a score of less than 0.6 were removed, Finally, with 4 components and 91 variables, and 91 variables will be used for questionnaire distribution. And prepared a research instrument as a five-point rating scale questionnaire.

### **Section 2 : Result of Data Analysis for Research Objective 2**

According to statistics, there are about 2,470 animation major's teachers and administrators in 10 universities of Liaoning Province. In this survey, researcher distributed 326 questionnaires and recovered 326 questionnaires as the final questionnaire results.

#### **Part I: Result of Data Analysis on Questionnaire: Demographic Information**

By analyzing the distribution and structural characteristics of universities in Liaoning Province, the researcher selected 326 personnel from universities in Liaoning Province to conduct a questionnaire survey including 166 female (50.92%), 139 people aged 35-44 accounted for 42.64%, 98 had Ph.D, accounting for 30.06%, 150 people have more than 11-15 years, accounted for 46.01%, 136 professors accounted for 41.72%.

## Part II Questionnaire Data Qnalysis Results: Variable Analysis

**Table 1:** Descriptive analysis of variables

Variables	Arithmetic Mean ( $\bar{X}$ )	Standard Deviation (S.D.)	Skewness (Sk)	Kurtosis (Ku)	Level
1. Have innovative teaching model research ability	3.23	1.168	-0.756	0.149	Moderate
2. The proportion of international cooperation in academic cooperation projects	3.65	1.478	-0.946	0.612	high
3. Corresponding knowledge of management	3.29	1.188	-0.655	0.134	Moderate
4. Solid professional knowledge	3.66	1.195	-0.248	-1.95	high
5. Membership in international academic organizations	3.62	1.398	-0.685	-0.194	high
6. Scientific and technological innovation project	3.22	1.254	-0.754	0.444	Moderate
7. Academic power management ability	3.65	1.04	-0.681	0.187	high
8. Factors affecting academic governance	3.54	1.072	-0.829	0.525	high
9. School status management system	3.61	1.235	-1.576	1.934	high
10. Organizational structure of academic management	3.27	1.226	-0.925	-0.141	Moderate
11. The right to academic freedom	3.54	1.09	-0.815	-0.604	high
12. Teachers undertake teaching	3.56	1.229	-0.908	-0.372	high
13. Teachers undertake scientific research	3.63	1.168	-0.867	-0.446	high
14. Teachers undertake community service	3.59	1.188	-0.922	-0.395	high
15. University teachers at the technical level	3.36	1.195	-0.881	-0.352	Moderate
16. Responsibilities at the decision level	3.61	1.235	-0.821	-0.472	high
17. The essential attributes of universities	3.68	1.222	-0.88	-0.419	high
18. People who influence academic administration	3.33	1.082	-0.841	-0.359	Moderate
19. Middle managers in colleges and universities	3.55	1.071	-0.791	-0.626	high
20. Academic organizations of universities	3.32	1.097	-0.78	-0.583	Moderate
21. Arts and crafts professional academic management	3.67	1.226	-0.714	0.396	high
22. Arts and crafts professional power system	3.61	1.111	-0.515	-0.062	high
23. Current situation and development trend of academic management	3.51	1.103	-0.683	-0.208	high
24. Facing the society and running schools independently according to law	3.25	1.177	-0.527	0.815	Moderate
25. Systematization of academic management and power system	3.61	1.2	-0.62	-0.063	high
26. Diversity in the development of art disciplines	3.69	1.057	-0.695	0.259	high
27. Liaoning Province arts and crafts education autonomy	3.57	1.197	-0.579	0.016	high

Variables	Arithmetic Mean ( $\bar{X}$ )	Standard Deviation (S.D.)	Skewness (Sk)	Kurtosis (Ku)	Level
28. The academic system of professor counseling	3.36	1.037	-0.66	0.425	Moderate
29. Academic committee personnel quality	3.64	1.068	-0.498	-0.17	high
30. Professional review by the Faculty Committee	3.35	1.089	-0.537	-0.058	Moderate
31. School internal transaction management needs	3.64	1.218	-0.609	0.123	high
32. The academic management and power system of the college are systematized	3.33	1.082	-0.492	-0.088	Moderate
33. Decision-making power in academic affairs	3.75	1.071	-0.036	-0.237	high
34. Financial and management rights of the College	3.51	1.221	-0.09	-0.867	high
35. The influence of the professor in the professional field	3.52	1.099	-0.524	-0.115	high
36. Deepen education and teaching reform	3.37	1.223	-0.493	0.071	Moderate
37. Build a sound and powerful academic management	3.58	1.175	-0.563	0.094	high
38. Discipline construction and academic research	3.61	1.112	-0.293	-0.358	high
39. Further advancement of academic research	3.61	1.104	-0.031	-1.429	high
40. Research teams and laboratories	3.58	1.062	-0.121	-1.412	high
41. Cutting-edge research in the field of arts and crafts	3.55	1.04	0.004	-1.364	high
42. Research on the basic theory of arts and crafts	3.64	1.072	0.221	-1.229	high
43. Depth and breadth of subjects	3.34	1.09	-0.2	-1.024	Moderate
44. Industrial development focuses on professional development of arts and crafts	3.52	1.19	-0.031	-1.429	high
45. Arts and crafts practice teaching base	3.71	1.21	-0.121	-1.412	high
46. Promote innovation and entrepreneurship education	3.01	1.116	0.004	-1.364	Moderate
47. Academic exchange and international cooperation, organizing academic conferences and exhibitions	3.66	1.529	0.221	-1.229	high
48. Strengthen cooperation and exchanges with universities and research institutions at home and abroad	3.61	1.419	-0.2	-1.024	high
49. Attract international scholars to give lectures and cooperate in research	3.64	1.455	-0.165	-0.363	high
50. Promote academic nationalization	3.33	1.082	-0.283	-0.892	Moderate
51. Improvement of training mechanism	3.65	1.071	-0.123	-1.198	high
52. Construction and training of teachers	3.67	1.196	-0.359	-0.321	high
53. The improvement of academic evaluation and reward system	3.33	1.094	-0.514	-0.263	Moderate
54. The academic model of executive leadership	3.52	1.11	0.248	-1.659	high

Variables	Arithmetic Mean ( $\bar{X}$ )	Standard Deviation (S.D.)	Skewness (Sk)	Kurtosis (Ku)	Level
55. Curriculum structure adjustment and reform	3.53	1.22	-0.026	-1.209	high
56. Organization and coordination of teaching activities	3.61	1.225	-0.203	-1.509	high
57. Control and evaluation of teaching quality	3.56	1.21	0.27	-1.225	high
58. Teaching capital construction	3.29	1.181	-0.41	-1.124	Moderate
59. Decision-making power of academic affairs management in teaching	3.51	1.176	-0.256	-1.398	high
60. Construction of practice teaching base	3.39	1.201	0.018	-1.636	Moderate
61. Teaching work evaluation influence	3.54	1.222	-0.733	-0.753	high
62. The characteristics of university teaching management	3.6	1.223	0.888	-0.228	high
63. The hierarchical management mode of university level centralization	3.38	1.236	-0.299	-1.298	Moderate
64. Government policy support for academic management	3.64	1.154	0.558	-1.35	high
65. Comprehensive quality training	3.52	1.196	-0.311	-1.139	high
66. Strengthen the psychological quality of communication and guidance concept	3.383	1.194	-0.194	-1.085	Moderate
67. The influence of arts and crafts academic cooperative institutions	3.51	1.228	0.167	-0.762	high
68. The impact of the research topic	3.52	1.104	-0.146	-1.319	high
69. The proportion of arts and crafts in research project funds	3.69	1.059	-0.877	-0.267	high
70. The number of times academic papers are cited	3.35	1.04	0.089	-1.015	Moderate
71. The impact factors of academic papers	3.35	1.073	0.098	-1.333	Moderate
72. Number of international cooperation projects	3.65	1.451	0.239	-1.615	high
73. The influence of academic exchange activities at home and abroad is very great	3.61	1.469	-0.063	-1.221	high
74. The scale of the influence of school leadership	3.55	1.378	-0.471	0.092	high
75. The number of academic members	3.34	1.09	0.077	-1.437	Moderate
76. The influence of the academic committee	3.53	1.081	0.568	0.029	high
77. The diversity of academic backgrounds of the members of the Hours Committee	3.65	1.07	0.86	0.888	high
78. Awards for teachers and students of professional works	3.32	1.098	0.352	-1.379	Moderate
79. Social science fund project application	3.62	1.111	-0.103	-0.981	high
80. Art fund project application	3.71	1.104	-0.574	-1.122	high
81. The social impact of academic research	3.35	1.04	-0.091	-1.399	Moderate
82. The innovation research of curriculum teaching mode	3.58	1.227	0.199	-1.586	high

Variables	Arithmetic Mean ( $\bar{X}$ )	Standard Deviation (S.D.)	Skewness (Sk)	Kurtosis (Ku)	Level
83. Introduction of discipline leading talents	3.64	1.169	-0.196	-1.063	high
84. Teaching quality assessment results	3.59	1.189	-0.057	-1.49	high
85. School teacher-student ratio	3.36	1.196	-0.023	-1.124	Moderate
86. The proportion of teachers with different professional titles	3.61	1.235	-0.339	-1.484	high
87. Proportion of senior teachers in service	3.28	1.227	0.735	-0.294	Moderate
88. Application level of educational technology in schools	3.69	1.147	0.762	-0.845	high
89. School curriculum setting and reform situation	3.57	1.23	0.323	-0.618	high
90. Whether to update the talent training program in time according to the demand	3.35	1.073	0.751	-0.587	Moderate
91. Standard of curriculum quality evaluation system	3.55	1.416	-0.466	-0.637	high
Sum	3.75-3.01	1.529-1.037	0.888-(-)1.576	1.934-(-)1.95	

From Table 1, it is found that overall, the 91 question arithmetic mean (between  $\bar{X}$ ) 3.01-3.75, which indicates that the arithmetic mean ( $\bar{X}$ ) of the level value of the variable was moderate to high, and the S.D value was between 1.037 and 1.529, and the Sk value was between 0.888 and -1.576, and the Ku value was between 1.934 and -1.95, indicating that the respondents' opinions on the variable differ little.

**Table 2 :** The KMO Meyer Olkin and bartlett's test

KMO and Bartlett test		
Kaiser Meyer Olkin measure of sampling efficiency		0.896
Bartlett's Test of Sphericity	Approx. ChiSquare	13975.136
	df	4095
	Sig.	0.000

This was more conducive to the analysis of the results. In addition, it was reviewed using test statistics, so variables were used, Carry out relevant statistical monitoring according to the test values of KMO and Bartlett Kaiser Meyer Olkin sampling adequacy (MSA) measurements were between 0-1 and Bartlett's sphere test, test statistics, test variables, see if they were related. The KMO test result of the data collected from the study was 0.896.



Kaiser and rice studied KMO (Kaiser Meyer Olkin sampling adequacy measure) Measuring whether the data was suitable for using factor analysis technology when using factor analysis to test validity, the premise of factor analysis was first of all, it needs to be satisfied, that was, there was a strong correlation between projects, which was reflected in two test indicators: 1. Kmo value, 2. Bartlett sphere test value. Among them, KMO Value was used to compare simple correlation coefficient and partial correlation coefficient items, and the value was between 0 and 1. The criteria of factor analysis were: Greater than 0.90, very suitable; 0.70-0.90 was appropriate; 0.60-0.70 was not appropriate; Less Less than 0.6 was not appropriate. Bartlett sphere test values for testing.

The correlation coefficient between items was significant. If significant (i.e.sig.<0.05), then It was applicable to factor analysis. The analysis at this stage uses the principal component extraction factor.Orthogonal rotation and varimax rotation were used for analysis (PCA). Standards used considerations were as follows: (1) 0.55 or higher was a very significant result, Factor load, (2) according eigenvalue was greater than 1, and (3) There were more than three variables.

**Table 3:** Data analysis results the questionnaire:

Characteristic value, variance percentage, cumulative variance percentage

Component	Rotation sums of squared Loadings		
	Eigenvalues	Percentage of Variance	Percentage of Cumulative
1	35.327	38.821	38.821
2	31.657	34.788	73.609
3	7.947	8.733	82.342
4	3.415	3.753	86.095
Extraction method: principal component analysis			

It was evidenced from the variation in the total variance data explained in the table that each principal component can be explained differently. Among them, the eigenvalue of the first principal component was 35.327, and the variance ratio of the original variable was 38.821%, and the eigenvalue and the variance ratio of the original variable gradually decreases from the fifth principal component. Therefore, the system extracts the first 4 principal components with eigenvalues greater than 1, and the total variance of their common interpretation can be selected as the final principal component. As can be seen from the table, the elements and related factors of the academic elements of arts and crafts majors in colleges and universities in Liaoning Province.

When the axis of rotation explains the total difference of 85.863%. The maximum eigenvalue of component was 35.327, which can explain 38.821% of the total variance of each component and 38.821% of the total variance.

The maximum eigenvalue of member 2 was 31.657. The total variance that can be explained for each component was 34.788%, i.e., the total variance variance was 73.609%, the total variance for component 3 was 7.947, the total variance for each component was 8.733%, the difference for the total variance was 82.342%, and the maximum eigenvalue for component 4 was 3.415, which can explain 3.753% for each component the four factors accounted for 86.095% of the total, and the influencing factors were analyzed by residence factor analysis

and principal component analysis. The maximum variance orthogonal rotation method was used for rotation, and a total of 4 factors were fixedly extracted.

To sum up, we can see that after dimensionality reduction, 91 independent variables were dimensionally reduced to form 4 principal components, which can be divided into academic research and creation, education management, international academic exchange and cooperation, and Innovation and entrepreneurship management and transformation of creative achievements.

**Table 4:** Data analysis results of the third part of component and variables described in each major component after rotating the axis

Order	Assembly	Number of variables	Factor load
1	Component 1	41	0.96-0.869
2	Component 2	9	0.973-0.721
3	Component 3	4	0.945-0.908
4	Component 4	37	0.958-0.871
	ALL	91	

According to the research criteria, the researchers removed items with a load score of less than 0.5 and retained items with scores above 0.5. This study consists of four components: component 1: 41 variables, component 2: 9 variables; component 3: Four variables; component 4: 37 variables; It showcases Liaoning Provincial Colleges and Universities Arts and Crafts Academic Elements and Related Factors.

Component 1 had 41 variables, with factor loading coefficients ranging from 0.869 to 0.96. This indicates a certain degree of positive correlation between these variables and component 1, and the higher the factor loading coefficient, the stronger the correlation between the variables and component 1. Component 2 had 9 variables, with factor loading coefficients ranging from 0.921 to 0.973. This indicates a strong positive correlation between these variables and component 2, with factor loading coefficients close to 1, indicating that these variables had high explanatory power for component 2. Component 3 had 4 variables, with factor loading coefficients ranging from 0.908 to 0.945. This indicates a strong positive correlation between these variables and component 3, with a factor loading coefficient close to 1, indicating that these variables had a very high explanatory power for component 3. Component 4 had 37 variables, with factor loading coefficients ranging from 0.871 to 0.958. This indicates a certain degree of positive correlation between these variables and component 4, with high factor loading coefficients, indicating that these variables had strong explanatory power for component 4. Overall, these data indicate the relationship between different components and their respective variables. The higher the factor loading coefficient, the

stronger the relationship between the variable and its corresponding component, which can better explain the internal structure of the component.

### **Section 3: Result of Data Analysis for Research Objective 3 :**

The focus group discussion was chaired by the researcher. “The development of academic management of arts and crafts major in universities under Liaoning province” 11 key informants include professors, directors, academic leaders and Head of department. They come from relatively representative art institute in Liaoning province: Luxun Academy of Fine Arts, Liaoning Petrochemical University, Liaoning University, Shenyang University. They had more than 20 years of working experience and 10 years of management experience. They were professionals who had academic management experience or use relevant management experience to carry out their work. They had reasonable experience or some achievement and in wide reckoning education and management. According to the above criteria, the key informants were selected by means of purposive sampling techniques.

The data from focus group discussions were analyzed. In line with the principle of freedom and voluntarily, the experts speak freely and put forward the academic management of arts and crafts major in universities under Liaoning province. According to the results of research objective 1 (To examine the components the academic management of arts and crafts major in universities under Liaoning Province.), the academic management of arts and crafts major in Liaoning Province was formulated. The researchers selected the four components in the study Step 2 of the research topic and to discuss the guidelines and researchers to synthesis the guidelines before sent to the Focus Group Discussion by the result of the step 2.

The researcher sorted out and analyzed the discussions of 11 experts and reached the following conclusions:

#### **1.Component 1: Education Management.**

EM1: Establish and improve the subject development plan, including objectives, priorities and timelines, and evaluate and adjust it regularly.

EM2: Strengthen the construction of professional teachers to improve academic level and teaching quality.

EM3: Establish a professional curriculum system, combine practical teaching with innovative teaching methods, and cultivate students' practical operation ability and creativity.

EM4: Establish an academic tutor system to provide students with personalized academic guidance and guidance.

EM5: Encourage teachers and students to actively participate in the field of arts and crafts research.

The above content was the entire content of the focus group discussion on component 1. The researcher selected data with frequencies greater than 50% as guidelines. There were total of 5 guidelines, which can be summarized into the following five components:

In general, the development of academic management of arts and crafts in colleges and universities in Liaoning Province was a complicated and serious topic. By strengthening discipline construction, promoting academic research, improving teaching quality and focusing on evaluation and feedback, we can further enhance the academic level and education quality of arts and crafts majors, and contribute to cultivating more arts and crafts talents with professional skills and innovative ability in Liaoning Province.

## **2. Component 2: International academic exchange and cooperation**

IC1: Actively seek international cooperation opportunities, and establish contacts and cooperative relations with overseas universities, research institutions and art organizations.

IC2: Participate in international academic seminars, academic forums and other important activities to demonstrate the academic strength and research results of the school.

IC3: Sign cooperation agreements with foreign schools to carry out teacher visits, student exchanges and cooperative research projects.

IC4: Set up international courses to attract overseas students and enhance the internationalization level of the college.

IC5: Teachers are encouraged to go abroad for short-term visits and further studies in order to broaden their horizons and improve their academic ability.

The development of academic management of arts and crafts also needs advanced information technology. With the continuous progress of science and technology, the application of information technology in the academic field had become a trend. The arts and crafts major can use the Internet, virtual reality and other technical means to break the geographical restrictions and expand the channels and ways of international academic exchange. For example, through the construction and maintenance of online academic platform, it can provide a platform for scholars to communicate and cooperate online; The use of virtual reality technology can realize remote art exhibitions and lectures, and promote the development of transnational cooperation projects.

## **3. Component 3: Innovation and Entrepreneurship Management and Transformation of Creative Achievements**

IA1: Establish an innovative practice base in cooperation with enterprises to provide students with practical opportunities and innovative project resources.

IA2: Set up innovation and entrepreneurship incubators to provide venues, funds and mentor support for entrepreneurial teams.

IA3: Provide innovation and entrepreneurship workshops and lectures to enhance students' innovative thinking and entrepreneurial ability.

IA4: Organize innovation and entrepreneurship competitions, encourage students to propose creative schemes, and provide financial and resource support.

The development of academic management of arts and crafts in colleges and universities in Liaoning Province should also pay attention to the close combination with the industry. Through cooperation with relevant enterprises, associations and institutions, we can understand the market demand and industry trends, and timely adjust the professional Settings and teaching content to make it more in line with actual needs. At the same time, academic management departments can also cooperate with enterprises to carry out practical projects to provide students with broader practical opportunities and employment opportunities.

## **4. Component 4: Academic research and creation**

AC1: Establish a sound academic research plan and development strategy with clear goals and a clear roadmap.

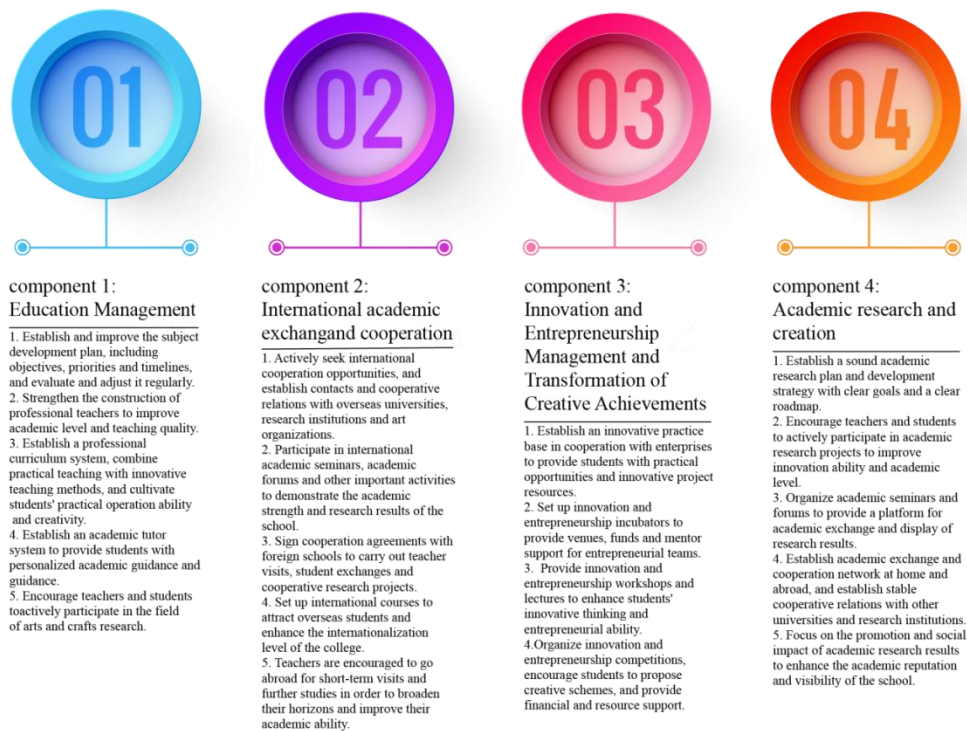
AC2: Encourage teachers and students to actively participate in academic research projects to improve innovation ability and academic level.

AC3: Organize academic seminars and forums to provide a platform for academic exchange and display of research results.

AC4: Establish academic exchange and cooperation network at home and abroad, and establish stable cooperative relations with other universities and research institutions.

AC5: Focus on the promotion and social impact of academic research results to enhance the academic reputation and visibility of the school.

From the perspective of academic creation, the level and influence of teachers' artistic creation was a crucial part in the development of academic management of college arts and crafts specialty. In order to improve the artistic accomplishment and creative ability of teachers, colleges and universities in Liaoning Province pay attention to the training and development of teachers. Through activities such as artist lectures and workshops, the school provides teachers with a wide range of learning and exchange opportunities. At the same time, teachers are encouraged to participate in domestic and foreign art exhibitions or activities to enhance their artistic influence. Through these measures, teachers' creative level had been continuously improved and more artistic achievements had been obtained.



## Discussion

Based on the research objectives, the discussion will be presented as follows:

The academic management methods of arts and crafts major in colleges and universities of Liaoning Province are constructed from four aspects: education management, international academic exchange and cooperation, innovation and entrepreneurship management, transformation of creative achievements and academic research and innovation.

Component 1: This paper discusses from the perspective of discipline construction. The construction of arts and crafts is one of the core contents of university management. Colleges and universities in Liaoning Province should attach importance to the construction of subject connotation, strengthen the construction of teaching staff and the integration of subject resources. It is not only necessary to recruit excellent teachers, but also to encourage teachers to actively participate in academic research and promote the development of disciplines. This

is consistent with the findings of Chen Zhongquan (202:21) and Tao Xuwen (2011:11-19). In addition, schools should focus on cooperation with related industries and provide more practical opportunities and resource support to further promote the prosperity and promotion of the professional disciplines of arts and crafts. This is in line with the findings of Chen Cleft Haixia (2006) and Ding Chunzhong (2008:21). Academic research is an important support for the development of disciplines. High schools in Liaoning Province should encourage teachers and students to actively participate in the research in the field of arts and crafts, and provide necessary support and resources. Academic research can not only improve the professional ability of teachers and students, but also enrich the subject connotation and broaden the research field. This is consistent with the research results of Qian Fulang (2008).

Component 2: In order to promote the development of academic management of the arts and crafts profession, a series of measures need to be taken. Chien Fulang. (2018:12-17) indicates that universities should pay more attention to the academic management of arts and crafts, establish a scientific management system and evaluation mechanism, and provide high-quality platforms and resources for academic exchanges and cooperation. It is necessary to strengthen the construction of teaching staff, cultivate teachers and students with international vision and innovative ability, and inject fresh blood into the development of the discipline. This is in line with the research findings of Fan Tieming (2022:36-45) and Fang Zhongxiong (2017:45). Gao Yi's (2016) research suggests that cooperation with international academic institutions and arts organizations should be strengthened to jointly carry out academic research projects and enhance international academic influence. The development of academic management of arts and crafts in colleges and universities in Liaoning Province needs to be analyzed from the perspective of international academic exchange and cooperation. By strengthening international academic exchanges and cooperation, improving the academic evaluation system, using information technology means to promote the prosperity of the academic development of arts and crafts, and improve the international influence and competitiveness of the discipline. It is believed that with the joint efforts of scholars, the development of the academic management of arts and crafts will surely achieve greater achievements.

Component 3: Hou Yu (2015) indicates that entrepreneurship and innovation were closely related. College arts and crafts students, in addition to receiving professional art training, should also had a certain sense of business and entrepreneurial ability. This is consistent with the research findings of Huang Juanjuan (2022:24-33) and Li Muyao (2022). The research by Liu Dandan and Luan Jihua (2023) shows that the academic management departments of arts and crafts in universities can cooperate with relevant business incubators and enterprises to provide students with entrepreneurial guidance and resource support to help students transform creative ideas and artistic works into commercial value. However, innovation and entrepreneurship alone were not enough; Equally important were management and the transformation of creative outcomes, which is consistent with the findings of Wenjing Li (202:23-24). The research of Liu Dandan and Luan Jihua (2023) indicates that the academic management departments of arts and crafts major in universities should establish a sound academic evaluation system to evaluate students' creative achievements, and give necessary guidance and support. At the same time, students' works can also be displayed to more people through exhibitions, art auctions and other activities to enhance their influence and market value.

Component 4:Liu Junyi, Yang Chunmei (2017). The research shows that the improvement of teachers' creative level, creative environment and resources is also an important part of promoting the creative development of college arts and crafts major. College arts and crafts major in Liaoning Province actively invests resources, improves professional laboratory facilities, provides advanced creative tools and materials, and provides good conditions and guarantees for the creation of teachers and students. This is consistent with the research results of Luan Zhaoyun (2013:11-13) and Luo Jianping (2019:11). Sun Jianmin (2006) shows that schools had also set up special creative funding and material support programs to encourage teachers and students to had more opportunities to practice their creativity. These measures had not only greatly improved the creative efficiency, but also laid the foundation for the improvement of creative quality. The arts and crafts major of colleges and universities in Liaoning Province attaches great importance to cultivating students' creative ability and provides students with broad opportunities for display. The findings by Wang Yingming (2021) show that school encourages students to explore their own artistic specialties and styles through personalized creative practice guidance, and provides professional guidance and feedback. This is consistent with the findings of Qin Decky (2019:34-55) and Ryaman (2009). The findings by Wang Yingming (2021:56) show that schools also organize students to participate in academic exchanges and work exhibitions, giving them the opportunity to display their work. Such opportunities not only boost students' self-confidence, but also allow their creative work to be recognised and promoted.

## **Recommendation**

### **Part I: Recommend for Policies Formulation**

1. The government should increase policy support for arts and crafts majors in colleges and universities.
2. The academic research and teaching of arts and crafts require good practice platform and resource support.
3. Close connection between arts and crafts profession and industry
4. The government can support college arts and crafts majors to hold academic seminars and international exchange activities to build academic exchange platforms.
5. Establish a sound quality assessment mechanism, conduct regular assessment of the arts and crafts major, find problems in time and make improvements.

### **Part II: Recommendation for Practical Applications**

1. The arts and crafts major in colleges and universities can promote its practical application and development by establishing close cooperative relations with related industries.
2. Practical courses should be added to the curriculum of arts and crafts specialty, and practical teaching should be incorporated into daily teaching arrangements.
3. Students majoring in arts and crafts are encouraged to innovate and start businesses.
4. Organizing and participating in arts and crafts exhibitions and design competitions was a very effective way to promote the development of arts and crafts profession.
5. Provide practical training to cultivate practical skills and practical ability of students majoring in arts and crafts

### Part III: Recommend for Further Research

The academic management and application of arts and crafts specialty in colleges and universities of Liaoning Province need to be further studied. The details were as follows:

1.Exploring Effective Strategies for Academic Management in the Craft and Fine Arts Program at Universities in Liaoning Province

2.The Role of Academic Research in Enhancing the Application and Development of Craft and Fine Arts in Liaoning Province's Higher Education Institutions

3.Promoting International Academic Collaboration in the Field of Craft and Fine Arts: A Case Study of Liaoning Province's Universities

4.Innovation and Entrepreneurship in the Craft and Fine Arts Program: Challenges and Opportunities in Liaoning Province

5.Towards a Comprehensive Academic Management Framework for Craft and Fine Arts Education in Liaoning Province: Perspectives, Challenges, and Recommendations

Recommend to add additional data model analysis

1.Model to improve the effectiveness to confirm the model

2.Development the structural equation modeling

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