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STRATEGY FOR POTENTIAL DEVELOPMENT FOR THE STUDENTS OF FACULTY OF MUSIC TOWARDS GUIDELINES FOR ENTERTAINMENT..

Abstract:

The objectives of the research entitled "Strategy for Potential Development for the Students of Faculty of Music towards the Guidelines for Entertainment Industry Implementation" are (1) to study the current situations of the music business; (2) to study the expectations of music and entertainment organizations forward the abilities of graduates finished from the field of music business; (3) to study the factors influencing the guidelines of the potential development for the students of music and entertainment business courses; and (4) to present "strategy for potential development for the students of faculty of music towards the guidelines for entertainment industry implementation" in order to create confidence in strategy applied by experts. The approaches used in the research are both qualitative and quantitative methods, including factor analysis for statistic reference of hypothesis testing and strategic model searching. As surveying the situations and opinion of entertainment and music business group, the researcher found that the graduates with positive work attitude, job loyalty, curiosity and initiatives are required in labor market relevant to entertainment business. In addition, the ability to apply knowledge and skills to their work efficiently, accompanied with a profound understanding in art, business, communication, and marketing, is also needed from the graduates. In-depth interview with executives of record companies and relevant academicians was conducted to analyze the graduates' characteristics required. Factors analysis along with exploratory factor analysis (EFA) resulted in "SHARP" strategy. The musical term "SHARP" means raising a half step in pitch, which is the strategic driver for potential development for the students of Faculty of Music towards the guidelines for entertainment and music industry implementation.

Keywords:

Entertainment Industry, SHARRP Strategy, Strategy for Potential Development

JEL Classification: I29, L82, L89

Preface

The principle mission of the Faculty of Music, Silpakorn University is to produce graduates who are both knowledgeable and expert in the field of music. Nowadays, the Bachelor of Music Programs in Performance, Jazz Studies and Commercial Music; the Master of Music Program in Music Research and Development, are provided in the Faculty of Music. The importance of full dimension of learning has been therefore emphasized in order to encourage the graduates to use their knowledge, abilities and professional ethics for the most efficient use of professional skills in all sectors relevant to entertainment and music industry: not only management, production but also services. That is the reason why the Faculty has recognized the importance of setting the Entertainment Business Management and Music Program by which the knowledge, skills and abilities concerning management, marketing, service as well as communication are needed in accordance with economic growth of entertainment and music industry and implement of creative economy policy.

The production, selling of composed songs, sound recording as well as performance are included in the definition of the music industry. The activity implementation relating to music industry is comprised of several sectors: composer, musical arrangement, trustee of composers' copyrights, performance manager and relevant persons. The market value of music industry in Thailand in 2015 is worth 6,000 million: Thai production (80%) and foreign one (20%). There are in Thailand's music market two musical categories: folksong and new-style Thai song.

Normally, Thai high education institutions have got four principal missions viz graduate production, research, academic services provided to public as well as arts and cultures maintenance (Varaporn Bovornsiri, 1998). Such missions may be prescribed by each university's act such as under the provision of section 7 of Thammasat University Act, B.E. 2522 (1979), the University's principle mission is that "the University shall be an establishment for education as well as research. Its objectives are to cultivate, enhance the academic matters and high academic standard, lecture, research, provide services to public and maintain national arts and cultures" (Thawan Sonthianukrao and Araya Jungsatean, 1992). According to the said Act, the lectures are considered as the University's crucial mission as they make the knowledgeable, professional, worthy and highly skilled graduates for their careers which are required in a labor market. (Spragu, 1990)

It seems that the objective for the university core curriculum is aimed at developing graduates in order that they are able to work in the field they graduated from. Based on the information given by the Department of Employment (1983), we found that 56% of samples could work in their field of their major program, while 45% of those did not work therein. According to study exploring the causes of graduates unemployment, we found that 37% of graduates could not find a job, 22% of them were continuing to study, 18% were waiting to hear an answer from a company, and 6% did not want to work. However, such study had not been focusing on the real causes of graduate unemployment, especially joblessness. Many factors may cause the said problems such as graduate needs, labor market needs as well as university curriculum. Concerning music jobs, nobody has studied the music curriculum in Thailand or other causes if they are the factors in finding a job of recent graduates or not.

To reply to such question, the researcher therefore does research on "Strategy for Developing Capacities of Students of the Faculty of Music for the Guidelines for

Working in the Entertainment Industry” which conforms to the vision of the Faculty of Music, Silpakorn University. It means that its vision has aimed at producing knowledgeable and capable graduates being able to definitely understand entertainment business and music so that they can use their knowledge, abilities, and ethics for their profession in the entertainment business which is one of the main driving forces of Thai economy. With cultural abilities, the entertainment as a strategy can build Thai economic strength as well as cultivate graduates’ ethical skills in order that they can use their utmost knowledge, and abilities for their careers in music and entertainment business.

Research Objectives

1. To study the current state of the music business;
2. To study the expectations of music and entertainment organizations forward the abilities of graduates finished from the field of music business and business;
3. To study factors influencing the development of students’ abilities in music business and entertainment program; and
4. To present “Strategy for Developing Capacities of Students of the Faculty of Music for the Guidelines for Working in the Entertainment Industry.”

Scope of the Research

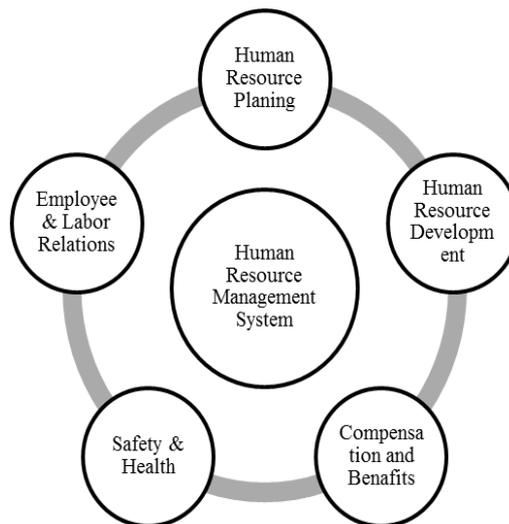
This research has focused on the people working in companies running their music business and entertainment in Bangkok and its surrounding areas by means of selecting the company group using services or products concerning music business and entertainment only. Based on registered company group as well as companies classified by BrandAge Magazine 2013, the researcher has emphasized the importance of information given by any person who must have authority to make decisions in his/her company.

Concepts, Theories and Relevant Research Studies

Theories and Concepts Related to Human Resources

Using the theories and concepts related to human resources, the companies can achieve their goals because their personnel are considered as an organizational-base factor in every business field, even the music industry as well as the entertainment. The concepts of human resource management system are comprised of 5 parts as follows: 1) human resource planning, job application, recruitment and selection, 2) human resource development, 3) compensation & benefits, 4) safety & health, and 5) employee & labor relations (Mondy, Noe & Premeaux, 1999)

Figure 1: Human Resource Management System



Source: Mondy, R., Noe, R., & Premeaux, S. (1999). *Human resource management (7th ed.)*. Upper Saddle River, NJ: Prentice Hall, p. 5.

Recruitment and Selection

Concerning the creative business, the majority of the best creative work has been done by people. Because of the budget limitations of recruitment and selection of companies, a number of staffs cannot be recruited. The recruitment and selection is the fundamental mission of the relevant department responsible for human resource. Influencing the success or failure of companies, the recruitment and selection therefore has to be seriously and justly carried out in accordance with relevant legislation in order to have the most suitable staffs for the positions, otherwise there will be conflicts between employers and employees. (Magginson, 1981)

Theories and Concepts related to Higher Education

Nowadays, there are 78 government higher education institutions nationwide so that the higher education shall be equally and thoroughly accessible to all. Molen (1966) states "A higher education institution is a place where the bodies of knowledge have been established. They have arisen from 3 interrelated elements: 1) knowledge transfer from lecturers and learning materials, 2) knowledge application in accordance with knowledge theories for the new one, and 3) creation like a research. New bodies of knowledge shall be established by the said elements that a learner can use after graduation. For Phinyo Sathorn (1971), he says "the higher education of Thailand taking place after high school emphasizes the intellectual and thoughtful development for academic progress as well as the manpower for national development." Regarding Varaporn Bovornsiri "The higher education is classed as higher level education or third level one (after completion of elementary and secondary levels). Fundamental principles and basic concepts of higher education are comprised of 3 factors, namely academic excellence, operational autonomy, and academic freedom."

Theories and Concepts related to Curriculum

The learning management in education system is based on what is the knowledge for learning. The subject-centered curriculum is focused on the academic contents of the subject. As an educator, it is important to remember that the education is not only

content dissemination process. It means that the good educational process should encourage the learners to develop, seek and discover new knowledge through their academic contents. To change the view of what is called knowledge, standards and regulations including rapid growth of technology have allowed of changes in knowledge widely. People's immigration is a reason why world cultures and economic world have been performed. The value distribution and the advancement of democracy are the issues that must be learned. Hence the above-mentioned changes clearly represent that learning is not only limited to "a school" However, we have still believed that the school is a learning place where education and learning resources including something constantly changes are highly provided to people. Curriculum like a compass changing people's lives determines and reflects learning concepts as well as educational activities for students.

Key Informants, Populations and Samples

The researcher has determined the key informants as upper-level managers of leading music companies, executives of brand products and top service companies, academicians, experts in relevant fields. For this research, there are 15 key informants in total. Concerning populations, they are comprised of owners, marketing managers, general managers, personnel managers of juristic persons registered by the Department of Business Development, Ministry of Commerce (Available information about juristic persons as of December 2012, Department of Business Development, Ministry of Commerce). 528,757 companies where graduates may be employed have still engaged in business. There are 400 random sampling by using the variation between sample size and the error caused by random sampling given by Taro Yamane (Yamane, 1967).

Research Tools

According to the results of the survey, the descriptive statistics are used to describe the categories of samples, the strategy for developing the consulting services for brand creation, creation of a competitive advantage in the music business by means of using fundamental statistics: frequencies distribution, percentage, mean, standard deviation, inference statistics, T-test, One-Way ANOVA, Scheffe' method, Exploratory Factor Analysis: EFA. To be the beginning of determining strategy for developing the consulting services for brand creation, and creation of a competitive advantage in the music business, the Principle Component Analysis (PCA) and Factor Rotation created by Varimax are used as well.

Conclusion

Quantitative Analysis

From the information about fundamental characteristic of entrepreneurs analyzed by 400 respondents, we have found that 139 respondents (34.8%) think that the positions with the highest levels of responsibility are a marketing manager, an organizational communication manager (public relations), and a customer service manager; 91 ones (22.8%) a personnel manager, an organizational development manager; 82 ones (20.4%) an owner, a managing director, a general manager, 48 ones (12.0%) other positions and 40 ones (10.0%) a production manager, a quality control manager. For registered capital, 148 respondents (37%) think that the registered capital of an entrepreneur is 1,000,000 – 10,000,000 baht, 88 ones (22.0%) 25,000,000 baht, 57

ones (14.3%) 10,000,000 – 15,000,000 baht, 51 ones (12.7%) below 1,000,000 baht, and 16 one (4.0%) 20,000,001 – 25,000,000 baht.

140 respondents (35%) think that types of business of entrepreneurs concern the advertisement, the public relations, the media, and the event, 66 ones (16.4%) the education, 64% (16.0%) general products or goods, 57 ones (14.3%) the entertainment, the music, the movie, 8 ones (2.0%) other business. Concerning duration of running business, 128 respondents (32.0%) think that it is more than 10 years, 115 ones (28.7%) 5 – 8 years, 73 ones (18.3%) 8 – 12 years, 8 ones (2.0%) below 3 years. 188 respondents (47.0%) think that the most well known persons are a singer, 98 ones (24.4%) an actor and an actress, 73 ones (18.3%) a lecturer, an academician, 33 ones (8.3%) a famous person in any business, and 8 ones (2.0%) a politician.

According to factor loading result arisen from exploring the strategy for potential development for the students of Faculty of Music towards the guidelines for entertainment industry implementation, based on Varimax procedure involved in factors loading rotation, it shows that factor loading values have changed when factor loading rotates. In factors analysis, in relation to the strategy for potential development for the students of Faculty of Music towards the guidelines for entertainment industry implementation, there are 5 main factors: Social Acceptance, Honesty and Professionalism, Abilities to Manage, Responsibility and Creativity, and Production Integration and Excellence.

The finding shows that the balance between academic-based and practice-based qualities helps to produce high competent and outstanding graduates who will be able to not only adapt themselves to fast-changing music and entertainment industry as well as various fields of job including music and entertainment, but also apply their knowledge to continue their higher education.

Currently, 3 programs of bachelor's degree in music and entertainment business are offered. The first program offers both the theoretical-based and the practice-based courses that provide the students with business management knowledge of all fields of entertainment without emphasis on a particular field (such as advertising media, creativity and management, marketing, etc.). This program is nowadays selected as graduate program. Secondly, the program of music and entertainment business management emphasizes on practice approach more than theory approach, together with additional skills including computer literacy for music works, use of musical instruments for music practicing and English language teaching for students. The goal of this curriculum is to educate the students to become creative and able to create various productions as professionals such as musician, composer and creative advertiser, etc. It provides specialized courses in practice approach and use of musical instruments, composition and professionalism in recording room. The third curriculum contains 2 types of entertainment and music courses provided at the third and the fourth academic years respectively, which are production course and management course. It is determined to educate and train the students to be qualified with specialized and required skills for future careers. However, these three curriculums have the similar goal of teaching: to produce graduates with social consciousness, responsibility and morality for career world.

Required qualifications of music and entertainment business employees in labor market

Those who are required in the labor market must acquire knowledge and good understanding about music and entertainment. Generally, some of them gained middle-leveled knowledge. For example, they know well about the management and marketing but lack entertainment industry skills while the others who are involved in creativity and production jobs lack management and marketing skills. Thus, music and entertainment business employees tend to be increasingly needed in labor market.

General qualifications of those who work for music and entertainment agencies

Music and entertainment executives are expected to be well-rounded, high-responsible, good-looking, friendly, enthusiastic, up-to-date with the news, and open-minded, appreciate music and entertainment as well as understand the concept of music and entertainment. Also, they must be friendly, able to work as teamwork, willing to express feelings and opinions, as well as good at computer, marketing and languages – both Thai and English. In addition, graduates should be hospitable, diligent, patient, creative, curious, generous, service-minded, responsible, matured, and skillful at presentation as well as always eager to learn. Briefly, work experience and command of English language is ranked as the first and the second required qualifications respectively.

Consistency between the production of undergraduates and the demand of music and entertainment agencies

Nowadays, the universities can produce a number of undergraduates in the field of music and entertainment business management, who efficiently respond to the demand of labor market and become higher qualified at marketing, well-matured, computer literate, considerate, tolerated, eager to learn, able to deal with unexpected problems, responsible, as well as efficient at foreign language use. Whether graduates in the field of the music and entertainment will be hired or not depends on their personal qualifications and suitabilities for each kind of job.

Strategy Presentation

Strategy: SHARP (raising a half step in pitch)



In relation to variables that are factors supporting the potential development for the students of Faculty of Music towards the guidelines for entertainment and music industry implementation, the researcher collects the whole of important factors relevant to music field, which is easily recognized. That is a raise of a half step in pitch or called by musicians "SHARP" that is regarded an easily-remembered strategy in which meanings are indicated as follows.

1. Social Acceptance Factor

Social Acceptance is regarded as a qualification that encourages students and graduates to be respected and accepted in career society by colleagues as well as be able to take part in industry work filed. It is required to provide students with general knowledge both directly and indirectly relevant to music and entertainment business. According to the data analysis given by interviewees, the researcher has found that most music or art students are not much interested in other sciences.

2. Honesty and Professionalism Factor

The researcher proposes that the current situation be led into the globalization where we must face a variety of problems due to the popularity of capitalism even in the music and entertainment industry. In globalized world, the piracy and the noncompliance with intellectual property bring about low quality entertainment works produced by some worried manufacturers. As a result, the graduates should be educated to be professional with punctuality, willingness to consider different opinions for improvement and always readiness to develop their work skills. To sum up, honesty and professionalism factor is recommended on this matter.

3. Abilities to Manage Factor

Abilities to manage factor is considered a principal strategy for the graduates during their study and after graduation. It is a quality expected by the whole of organizations. In other words, how to achieve the goals of employees, including those working for music and entertainment, can be applied to work even to their daily personal living. Thus, this attribute must be contained and instructed in learning course and extracurricular activities by lecturers.

4. Responsibility and Creativity Factor

Responsibility and creativity factors seem to be the essential factors analyzed and collected by means of in-depth interview. According to the survey, the main manufacturers have the similar expectation in the entertainment industry including music, song, film and other aspects. It is agreed that the graduates' tolerance becomes a necessary factor as a result of the fact that currently new graduates are less able to put up with work-related pressure. In terms of the superior's assignments, every organization emphasizes on the employees' attitudes, determination and passion more than their obedience to authority. Also, students must be well educated and promptly adapted to career start; that's why they are able to apply their knowledge and practice skill to work more than theory approach.

5. Production Integration and Excellence Factor

The last factor is the utmost to integrate concerned and studied sciences to build the body of knowledge or supplementary knowledge that can be applied to work context. For example, music and entertainment graduates are admitted to work in the fields of production, management, marketing or communication, as well as able to implement the principles and the practice guidelines for music and entertainment related business. Radically, the music and entertainment industry depends on both sides of comprehension – one is production and value adding of products and services such as artist, song, music band and film; management science which responds to the determined objective.

Suggestion

The result of research entitled “Strategy for Potential Development for the Students of Faculty of Music towards the Guidelines for Entertainment Industry Implementation” should be applied as guidelines for music and entertainment business course improvement which will be beneficial for further education and business of the nation.

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