



## Modeling Management Of Chain Music Training Institutions In Hunan, China

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Received 07/02/2022, Revised 30/04/2022, Accepted 13/05/2022

### Abstract

- The current study purposes to analysis the development and current situation of chain music training in Hunan Province, to explore the main influencing factors within the management of chain music training institutions, to investigate the relationship between influencing factors and the competitiveness of chain music training institutions, and to construct a scientific, standardized and comprehensive management system of chain music training institutions. It was focused on the management mode of chain music training institutions, with mixed research methods to study the development status and existing problems of chain music training in Hunan Province, China. Based on the management mode.
- The result found the characteristics of the management mode of chain music training institutions can be divided into: regular chain model, brand franchise chain model, cooperative chain model and hybrid chain model; by the content of franchise, it can be divided into: brand name franchise, brand course franchise and brand system franchise. The relationship between management mode factors and institutions found that the factors and elements will affect institutions can be classified into music education factors, internal management factors, external management factors, and resource management factors. The relationship between influencing factors and the competitiveness of chain music training institutions found that music education factors of music education idea and music education position), internal management factors of student management, courses management and institutional resources management) and external management factors of brand management, franchise management and social resources management) have a significant influence on the competitiveness of chain music training institutions through mediator variable. That music education factors i.e., music education idea and music



education position, internal management factors i.e., student management, courses management and institutional resources management and external management factors i.e., brand management, franchise management and social resources management. That have a significant influence on the competitiveness of chain music training institutions through mediator variable of consumer attitudes.

**Keywords:** 1. Modeling Management, 2. Chain Music Training, 3. Music Training Institutions

## 1. Introduction

Chain operation is a business operation system in which several locations shares a brand, central management, and standardized business practices quoting (Buhler,J.,2016). Many studies in field of education systems, such as neurophysiology and other sciences show us that music has great influence on human beings, especially the cognitive and psychophysical development of children. Social music education is an important part of music education (Geng,T.Q., 2017). Music training, as a universal social phenomenon, has resulted from the social and economic development which has promoted the constant change of people's ideas, and thus it has attracted more and more attention. It can foster plasticity of the brain, have strong implications for using musical training as a tool in education; and for treating a range of learning disabilities. Music Training can enhance ability to integrate sensory information from hearing, touch, and sight.it leading to less reliance on working memory and more extensive connectivity within the brain (Lin, L.,2014). Under the dual driving force of adapting to the development of the times and meeting people's demands, hence appears the unprecedented development of the music training market (Huang, X.F.,2018).

This research will use the quantitative and support of qualitative method, to analyze the development status and existing problems of chain music training institutions in Hunan Province, to investigate the main influencing factors in the management of chain music training institutions and the influence relationship between various factors, so as to establish a scientific management mode. The scope of the research will be limited to Hunan Province, China.



## 2. Research Objectives

- 1) To analysis the development and current situation of chain music training in Hunan Province.
- 2) To explore the main influencing factors within the management of chain music training institutions.
- 3) To investigate the relationship between influencing factors and the competitiveness of chain music training institutions.
- 4) To construct a scientific, standardized and comprehensive management system of chain music training institutions.

## 3. Research Methodology

### Research Hypothesis

H<sub>1</sub> Music education factors have a significant influence on consumer attitudes towards chain music training institutions.

H<sub>2</sub> Internal management factors have a significant influence on consumer attitudes towards chain music training institutions.

H<sub>3</sub> External management factors have a significant influence on consumer attitudes towards chain music training institutions.

H<sub>4</sub> Consumer attitudes towards chain music training institutions have a significant influence on competitiveness of chain music training institutions.

### Research Design

This study used the mixed methods, and it is based on the pragmatic philosophy, which emphasizes the practicability of the research and emphasizes the analysis of the research results.

### Population and Sample Size

The qualitative research populations in this study are managers, directors, teachers and consumers who are related to chain music training institutions in Changsha city, Hunan Province. The sample of qualitative research is divided into two parts. The sample sizes of the first part are 30 relevant personnel of music training institutions,

including managers, directors, teachers and consumers. The sample sizes of the second part are 10 of managers and directors of chain music training institution.

The quantitative research populations in this study are people who related to chain music training institutions in Changsha city, Hunan Province including consumers and parents of students. Since we do not know the exact amount of population, but we believe the amount must be more than 1000 persons; we employed W.G.Cochran's sample size (1963) calculation formula to compute for the size of sample. The result is 384 samples, but to prevent errors from data collection, the research distributes 400 sets of questionnaires.

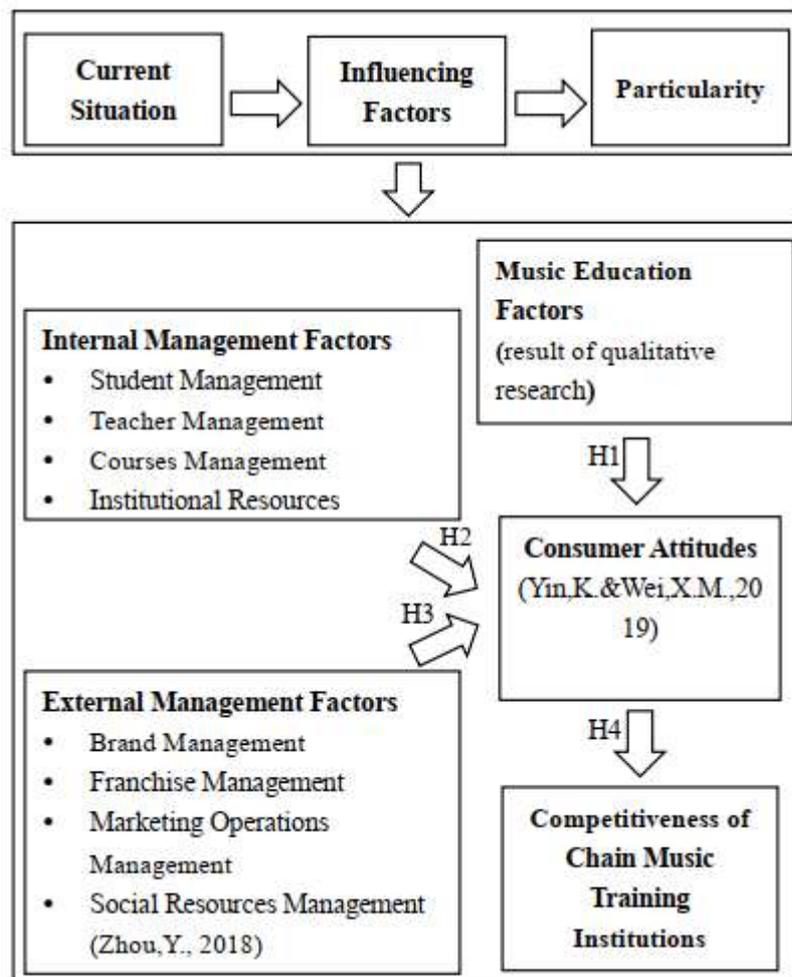


Figure 1 Research Conceptual Framework

Source: Researcher developed from various sources of information



#### 4. Research Results

1. The chain mode of music training institutions is an inevitable development trend.

With the continuous development of social music training, the number of training institutions has increased dramatically, and a large number of institutions need scientific and reasonable management. The chain mode is an important way to ensure the standardized development of social music training. For society, the chain mode of music training institutions can regulate the music training market and facilitate the unified management of the government. For music training institutions, development of chain mode can optimize resource allocation, increase market share and competitiveness. For consumers, music training institutions in chain mode can better provide consumers with standardized services and protect consumer rights. Therefore, the development of a chain mode is an inevitable trend and requirement of social music training institutions.

2. It is a necessary condition for the development of chain music training institutions to construct a management system of chain music training institutions that based on the nature of music education with standardization and individuation.

In the process of developing the chain mode, the institution must adhere to the fundamental goal and concept of music education. Under standardized operation system of chain brands, they should also give consideration to the personalized development of music education and local characteristics. The establishment of such an operation and management system can better ensure the comprehensive development of the chain music training institutions and improve their viability and competitiveness.

#### 5. Discussion

In response to research question 1, which stated that what is the status quo of chain music training in Hunan Province? The result from this research found that the huge market and development potential of music training in Hunan Province has stimulated the development of a new trend of chain operation. Chain music training institutions in Hunan Province can be divided into several categories, by the way of the franchising, it can be divided into: regular chain model, brand franchise chain model, cooperative chain



model and hybrid chain model; by the content of franchise, it can be divided into: brand name franchise, brand course franchise and brand system franchise. And the consumers and distribution of chain music training institutions in Hunan Province have its characteristics. However, the current development of music training institutions in the chain operation mode of Hunan is still at the exploratory stage, and there are still many problems that cannot be ignored. Those weaknesses mainly derive from external environment and internal management. The external environmental issues including lack of government regulation, irregular markets, underdevelopment of the music education industry, and deviations in concept of supply and demand. The internal management issues including lack of attention to the ontology of music education, lack of competitiveness and stability, defects of teaching mode and overlapping of courses, and issues on personnel management.

For research question 2, which stated that what are the main influencing factors in the management of chain music training institutions? The research result showed that the factors and elements will affect institutions can be classified into music education factors, internal management factors, external management factors, and resource management factors. The factors of music education affect the operation and management of the whole institution, which can be mainly reflected in the ideal of music education and the position of music education in the institution. In terms of internal management factors, it mainly involves the internal management of individual institutions, including administrative and financial management, student management, teacher management, and courses management. External management factors refer to the management issues between the various brands under the overall brand, including brand management, franchising and marketing operations. As for resource management factors, it can be divided into internal resources, including teaching, facilities and environmental resources, and social resources, including activities, performances, competition resources and musician resources.

For research question 3, which stated that what is the relationship between influencing factors and the competitiveness of chain music training institutions? The research result from this research found that music education factors (music education idea and music education position), internal management factors (student management,

courses management and institutional resources management) and external management factors (brand management, franchise management and social resources management) have a significant influence on the competitiveness of chain music training institutions through mediator variable (consumer attitudes). The teacher management and marketing operations management do not have a statistically significant influence on consumer attitudes in the research model. In addition, most consumers support the chain mode development of music training institutions, and they are more willing to participate in the chain mode of music training activities.

In response to research question 4, which stated that how to build a scientific and comprehensive management system of chain music training institutions? Combined with the results of the above three research questions, the researcher discussed in detail from both theoretical and practical perspectives, proposed to construct a comprehensive system including “Objective – Ideal – Teaching – Management” of chain music training institutions, and this system needs to be based on the essence of music education with standardization and individuation.

Based on the results of this research and the in-depth theoretical and practical discussion on this topic, the researcher proposed a new conceptual framework as follows:

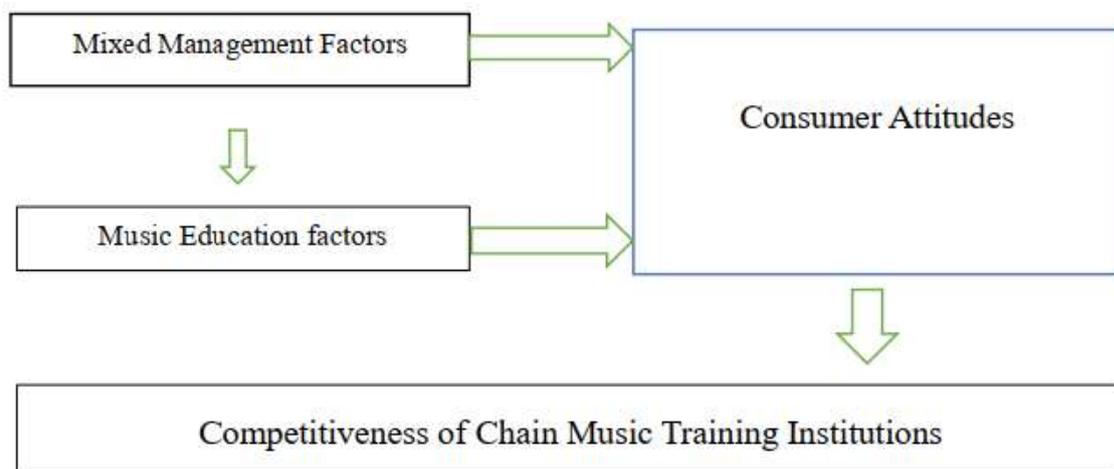


Figure 2 Research Finding out from Results

The research results from this study response to research objective 1, in order to analysis the development and current situation of chain music training in Hunan Province. And response to research objective 2, on that to explore the factors and elements within



the management of chain music training institutions. The results also response to research objective 3, on that to investigate the relationship between factors and the competitiveness of chain music training institutions, and response to research objective 4, in order to construct a scientific, standardized and comprehensive management system of chain music training institutions.

## 6. Conclusion

The results of this study have reference to the current social music education in China. The reflection of relevant government policies, and the improvement of the music training industry structure have positive impact on professional theories, practical activities, and public. According to the literature research results of this study, it can be seen that the current research field of social music training institutions is relatively lagging and developing slowly. Based on the theory of music education and management, this research paper comprehensively analyzed the management system construction of chain music training institutions. On the theoretical level, this research can deepen the related theoretical research and further enrich the theory of social music training. It is not only benefit to enrich the theoretical results of social music education and expand the research horizons, but also can develop the interdisciplinary research space of music education and management, and provide theoretical reference for the interdisciplinary development of multiple disciplines.

## 7. Recommendation for Future Research

### Future Research of Theoretical Direction

Firstly, due to the shortcomings of this research, the future researchers can collect data more comprehensively and vastly by expand the research object and sample size, and pay more attention to other types of music training institutions, so as to conduct more extensive and rich research.

Secondly, the future research can be carried out on a larger scale. The future researchers can choose different cities in various regions (for example, choose one city in each direction of east, south, west and north of China) for comparative research in order to obtain more widely applicable research results and form a new model of chain music training institutions.



Finally, the future researchers can conduct the multidisciplinary discussions on this research filed base on the perspective of other disciplines, such as economics, political science, sociology, and so on.

#### Future Research of Practical Direction

Firstly, the future researchers can explore the practice and operate issues in the overall management of music education and training base on the governmental level, and explore how to regulate the music training market, promote the orderly and scientific development of social music training from the perspective of practical operations.

Secondly, the following researchers can discuss the practical issue of in operation, management and development of chain music training institutions based on the institutional level, and how can the institutions to grasp the scale of development, adapt to the market environment, to meet the needs of music education and other issues.

Finally, the future research can also be conducted from the perspective of consumers to explore the motivation, psychology and other influencing factors of consumer behavior.

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