

Original Paper

Research on Credit Construction of Art Market Based on Collaborative Governance

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Abstract

The art market in China started late, but developed rapidly, showing a good momentum of vigorous development. However, as an emerging market, there are still some credit problems, such as forgery of art series, which seriously hinders the high-quality development of China art market. On the basis of analyzing the credit problem of China art market, this paper puts forward some countermeasures, such as perfecting the credit laws and regulations system of China, establishing the credit mechanism of art market, strengthening the supervision of art market and perfecting the appraisal and evaluation system of art.

Keywords

Art market, Credit construction, Credit

1. Introduction

With the all-round development of economic globalization and the continuous deepening of China's reform and opening up, the living standards of our people are constantly improving, and the pursuit of a better life is increasingly enhanced. As one of the important representatives of a better life, art has entered the public's field of vision, and the art market has begun to form and continuously maintained a strong growth trend.

The development of China art market began in 1978. Since China joined the WTO in 2001, the development of China art market has entered a new stage. Since 2009, China's art market has been ranked among the top three in the global art market. With the continuous expansion of the middle-income population in China, the art market is improving quality and efficiency, and economic development, scientific and technological progress and spiritual and cultural needs have become new kinetic energy to promote the rapid development of the art consumer market. With the active art market,

art has entered the daily life and work of the public and become an indispensable part of people's spiritual and cultural life. However, although China's art market has developed greatly, it has not fully demonstrated the charm of China as a cultural power, and it is not suitable for the current stage of economic development (Shi, 2022). With the prosperity of the art market, there are many honesty problems in the art market, such as counterfeiting, selling fakes and selling fakes, which seriously hinder the healthy and orderly development of the art market and the smooth implementation of the strategy of "strengthening the country through culture".

2. Problems Existing in Credit Construction of Art Market

2.1 The Credit Concept of Art Market Subjects is Weak.

The implementation of market economy, on the one hand, stimulates the autonomy and flexibility of market subjects and increases the vitality of the market; On the other hand, due to the inherent drawbacks of the market economy, in order to pursue the best interests, market participants will take risks and ignore the provisions of the law to make and sell fake goods. There are a large number of counterfeiting incidents in the art market, which not only damages the interests of consumers, disrupts the order of the art market, but also hinders the healthy and orderly development of the art market.

According to the survey, art fraud has formed a complete industrial chain, not only in the production process of art, but also in the sales process. On the one hand, in the production of artworks, counterfeiters have various means of counterfeiting, which will be continuously upgraded with the development of counterfeiting technology. In some places in China, they are even famous for producing a certain category of artworks, and what's more, there are different distribution areas of folk counterfeiting, which has seriously impacted the benign development of the art market. On the other hand, with the rise of online e-commerce platform, the sales channels of artworks have been expanded. Consumers can not only buy artworks offline, but also buy artworks online and other new ways. The expansion of sales channels has expanded the sales scope of art fakes, and the massive circulation of art fakes in the market is the root cause of the current development of the art market. Therefore, in order to standardize the order of the art market and promote the benign development of the art market, we need to standardize this act of counterfeiting and selling fakes from the source and reduce the possibility of artistic fakes entering the market.

2.2 The Art Market Lacks Professional Appraisal Platform and Evaluation Talents

The identification process of artworks is very complicated. With the development of science and technology, the identification technology is constantly improving, and the raw materials of artworks can be identified. However, some works of art have been produced for a long time, so the appraisal of them should comprehensively consider various factors such as historical background, humanistic environment and cultural tradition. The appraisal of such works of art is mainly based on subjective experience, supplemented by appraisal results. China's art market is extremely short of high-level appraisers, and a large-scale professional talent pool has not yet been formed. There are also some

experts who are tempted and driven by huge profits, violate their professional ethics and conscience, and cheat on the results of art appraisal. This situation has increased the difficulty in identifying the authenticity of works of art.

At the same time, the procedure of art appraisal in China lacks consistent standards. Appraisal institutions and experts adopt different standards in the appraisal of works of art, which is unfavorable for the appraisal of works of art, because the appraisal results obtained by adopting different appraisal standards for the same works of art are not very convincing, and it is difficult for consumers to distinguish the authenticity of works of art. In the long run, the failure to establish a unified appraisal standard is not conducive to the development of the art industry.

2.3 The Art Market Trading Channel Information is Opaque

In recent years, with the rapid development of China's economy, the domestic art market is also growing. The "2018 Global Art Market Report" published by Art Basel International Fair and UBS Group AG shows that in 2017, the total turnover of the global art market was US\$ 63.7 billion, of which China accounted for 21%. The booming art market in China occupied an important position in the global art market, and the group of buyers in China gradually expanded and became the representative of strong growth.

The prosperity of the art market is related to the emergence of a large number of auction institutions in China, but due to the lack of corresponding supervision, some auction companies take advantage of the "fire" to rob, conduct false appraisal, self-hype, money laundering and bribery and other incidents are common. What's more, some auction institutions, driven by interests, make false appraisal of art fakes, which further aggravates the complexity of the art appraisal market. The chaos in the auction market needs to be strictly rectified and regulated, thus forming an effective punishment and compensation mechanism to promote the continuous standardization of the appraisal market.

3. The Countermeasures of Art Credit Construction

To sum up, the art market is chaotic, and it is not enough to manage it from one aspect alone. We must carry out comprehensive management from the perspective of coordinated management to promote the healthy and orderly development of the art market.

3.1 To Promote Legislative Work, Improve the Relevant Laws and Regulations

Honesty and trustworthiness are the moral norms that every social organization should abide by, but just staying at the moral level is not enough to restrain the dishonesty of some social organizations. We must solve the problem of dishonesty of social organizations through legislative means and create a good credit legal environment (Guo, 2023). The key to the healthy and orderly development of the art market is credit legislation, and the government should constantly improve the relevant laws and regulations in the credit field, so that the management of the art market can enter the legal track. First, the legislature should revise and improve the relevant laws and regulations. With the development of economy, the environment of art market is constantly changing, and the existing laws and regulations

can't solve the new problems. The legislature should keep up with the development of the times according to the actual situation, so as to make the laws and regulations more in line with the market needs. Second, constantly improve the credit legal system. The existing legal gaps should be formulated in time, so that every specific illegal act is based on corresponding laws and regulations. Third, formulate laws and regulations in line with local conditions. The legislature can adjust measures to local conditions according to the actual situation of each region, which is more conducive to solving problems.

3.2 To Speed up the Establishment and Improvement of Art Evaluation and Appraisal System

The forgery and false evaluation of artworks have affected China's art market. To some extent, establishing and improving the evaluation and appraisal system of artworks can solve some contradictions. First, the government should set up a special working department to write rules, regulations and moral standards for art market transactions after actually investigating the market situation, and make these rules, regulations and guidelines deeply rooted in people's hearts through publicity, training and other means, so as to reduce the occurrence of dishonesty from the ideological root. Second, establish a unified national art appraisal system. The National Cultural Relics Appraisal Committee is the most authoritative appraisal institution for artworks in China, and there are also corresponding art appraisal institutions in various provinces and cities. On this basis, a unified art appraisal system is established to make the appraisal of artworks have rules to follow. Learn from foreign experience, encourage the establishment and participation of private appraisal institutions, and realize the socialization of art appraisal. Third, establish a strict art market access system. Indicate the source of works of art, appraisers issue their appraisal qualifications, and the government cooperates with the state to supervise the art industry under the guidance of relevant laws and regulations.

3.3 Improve the Construction of Credit Mechanism in the Art Market

Perfecting the construction of market credit mechanism is an important means to promote the integrity autonomy of the art market and an important content of building a new social governance mechanism with credit as the core, which can not only effectively alleviate the contradiction of information asymmetry in transactions, but also improve the integrity trading mechanism of the art market, thus stimulating the steady growth of the art market economy. First, establish and improve the market credit information disclosure mechanism. Establish an identity confirmation system for relevant subjects in the art market, including creators, producers, operators, consumers, etc., and improve the information identification of legal persons and natural persons based on unified credit codes (Huang, Gong, Zou, Jia, & Xu, 2022), and according to the artistic value level of the work, it is appropriately graded. Using big data and digital technology, we will establish an information platform for the art market, realize information sharing and information circulation, and reduce the occurrence of information asymmetry. Second, establish a credit reward and punishment mechanism for the art market. It is mainly manifested in two aspects: punishment for dishonesty and encouragement for trustworthiness. The government should keep pace with the development of the times and introduce a set of disciplinary system for

dishonesty with legal benefits as soon as possible, so as to clarify the rights and obligations of both parties in the art market. In view of the phenomenon of dishonesty and the subject of dishonesty in the art market, different measures and disciplinary measures are taken according to the nature and severity of dishonesty to purify the art market. The incentive mechanism of trustworthiness is one of the indispensable and important contents in the credit system of the art market. Compared with "punishment for dishonesty", it is composed of various internal and external factors that motivate people to be honest and trustworthy (Bao & Huang, 2023). For the trustworthy subject, the government has formulated measures to give certain material or spiritual rewards. Third, establish a credit repair mechanism for the art market. If the illegal and untrustworthy subjects actively correct their mistakes, fulfill their legal obligations and responsibilities, and eliminate the adverse effects of dishonesty, they can apply for reshaping their social credit, which will be approved by relevant institutions through certain procedures and conditions.

3.4 Increase Publicity and Strengthen the Construction of Integrity Culture in the Art Industry

When the integrity consciousness of all the people is constantly improved, a social atmosphere of honesty and trustworthiness can be truly formed. The government is the provider of public goods. As a kind of public goods, the construction of trade integrity culture needs the support and promotion of government departments. To strengthen the construction of integrity culture in the art industry, the government should do the following. First, improve the public's sense of integrity. Through the distribution of publicity materials, integrity education and training, etc., we will publicize the concept of integrity to the public, popularize integrity literacy, credit policies and regulations, and typical cases of credit rewards and punishments. Encourage universities, scientific research institutions and service institutions to carry out research on credit theory and application, and strengthen the discipline construction of credit management (Zhang, 2022). By raising the public's awareness of consumption and rights protection, we can enhance our understanding of integrity and further create a good social integrity atmosphere. Second, improve the integrity awareness of art enterprises. We will comprehensively establish normalized integrity education and training, gradually enhance the integrity awareness and law-abiding awareness of art enterprises, actively create a good business environment, effectively promote the construction of integrity system, and steadily build an integrity system of "stressing integrity and keeping promises" to further safeguard the legitimate rights and interests of operators and consumers. Third, innovate publicity methods and increase online publicity. We will make use of WeChat WeChat official account, Video No., Tik TokNo. and official Weibo to strengthen the publicity of new mainstream media, so as to diversify the forms and enrich the contents. In addition, it can also be publicized through industry associations to form a good fashion of honesty in the whole society.

3.5 Strengthen the Supervision of the Art Market and Standardize the Behavior of Market Participants

The benign development of the art market can not be separated from the government's supervision, among which the supervision of market subjects is particularly important.

First, the government should strengthen supervision. The government should set up a special regulatory agency to strengthen the policy guidance and directional supervision of the art market. The government should strengthen the collection and analysis of art market information, strengthen market research, grasp market information, adjust regulatory policies and measures in time, and improve regulatory accuracy and efficiency. At the same time, the government should strengthen communication and contact with enterprises and consumers, timely understand the needs and feedback of enterprises and consumers, and improve the market supervision mechanism. In addition, the government should also strengthen the training of supervisors and constantly improve their professional quality and working ability. In view of some shortcomings and problems in market supervision, the government needs to conduct targeted training for supervisors to improve their supervision level and ability.

Second, further improve the management structure of combining government supervision with industry self-discipline. The government uses policies, regulations and administrative means to supervise and govern industries and markets, including the auction industry. It is impossible for the government to enter and manage all market decisions and transactions. Therefore, the government can and should jointly regulate and manage the operation and market activities of the industry through the methods of industry associations and industry self-discipline.

Thirdly, encourage public participation and constantly strengthen social supervision. The key to the long-term management of the art market lies in widely mobilizing the masses to participate in social supervision and giving full play to the role of the public in the construction of integrity. By improving the channels for reflecting social conditions and public opinion, setting up report boxes and hotlines, we can mobilize the enthusiasm of the public to participate, find dishonest behaviors in the art market in time and effectively solve problems, and strive to optimize and purify the business environment.

Fourthly, give full play to the supervisory role of the media in the market. The social responsibility of the media includes correctly guiding public opinion, innovating the way of public opinion supervision and promoting the construction of social integrity (Liu, 2005). The media should report the credit problems in the art market in a timely manner and grasp the correct public opinion orientation.

3.6 Consumers to Enhance Professional Knowledge of Art, Enhance Risk Awareness, Rational Investment

In today's art market environment, consumers need to improve their own quality and enhance their ability to identify works of art. First, consumers themselves should establish the concept of rational investment and value investment. Through learning, we will constantly improve our awareness of risk prevention and pay attention to the prevention of artistic fakes in the name of "guaranteed capital and high income". Second, consumers should enrich their artistic knowledge and improve their discriminating ability through various means, such as participating in training. "Because the value of a work of art depends partly on its aesthetic charm and partly on the authenticity of the work, it is very important for a buyer to identify the authenticity of the work" (Leonard & Christie, 2013). Third, consumers should improve their awareness and ability of rational rights protection according to law.

Consumers should understand and know how to actively safeguard their own rights and interests such as property security, information, independent choice, fair trade, claim according to law, education, respect and information security. Consumers should guard against criminals selling art fakes for profit. When there is a situation that damages their legitimate rights and interests, consumers should rationally defend their rights according to law.

4. Conclusion

The sustained development and prosperity of China's art market shows that consumers' demand for a higher level of spiritual enjoyment is still strong. The report of the 19th National Congress pointed out that the main contradiction in our society has been transformed into the contradiction between the people's growing need for a better life and the unbalanced development (Xi, 2017). There are many problems in the credit of the art market, which shows that there is a contradiction between the people's beautiful needs and the unbalanced and insufficient development. Therefore, vigorously strengthening the credit construction of the art market and effectively ensuring the high-quality development of the art market in China is not only a major practical problem that needs to be solved urgently at present, but also an important theoretical topic that needs long-term attention and research. Under the correct leadership, the active leadership of the government and the joint efforts of all sectors of society, we believe that all kinds of credit problems in the development of China's art market will be solved, the spreading power and influence of Chinese civilization will be continuously enhanced, and the strategic goal of becoming a cultural power will be realized at an early date.

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