

# Countermeasures in operation and management of private art training institutions in Guiyang

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Received: December 28, 2021 Revised: August 7, 2023 Accepted: November 9, 2023

## Abstract

Taking the operation and management of private art training institutions in Guiyang as an example, this paper studies the operation and management of private art training institutions in Guiyang by means of literature analysis, questionnaire survey, frequency analysis, difference analysis, correlation analysis, regression analysis and data collection. The data are analyzed by the mixed research method of qualitative analysis and quantitative analysis; Finally, the paper puts forward the strategic reconstruction of the operation and management of private art training institutions in Guiyang.

**Key words:** Guiyang private art training institutions, Frequency analysis method, Methods of difference analysis, Research methods of correlation analysis, Regression analysis method, plan, Strategic reconstruction

## Introduction

Guiyang, located in the southwest of China, is one of the more important central cities in this region, with large permanent resident population, high urbanization rate, and relatively developed politics, economy and tourism. As an economically developed region, citizens in Guiyang pay more and more attention to the artistic training of their children. With the continuous deepening reform of the education system and comprehensive popularization of compulsory education, privately-run art education has become an inseparable part of students' study and life at all stages in Guiyang. The quality of arts training institutions has gradually attracted the attention of citizens. However, some citizens have many misunderstandings in the choice of institutions. For example, when it comes to the selection of institutions and courses, parents tend to follow blindly, pay too much attention to the distance between institutions and their houses, and only value faculty rather than whether they are suitable for their children. The lack of understanding of institutions, the lack of effective approaches and the infirm belief make parents vulnerable to the influence of realistic pressure, social orientation, public opinion and personal educational concepts, and make wrong judgments on the market of art institutions. In addition, there are many deficiencies in the institution itself.

### Statement of Problem

"Epistemology" states that theory comes from practice and cultural life. Only through practice can the theory close to the real life and have practical significance and value. Theory comes from practice. However, when applied to practice, both become mutually compatible and exclusive. The same theory is not applicable to all practice, and there is always a more or less gap between reality and research. The operation and management of institutions is a major concern of the majority of institutional managers, and it is also inseparable from our lives. It is a part of building a learning society and strengthening the comprehensive quality of students. This type of issue, which is not overall, only to be considered by a few people, but it has received widespread attention. It seems that it has nothing to do with the society, whereas it really affects the education, connecting with thousands of households. The relevant literature and research conclusions cannot clearly reflect all the problems, which is different from the commercial application practice in reality. With the rapid development of the world economy and the aggravation of the competitive environment, the operation and management of institutions to adapt the market competition has increasingly become the primary problem for the survival and development of enterprises.

### Research Objectives

1. To explore and identify factors affecting the existing operations and management private art training institutions in Guiyang.
2. To analyze efficiency of the operations and management of private art training institutions in Guiyang
3. To purpose Countermeasure models in operation and management of private art training institutions in Guiyang

### Research Methodology

Research Methods of Frequency Analysis:

Frequency is also called "number of times". The number of occurrences of a number (flag value) representing a characteristic in a variable value. The frequencies arranged by groups constitute a frequency sequence, which is used to illustrate the intensity of the effect of each group's flag value on the complete flag value. The sum of the frequencies in each group is equal to the total number of units in the population. Frequency can be expressed as either a table or a graph.

Generally, we call the number of data falling in different groups the frequency of the group, and the ratio of frequency to total number is frequency. Frequency, also known as "number of times", groups the total data according to a certain standard, and counts

the number of individuals in each group. Frequency is the ratio of the frequency of each group to the total number of data.

In a variable assignment sequence, the number of times (frequency) indicates the degree of action of the corresponding set of flag values. The larger the number of times (frequency) value is, the greater the action of this group of flag values for the overall level is; conversely, the smaller the number of times (frequency) value is, the smaller the action of this group of flag value for the overall level is.

In this study, frequency analysis was used to collect data combined with questionnaire survey. In the form of the questionnaire, there are three types of questions: single choice, multiple choice and subjective. The details are as follows:

1. When the frequency analysis method is used for the single item of questionnaire survey, the setting of items should be designed according to the general questionnaire. In the input, Arabic numerals 1, 2, 3 and 4 are used to correspond to the first, second, third and fourth options respectively, and then the data corresponding to the options are input with SPSS software.

2. When using the frequency analysis method in the questionnaire survey, due to too many situations and limited thinking, it is impossible to list all the options. Therefore, this questionnaire only lists the most likely options for frequency analysis.

3. When the frequency analysis method is used in the questionnaire survey, different research answers are classified and summarized, and the answers with the same or similar meaning are divided into a group, and numbered according to a certain way, and finally statistical analysis is carried out.

### **Data analysis on the management of private art training institutions in Guiyang**

1. The frequency analysis of gender. there are 201 boys, accounting for 46.7%. There are 229 girls, accounting for 53.3%. It shows that the number of female students in the survey is more.

2. Gender difference analysis of all variables

The analysis of gender differences on each variable. Using independent sample t test method, the test statistic is t statistic. If the p value of t statistic is greater than 0.05, it shows that different genders have no difference on this variable. If the p value of t statistic is less than 0.05, it indicates that different genders have different effects on this variable.

As for Do you know the operation and management mechanism of teachers formulated by the institution, the value of t statistic is -2.229, and the corresponding p value is 0.026, which is less than 0.05, indicating that there are significant differences between different genders on do you know the operation and management mechanism

of teachers formulated by the institution. Specifically, the average value of male on do you know the operation and management mechanism of teachers formulated by the institution is 2.761, and that of girls is 2.961. The average value of male on do you know the operation and management mechanism of teachers formulated by the institution is significantly less than that of girls.

As for whether it is helpful to improve your professional skills, the value of t statistic is -1.854, and the corresponding p value is 0.064, which is greater than 0.05, indicating that there is no significant difference in the average value of whether it is helpful to improve your professional skills.

As for is the implementation in accordance with the standard, the value of t statistic is -0.164, and the corresponding p value is 0.870, which is greater than 0.05, indicating that there is no significant difference in the mean value of is the implementation in accordance with the standard between different genders.

As for the communication and exchange between your boss and you, the value of t statistic is -1.534, and the corresponding p value is 0.126, which is greater than 0.05, indicating that there is no significant difference in the average of communication and exchange between your boss and you between different genders.

As for the attitude of assessors towards teachers' operation and management mechanism, the value of t statistic is -1.682, and the corresponding p value is 0.093, which is greater than 0.05, indicating that there is no significant difference in the average attitude of assessors towards teachers' operation and management mechanism.

As for is the current operation and management mechanism system is reasonable, the T-statistic value is -2.974 and the corresponding P value is 0.003, which is small than 0.05, indicating that the mean value of the rationality of Is the current operation and management mechanism system is reasonable is significantly different between different genders. Specifically, the mean of Is the current operation and management mechanism system is reasonable for male is 3.179, the mean of Is the current operation and management mechanism system is reasonable for female is 3.555, and the mean of Is the current operation and management mechanism system is reasonable for male is significantly less than that of female.

### 3. Correlation analysis

a correlation analysis It can be seen from the table that the correlation coefficient among Do you know the operation and management mechanism of teachers formulated by the institution, Is it helpful to improve your professional skills, Is the implementation in accordance with the standard, the communication and exchange between your boss and you, the attitude of the assessor towards the operation and management mechanism of teachers and Is the current operation and management mechanism system is

reasonable are significantly positive, and the correlation coefficient are 0.427, 0.322, 0.400, 0.567 and 0.704, respectively.

## Conclusion

1. There are more female teachers than male teachers in institutions. Most of them are aged 30-40 and 20-30. Most of them have bachelor's degree and have more grassroots managers. Their annual salary is concentrated in 50000-100000 yuan.

2. Many institutions tend to solicit teachers' opinions and hold teachers' meeting for collective decision when formulating operation and management mechanism. Most teachers have a more or less understanding of how institutions operate, and believe that the purpose of teacher operation and management mechanism is to pay wages, promote development and help improve professional skills. Most of the organizations will implement the management according to the operation standards, and there are few organizations that do not implement the standards at all. There are more exchanges between teachers and top leaders, and the examiners pay more attention to the operation and management of teachers, and the relevant system is more reasonable.

3. Gender, education level, position and salary have significant influence on "do you know the operation and management mechanism of teachers" formulated by the organization, and the influence is significant. Among them, the higher the education level, position and salary, the better understanding of the organization operation.

4. Position and salary, the two will have an impact on the variable "whether it will help to improve your professional skills", and there is a positive correlation between them.

5. Education level and position, the two will have an impact on the variable "whether to implement according to the standard" and have a positive correlation.

6. The two factors of position and salary will affect the communication with the boss. The lower the position and the lower the salary, the less communication between the teacher and the boss.

7. Education level, position and salary will affect the variable "the attitude of examiners towards the operation and management mechanism of teachers". The salary of 10000-50000, general staff, junior college and below teachers are more affected.

8. Gender, education level, position and salary affect the variable "whether the current operation and management mechanism system is reasonable". Male teachers have more influence on this variable than female teachers.

## Research Recommendations

First of all, the research on the management mode of private art training institutions is an inevitable requirement to realize the all-round development of art training

management in China.

Secondly, the assessment system is the fastest way to improve the professional skills of staff, and it is also an important factor to improve the overall art level of private art training.

Thirdly, the establishment of private art training brand and the construction of brand management operation mode can effectively promote the reputation of the brand and enhance the competitiveness of the brand.

Fourthly, the performance system improves the sense of belonging and enthusiasm of the staff, and ensures the stability of the staff and the ability level of the whole company in the operation process of private art institutions.

The Countermeasures of operation management are as follows:

Improve the competitiveness and establish the innovation consciousness; 2. Management standardization and institutionalization; 3. Strengthening teaching quality and optimizing service attitude; 4. Give full play to the characteristics of the brand and seize the development opportunities; 5. Training teachers and strengthening their treatment; 6. Improve the staff cooperation, pay attention to the cooperation within the organization; 7. Formulate the school running plan of the organization With the analysis of data and good countermeasures, we will gradually step into the right track.

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