

Research on Strategic Management of Music Performing Arts Organization based on Meta-Theory

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Abstract

The key of music performance management is based on the traditional management in western countries, which is divided into four functions: "organization, leadership, scheme and manipulation". The key of music performing art management has gone through the whole process from operation to theory and practice. The key is that the origin of art management is practice, which has strong periodicity and can be systematically combed into corresponding theories. Meta-theory is a higher-end way of thinking, and its key application is natural science. Because the key theory of music performing art management comes from practical activities, this article mainly analyzes the relevant countermeasures of music performing art management based on meta-theory.

Keywords

Meta-theory; Music Performance; Strategic Management Countermeasures.

1. Introduction

Music performing art organization belongs to the extension of strategic management and is the main content of art and culture management. However, the relative application theory of art management originated from real life at first. By exploring art bravely in combination with reality, looking for ways and principles of art management, the concept of art was finally formed. Meta-theory is the highest level of logical sequence theory, is a more special scientific research method, if the use of meta-theory to music performance art organization strategic management research, then its main content of scientific research will be completed after formalization. Therefore, it is necessary to introduce meta-theory into the strategic management of music performing arts organizations to ensure the rigor and logic of strategic management.

2. An Overview of the Strategic Management of Music Performing Arts Organizations

Music performing arts organizations belong to the extension of strategic management, which should be defined from three levels: "music", "performing arts" and "organization". The definition of "music" originated from the relevant records in Book of Rites-Music, and the key comes from the real emotional expression in people's hearts. People use special tools to express their psychological feelings, and this kind of noise is called "music". In physics, the definition of "music" requires "songs" that convey feelings before they can be called music. The key of performing arts is that performers create certain images with practical artistic methods, which have the function of conveying feelings. The orientation of organization described in this paper is the definition of organization in management science. The key of art culture refers to the people who influence and depend on each other in order to achieve the same goal, and the members can carry out the operational relationship within the organization in many different ways in order to achieve the same cultural goal. Therefore, music performing arts organizations can also be expressed as a certain group, that is, an artistic and cultural organization. The

meaning of cultural management of this kind of music art is the management of music performing arts. This kind of theory was first recorded in Greek stories, and then evolved and expanded with the passage of time. In this paper, the strategic management of music performing arts organizations needs to start with the theoretical analysis of the origin of strategic management theory, which is closely related to the internal dynamics and internal control theory of art organization system. It regards the internal structure of an organization as a dynamic organizational structure, which constantly changes its own structure according to external changes, so that the internal structure of an organization can be integrated into external continuous changes [1].

3. The Scientific Research on the Strategic Management of Music Performing Arts Organizations under the Meta-Theory

Due to various reasons, the management level of music performing arts organizations is relatively conservative or even backward, so it is urgent to introduce strategic management theory and actively explore ways and methods to realize strategic management in order to adapt to the new situation, new challenges and new requirements. Under the meta-theory, the strategic management mode of music performing arts organizations is usually expressed as formalizing the relevant contents of the strategic management mode, but according to the meta-theory, the relevant contents of the strategic management theory can be abstracted into four contents: budget behavior, social environment turbulence, personal power and organizational culture. According to the definition of formality and the internal supervision of the organization, it tends to be formal.

3.1. Formalization of Budget Behavior

In music performing arts organizations, the allocation of resources within the organization is usually carried out through the effective planning and management of the plan. The plan of music performing arts organization is generally divided into quota system plan of new product development, organization marketing advertisement plan, and relevant fund plan generated in the implementation link within the organization. The budget focus of music performing arts organization is the amount of budget in its own art management. If music performing arts organization wants to grow further, it must effectively allocate these three budgets and enhance the organization budget. In order to allocate the budget of an organization reasonably, it is necessary to define the budget critical point in the planning activities of the organization first. According to the creation of rectangular coordinates, the parallel lines projected by three different totals can be directly transformed into the model of financial entities. Then we can analyze three budget methods and analyze whether the organization budget is effective. The planning behavior of music performing arts organizations should not only pay great attention to the actual situation of enterprises, but also pay attention to the composition of surrounding environment and resources and adjust the capital structure. At present, most of the performance professional teams in China belong to non-profit organizations, and the government departments are responsible for revenue and expenditure. Therefore, these factors should be fully considered in the budget operation process of this music performance art team to ensure the best distribution conclusion of the organization's budget.

3.2. Formalization of Environmental Change

In the strategic management of music and art organizations, the change of natural environment plays a key role in the adjustment of organizational structure. Environmental factors grasp the resources needed by an organization, which will have a positive or negative impact on the organization. Organizational structure can be adjusted in response to changes in the external environment. First of all, we should predict and analyze the environmental changes, so as to

analyze the reasons for the changes in organizational structure. After analysis, the main impact of environmental change on organizational development lies in the work response speed and environmental change of the organization. If the environmental change is small, the reaction period of the organization to carry out work will be short, so it is expected that the negative impact of work response speed on organizational development will be small. However, if the market environment changes greatly, the company's work response speed will be relatively slow, so the situation prediction work will become very important. Because the market conditions encountered in the development of music performance organization at this stage have become more and more complex, the judgment of the current conditions of music performance organization development cannot be rigidly adhered to the traditional work experience analysis, but should be distinguished by integrating the current conditions. At present, the global competitive environment has gradually changed from economic development and national defense competition to cultural competition. To deal with such a thing, music performance organizations must do a good job in environmental prediction and analysis, and make adjustments to the changing environment [2].

3.3. Formalization of Rights

Power specifically refers to the working ability of a group or a person in the internal structure of an organization to influence the strategic behavior of organizational development, and power affects the performance and strategic behavior of organizational development. There are three main types of power distribution within organizations: dictatorship, checks and balances and pervasiveness. The choice of different rights has different influences on music performing arts groups. In music performing arts groups, Influenced by external macroeconomic policies and decisions of shareholders' meetings, Therefore, the key power in the group is concentrated on the artistic director and administrative director. The orchestra director, chief and administrative manager in the group are the middle and senior managers of the group, while the technical experts in the group are the main members of the orchestra and other members of the orchestra.

3.4. Formalization of Organizational Culture

The norms of values formed within an organization are called intra-organizational culture. The intra-organizational culture refers to the conclusion after giving in to the team members in the organization. The cultural strategy choice of music performing arts organizations should be based on the development trend of the inner culture of the art troupe and the actual situation of the inner culture of the art troupe. For example, the Central National Orchestra is a Chinese national music performance group in the whole country, which adopts an exploratory cultural positioning strategy in the process of organizing precise positioning, which is also a strategy determined according to the characteristics of Chinese national music performance and the rapid development of the times culture. For example, although Nanyang Opera Troupe is both a performance organization of music art, due to its geographical location and characteristics, the Chinese traditional culture set by the Opera Troupe is a "reactive" Chinese culture. These two kinds of performing arts groups also have the same purpose, that is, focusing on Chinese traditional artistic characteristics and carrying forward Chinese traditional folk music [3].

4. Concluding Remarks

Generally speaking, because of the rapid development and transformation of society, art performance and art management also need to combine the requirements of the times and develop with the times. The management of music performing arts organizations is also an important part of art management, so art management has its own regularity in the long process of development and progress. We can't deny the management mode of another period in one period, and what is suitable for the stage and the times is the best. Meta-theory is a high-

end logical management thought, which plays a key role in exploring the growth law of new things, and can be used for strategic management of music performing arts organizations according to meta-theory. And strategic management can include four basic connotations of expression techniques, namely budget expression techniques, environmental morphology, power structure and cultural organization. If the above connotations are integrated into the strategic management system of music performing art organizations, the management level of art organizations can be improved.

References

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