

## *Original Paper*

# Issues Related to Art Human Resource Management

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### ***Abstract***

*Art human resource management is crucial for the long-term success and sustainable development of art organizations. It helps to build a versatile team of creators, establish a positive organizational culture, ensure efficient project execution, promote the organization's brand, comply with laws and regulations, and promote innovation and development. Art human resources not only provide support for artists, but also help art organizations stand out in the fiercely competitive art field. This article interprets the relevant issues of artistic human resources from four aspects: connotation, characteristics, functions, and incentive methods.*

### ***Keywords***

*human resources, artistic human resources, uniqueness, incentive methods*

## **1. The Connotation of Artistic Human Resources**

### *1.1 The Meaning of Artistic Human Resources*

According to the degree of resource intensity, it can be divided into labor-intensive enterprises, capital intensive enterprises, technology intensive enterprises, and knowledge intensive enterprises. The art industry belongs to knowledge intensive enterprises, and further belongs to creative intensive industries. Creativity and imagination are indispensable in the art industry, and can even be said to be the only key. Art is actually adding things that are different from the real world into the real world, thus becoming a new understanding, new existence, and new composition. Therefore, when creativity and imagination become the working methods of art, people become the key carriers, and the special role of artistic human resources in art management is particularly important.

### *1.2 The Role of Artistic Human Resources*

Art human resources play a very important role in today's era. Firstly, in the recruitment and development of artists, art human resource management involves attracting, recruiting, and cultivating creative and talented artistic talents. This includes establishing essential cooperative relationships with art groups and organizations such as artists, designers, actors, and choreographers to ensure that the organization has sufficient artistic creativity and expression.

When managing artistic talents, artistic human resources should identify and manage internal personnel

of the organization, select artistic talents with artistic talent and creativity, and its management content includes evaluating, training, and developing employees' skills and creativity. The field of art human resources emphasizes cultural diversity, and art human resource management needs to focus on diverse recruitment, inclusive policies, and cultural diversity, so that art works can reflect the voices and perspectives of different cultures. Curators in art projects need to manage and coordinate multiple art projects, and art human resource management also involves selecting suitable team members, artists, and technical personnel for the project to ensure the smooth implementation of art work.

Meanwhile, art human resource management can assist in improving the quality of works. Recruiting and cultivating talented artists and creative teams for art companies can bring more outstanding artistic achievements to organizations, and also help shape and convey the organization's culture and values. This can to some extent affect the artistic attitude, creativity, and credibility of fulfilling commitments of artists and employees. When curating art projects, art human resource management involves coordinating team work, allocating resources, and executing the project. Art human resources need to ensure that the project can be implemented according to the original plan and play a very important role in establishing and promoting the organization's art brand and enhancing its market position.

Art human resource management can help form the uniqueness of organizational selling points and establish deeper connections with potential partners and audiences. In short, excellent art human resource management plays a crucial role in the success of art projects and the sustainable development of the organization in art organizations. Management not only focuses on personnel recruitment and training, but also on organizational culture, project management, legal compliance, and brand building to ensure that the organization has sufficient competitiveness and influence in the field of art.

## **2. Characteristics of Artistic Human Resources**

### *2.1 Creativity and Non Traditionality of Artistic Human Resources*

Artistic talents possess unique characteristics, and artistic human resources involve collaborative relationships with artists, designers, actors, and other creative practitioners. These talents typically have non-traditional career paths and unique creative talents, and require special management and support. In art resource management, artists typically require greater creative freedom to meet their needs for expressing individuality and unique styles. This is fundamentally different from the more structured and standardized human resource management methods in traditional enterprise environments.

### *2.2 Uniqueness of Artworks*

The uniqueness of artistic works is mainly reflected in two aspects: original works and artistic value. Artworks are usually original and unique. This is different from the large-scale production and standardized production of traditional enterprise products. The value of art is often subjectively influenced and fluctuates due to the artist's reputation, the background of the work, market demand, and artistic trends, making the evaluation and pricing of art particularly complex. Secondly, in art and culture, the cultural and diversity of art cannot be ignored. The art field emphasizes cultural diversity, and art

projects often involve cross-cultural communication and cooperation. Art human resource management needs to consider communication and understanding between different cultures, so diversity management skills are also required for art human resources.

### *2.3 Art Human Resources Require Personalized and Creative Training*

Art human resource management requires providing creative training and abundant artistic resources to help artists continuously develop and improve their artistic skills. And art resource management is different from traditional enterprise training and development. Art human resource management usually requires personalized support to meet the unique needs of different artists, but traditional enterprises advocate a unified training and management approach.

### *2.4 Differences between Art Human Resource Management and General Enterprise Human Resource Management*

There are differences between artistic human resources and general human resources in some aspects, such as the demand for creativity and the influence on society. These differences reflect the special nature and needs of the art field. The following are the main differences between the two.

Firstly, there is a need for creativity. Whether it is the cultural industry or the general industry, the core is "people", but the core of art enterprises focuses more on creativity and content, while the core of general enterprises focuses more on development and productivity. For example, artistic human resources require artists to have high aesthetic ability and creative skills, and to have a richer spiritual world and creative ability compared to others. However, general enterprises do not pay attention to the artistic talent and aesthetic ability of talents,. The development of art enterprises is based on cultural resources. Without cultural resources, art enterprises cannot be discussed. Compared with general enterprises, art enterprises pay more attention to social value.

Secondly, the difference between art human resource management and general enterprise human resource management is also reflected in their influence on society. Both have multiple attributes of economy, politics, and culture to society, but relatively speaking, the contribution and value of art to society are more focused on shaping and influencing people's spiritual world, and actively promoting cultural diversity and innovation. Art is an important part of human civilization, and has always been a way for humans to express their thoughts, emotions, and experiences from ancient times to the present day. Art has therapeutic and rehabilitation functions, and is widely used in fields such as psychotherapy and rehabilitation training. Through art forms such as painting, music, and dance, it releases people's inner stress and alleviates negative emotions, bringing positive effects to the spiritual outlook of society. Art can also promote cultural diversity and innovation, inherit and promote excellent traditional culture, and enhance people's cultural confidence and identity. The impact of the existence of enterprises on society is more inclined towards economic attributes. Simply put, enterprises meet people's minimum needs for clothing and food, create wealth value for society, and society provides resources for companies. Companies are born and exist to adapt to society.

### **3. The Key Role of Art Human Resources in Art Organizations**

#### *3.1 Building a Talented Team of Creators*

Art human resources play a crucial role in the success and sustainable development of art organizations. In the process of recruiting and developing art talents, the core of art organizations is artists and creators. Art human resource management involves four aspects: finding, attracting, recruiting, and cultivating talented art talents, ensuring that the organization has a diverse and innovative art creation team, which helps to enhance the organization's artistic creativity and influence.

#### *3.2 Establish a Positive Organizational Culture*

Art human resources can shape an organization's culture and values, encourage creative thinking and artistic expression among talents, and promote the success of art projects, helping to establish a positive work environment and stimulate the artistic potential of creators. In project management, execution, and curation of art projects, art human resource management involves three aspects: team coordination, resource allocation, and project execution. Art human resources can ensure that projects are implemented according to plan and budget, while maintaining high-quality artistic expression.

#### *3.3 Assist in Establishing and Promoting Art Brands*

Art human resource management plays a crucial role in establishing and promoting an organization's art brand and market position. It can assist in building relationships between art organizations, potential partners, and audiences, thereby expanding the organization's influence.

#### *3.4 Compliance with Laws and Regulations*

Art human resource management needs to comply with laws and regulations, including labor laws, copyright laws, etc. Art human resources also involve contracts and agreements with artists and art organizations to ensure that everything is legal and compliant.

#### *3.5 Promoting Innovation and Development*

Art human resource management can promote innovation and development of art organizations. They can provide training and artistic resources to support artists in exploring new media, technologies, and art forms, thereby driving the development of the art field forward.

In summary, art human resource management is crucial for the long-term success and sustainable development of art organizations. It helps to build a versatile team of creators, establish a positive organizational culture, ensure efficient project execution, promote the organization's brand, comply with laws and regulations, and promote innovation and development in the arts. Art human resources not only provide support for artists, but also help art organizations stand out in the fiercely competitive art field.

### **4. How to Motivate and Manage Artistic Human Resources**

How to motivate and manage artistic human resources is also crucial for the success of an organization. The following are the incentive mechanisms and methods for artistic human resources, as well as relevant case examples.

#### 4.1 Incentive Mechanism

The common incentive methods used by general enterprises include salary incentives, institutional incentives, training incentives, and goal incentives. In addition, art organizations can also incentivize artists to create outstanding works of art by providing rewards, scholarships, or artist residency programs. For example, the highest award in American theater and musical theater, the Tony Awards, has 24 permanent awards and is presented every June to artists who perform well on Broadway each year. The Tony Awards are one of the most important awards in the theater industry and have been held 76 times so far. It is known as the Oscars of the theater industry and is the arena for musical theater and theater competitions in the United States. It is an extremely important artistic achievement award.

#### 4.2 Creative Freedom

Creative freedom provides artists with more creative freedom and space, which can inspire them to explore new artistic fields and experimental projects. In addition, providing training and development opportunities for artists and talents, and helping artists continuously improve their skills and talents, cannot be ignored. Artists may benefit from art workshops, mentorship programs, and academic projects, and art organizations should provide more assistance to artists and offer them opportunities and artistic resources.

#### 4.3 Incentive Methods

Here are three incentive methods that can be adopted in artistic human resources. Firstly, monetary rewards. Art organizations can provide monetary rewards, such as bonuses and contract fees, to encourage artists and motivate them to have more outstanding performances in art projects. For example, art museums can pay certain exhibition fees to artists. Secondly, honor and recognition. Artists usually hope that their work and achievements will be recognized and praised by the public. Art organizations can provide honor and public recognition to artists by publicly commending and praising them and their works at exhibition openings, artist introductions, and media. Thirdly, the artist residency program. The artist residency program can provide artists with sufficient creative space, time, and abundant human and material resources, giving them the opportunity to focus on in-depth exploration of projects and making it easier for artists to focus on their own artistic creations. The art residency program can further stimulate artists' creativity from time, environment, and other aspects.

Artistic human resources can stimulate artists' passion and creativity through monetary rewards, honor recognition, artist residency programs, and other means, while providing them with the support and resources they need. This helps to establish a strong and more creative team of artists, contributing further to the success of the organization.

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