The Research of the Innovation and Reform Methods on Art Museums

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Abstract

This study focuses on art museums in China under the background of new media technology. By comparing with early traditional art museums, it is affirmed that art museums in the new media era should undergo reform and innovation on the basis of early traditional art museums. How should art museum managers reform and innovate art museums? Through the research and analysis of Innovative Organizational Form and Structure, Innovative Innovation and Salary Management, Innovative Human Resource Management, and Expand Talent Training Channels, the above methods will be borrowed and applied to the innovation and reform of art museums. Promote the transformation of early traditional art museums to contemporary new art museums, and also provide some management and innovation suggestions for art museum managers. To promote the development of art museums and serve society and the general public.

Keywords

innovation; reform; methods; art museum

Introduction

In terms of management innovation, innovative management methods are adopted to expand the flow of people and audiences in the art museum, increase the income of the art museum, and increase its visibility of the art museum. Carrying out cross-border cooperation has broken the traditional way of operating art museums in the early days, making art museums from closed to open, from isolation to cooperation. The museum adopts an innovative management model, which is manifested in cross-border cooperation and operation. The service function of the museum, online marketing and promotion, and new media art laboratory is fully reflected. It can be said that the museum is operating in the spirit of innovation. In addition to the preservation and exhibition of early traditional art museums, restaurants and gift shops have also been launched to provide visitors with food and afternoon tea, shopping, and shopping services. This is a major innovation in the function of the art museum. The art museum is not only a place of art and culture but also a diversified place integrating artistic, commercial, and service-oriented. Due to the technological and complex nature of new media art, the creation and display of new media artworks are often done through teamwork. In this process, a large number of artists, engineers, and other intellectuals from different fields are required to conduct cross-border exchange activities. Including the curatorial aspects of new media art and online exhibitions, curators are also required to have a professional knowledge background and learn about new media technology. Carry out professional knowledge and skills training for workers.

Research focus

The research focuses on how should the managers of art museum reform and innovate art museums. The manager of the f art museum must first raise funds to purchase and install new media equipment. This is the first step in the construction of new media. So how to raise funds has become one of the issues we need to study. After having been equipped with new media digital equipment, it created a special digital exhibition hall, integrated modern new media technology and the superior resources of contemporary art. Kind of a multi-sensing system. The use of advanced technologies such as VR and AR creates a multi-sensory, multi-interactive, and technologically deep, immersive experience space for the audience. Combining the artist's creative ideas and concepts, artificial intelligence technology, computer graphics, etc., presents a brand-new art space and art form. Construction of online platforms and marketing communications. For the online network platform, a new media art laboratory was established as an organization specializing in planning and preparing online apps and related services. It meets the needs of the audience to visit the exhibition online and learn about art and culture. The organization used its existing resources and influence to bring together artists, curators, software engineers, and art lovers in different fields and cooperated to jointly explore and create online new media art.

In terms of management innovation, innovative management methods are adopted to expand the flow of people and audiences in the art museum, increase the income of the art museum, and increase its visibility of the art museum. Carrying out cross-border cooperation has broken the traditional way of operating art museums in the early days, making art museums from closed to open, from isolation to cooperation. The museum adopts an innovative management model, which is manifested in cross-border cooperation and operation. The service function of the museum, online marketing and promotion, and new media art laboratory is fully reflected. It can be said that the museum is operating in the spirit of innovation. In addition to the preservation and exhibition of early traditional art museums, restaurants and gift shops have also been launched to provide visitors with food and afternoon tea, shopping, and shopping services. This is a major innovation in the function of the art museum. The art museum is not only a place of art and culture but also a diversified place integrating artistic, commercial, and service-oriented. Due to the technological and complex nature of new media art, the creation and display of new media artworks are often done through teamwork. In this process, a large number of artists, engineers, and other intellectuals from different fields are required to conduct cross-border exchange activities. Including the curatorial aspects of new media art and online exhibitions, curators are also required to have a professional knowledge background and learn about new media technology. Carry out professional knowledge and skills training for workers.

Literature review

Fang Hua proposed changes in external demand and changes in the management concept of art museums regarding the management innovation of art museums. Art galleries have been compared to churches. In the art gallery, you can let your thoughts change, and the works of art touch the viewers to bring a unique spiritual experience. However, with the changes of the times, art museums are undergoing unprecedented changes, and the needs of the audience have also changed to a certain extent. How to meet the needs of the audience has become more and more important for art museums. This is also the main problem that the art museum has to solve at present. So in the current environment, what are the needs of art museums when making art policies? What are the needs of the audience? The article tries to explain the following Changes in the external needs of art museums leading to the process of changing the management concept of art museums (Fang, 2011).

At present, art museums are facing a triple crisis of money, rights, and identity. Whether they can meet the needs of the government and assume increasingly heavy social responsibilities. Because meeting this demand directly means the survival of public art galleries. Secondly, the image of academic authority and the lofty artistic status of the museum have been challenged. Art historians and art critics who surround the works of art usually interpret the works from their own professional perspectives. And this phenomenon is increasingly being questioned. Finally, there is a crisis of identity, that is, whether the museum is collection-oriented or people-oriented. Is it a research organization or a service organization that provides educational projects for the public? When an audience is no longer a unified group but individuals with specific needs, how should art museums deal with it? Mette Houlberg Rung used the Danish sociologist Lars Geer Hammersh j and Lars-Henrik Schmidt) self-formation theory as the theoretical basis. The relationship between the museum and the public is analyzed. Schmidt and Hamershoi's theory of self-construction re-examined the relationship between self-development and society. Hamershoi believes that today's social development is accompanied by two conditions. The first situation is a process of extreme personalization, and the second situation can be called culturalization. The above two situations are very suitable for the concept of personal construction in the late modern period. Faced with changes in external demand, art museums are either proactive or passive. In any case, he couldn't keep himself out of the way. The need for instrumentalization from the formulation of art policies and the need for culture from the consumer society has forced art museums to re-examine their external environment and respond to changes in external needs through management and innovation.

Methods

This article uses qualitative research methods. This method uses the researcher himself as a research tool and uses a variety of data collection methods under natural circumstances, including the literature research method, interview method, and case analysis method. Conduct an overall in-depth exploration of the research phenomenon, and form conclusions and theories from the original data. Qualitative research requires researchers to participate in natural situations rather than artificially controlled experimental environments. Collect data adequately, and conduct overall exploration and induction of social phenomena instead of using deductive thinking to analyze data and form theories. Through the interaction between the researcher and the researcher, and the face-to-face contact between the researcher and the researcher, the researcher can understand their behavior. The society can be viewed from the perspective of the researcher, and then the researcher's cancer has a more holistic and explanatory understanding the f a matter. Describe the innovations, and management issues that art museums face in the new media environment. Qualitative research is a research method based on the philosophy of natural inquiry, expressing social phenomena and theories through the method of content analysis.

Results

Finding a way to solve the problems existing in art museums in the new media era, provide suggestions for the current development and construction of art museums, and find suitable management methods. Use innovative management to form a new management model that is different from the traditional art museum management model. Play a more active and important role in promoting the development of art and culture, reserving society and the audience. As far as the new media environment is concerned, the development prospects of art museums can be seen. The application of new media technology will become more and more extensive and in-depth. As a cutting-edge research project with great development potential in the 21st

century, both theoretically and in the study of the environment depend on the synthesis of multiple technologies. Although many technologies still need to be improved, from the overall development trend, it can be predicted that this technology can better exert the work effect of art museums. It sets a new direction for the development of art museums. Let the contemporary art museum adapt to the change and development of the times and technology. At the same time, it has become the main theme of the gradual construction and growth of the museum. Seize the opportunity of new media technology and digital art museums, and strive to be one of the world's first-class art museums. In addition, combined with innovative management concepts, a new management system and business model have been formed.

Discussion

Innovative organizational form and structure

Google, as the leader of the Internet, can be said to be a new benchmark for innovative organizations in the Internet era. Since its inception, Google has always maintained the blood of innovative genes. First of all, the company has formed a flexible and efficient way of working. Divide intelligent and passionate employees into small teams of 3 to 5 people for key issues. The organization is flat, supported by massive computing resources and data while allowing engineers to spare 20% of the time to determine by themselves according to their interests. research direction. "This is the basic principle of Google's organizational structure. This kind of small team contains profound truths: in a huge organization, there are always many smart people who can "mix" loosely, and even complex performance evaluations are helpless for such people. But small teams cannot tolerate "smart people" fishing in troubled waters, and must go all out to be recognized by everyone. While stimulating the creativity of all members, the conclusions of the small-scale performance appraisal are more objective. The working method of a small team has achieved Google's famous "bottom-up" innovation and brought fresh creativity and vitality to Google. The crystallization of free play within time may be implemented into specific products. When the products developed from these good ideas are sufficiently complete, they will be placed in the Google Lab. This tool shows users Google's ideas and products and solicits user experience and feedback so as to carry out products that have not been officially launched. Corrections and supplements. In addition, write innovation tasks into job responsibilities. Google puts innovation in the employee’s working time budget, requiring technicians to spend 80% of their time on core search and advertising and the remaining 20% on technical projects of their own choice. The company has similar regulations for managers. This forces employees to free up time to innovate. Finally, take advantage of failure and confusion. Google quickly launched a large number of innovative products, these products may not be perfect, but Google will let the market choose. This strategy means that many products are doomed to fail, but company executives did not stop because of this but encouraged employees to try and fail. Google founder Page once praised an executive who caused millions of dollars in losses to the company: "I am glad you made this mistake. Because I want the company to act quickly and do many, many things other than being cautious don’t dare to do anything, the above Google’s principles and regulations can provide learning and reference for art museums in the organization and innovation of the Internet age.

The organizational structure of the traditional era may not be suitable for the requirements of rapid consumption, learning, viewing, and experience in the Internet era. Therefore, it is necessary to reorganize and construct the structure of the museum. This requires the art museum to implement departmental coordination and organizational mechanism innovation. New media artworks have a "non-linear" text structure and a

"participatory" viewing system. Connectivity and interaction are the salient features of new media art. These characteristics put forward new requirements for the museum's organizational mechanism and exhibition system. Art museums need to establish a flat departmental management system to meet the needs of new media art for a composite exhibition space. Department employees in the museum need to gather with external professionals to share professional knowledge and establish a collaborative working relationship. At the same time, we will find solutions to the problems of document creation and classification of new media art through collective collaboration. Therefore, each staff member of the art museum needs to formulate a set of core key tasks. These tasks include: identifying and collecting new media art, establishing good communication with artists, coordinating the work connection between technical staff and exhibition staff, and establishing democracy and flexible decision-making mechanisms. This series of key tasks for new media art exhibitions have made the cooperation between the various departments of the museum become more and more frequent in order to adapt to the ever-increasing demand for new media art exhibitions. Because many exhibition decisions regarding new media and mixed media art five cannot be made by a single department. It requires staff to jointly develop a series of tasks to complete processing, recording, storage, and maintenance. Although this kind of cooperation and integration can better deal with the various problems encountered in the exhibition of new media art in art museums, it will undoubtedly increase the workload of personnel in various departments, so it is also implemented in various art museums. Will be blocked (Huang Lei, The Influence of New Media Art on the Organizational Mechanism of Contemporary Art Museum, 2020).

In addition, the entire organizational mechanism of the museum has an obvious hierarchy of power and chain of command. That is, individuals and departments are broken down into clear tasks (Michael Fopp. Managing Museums and Galleries[M]. London: Routledge, 1997:138). Decisions are usually maybe senior management. Under the hierarchical system, communication is “top-down,” with little or no communication. One of the disadvantages of this management model is the slowness of action and the stifling of the f initiatives. The museum working group needs to establish a mission culture within the role structure, that is, a dynamic and proactive working group. People in the team have a common sense of purpose and ownership of the roles they are engaged in, and they make decisions cooperatively. The staff needs a certain amount of authority and value presentation in the working group.

Incentive innovation and salary management

Whether a museum can become an innovative organization, the culture of the museum will play a key role. The core feature of an innovation-dependent art gallery culture is communication and openness. Communication means frequent, informal, smooth, and constructive communication within. Openness is a mental model. Innovation is essentially a collective creation. It is a process of gathering collective wisdom. An open-mind model can enable museum staff to maximize their creativity, share the creativity of others, and jointly achieve the goals of the museum. The art museum must not only encourage the risk of innovation by employees but also tolerate the failure of innovation by employees. The core competitiveness of art museums is different from other organizations. Compared with competitors, it is difficult to imitate and replace, and it has internal resources and capabilities of continuous value. The core competitiveness and the culture formed by the art gallery will be the fundamental driving force supporting the implementation of the innovation strategy of the enterprise. This also requires the museum to maintain sufficient capital investment in new media digital innovation and personnel management. Having a high-quality innovation team, for example, including new media technology leaders, compound multi-functional talents, a good talent training system, innovation incentive

policies, etc., will promote the growth of the number of new products and technology developments every year. Attract more users to pay attention to the museum and increase the flow, popularity, and revenue of the museum.

Establish a good incentive system (see Table 1). For digital-related software or technology developers or departments are very different from other employees in terms of target positioning, value system, demand structure, and behavioral core, and require unique incentive methods. For this group of people, the commonly used incentive methods are as follows. The first type is property rights incentives. Property rights are the most basic means of stimulating innovation. An effective property right can not only clearly define the rights and obligations of different individuals within the enterprise but also overcome the laziness and free-riding behavior among the owners of various elements in the enterprise in team production and effectively mobilize the innovation enthusiasm of innovators. For example, an art museum employee has successfully developed an online exhibition APP or a new application of digital technology in the art gallery. Art museums can share property rights with researchers or the entire department or team. In addition, technological innovation behavior affects the long-term and uncertain future results of the company. In addition to providing income for innovators through ordinary short-term compensation systems based on wages and bonuses, the personal interests of innovators should be combined with the development of the company. Combining the overall interests, the goal of maximizing their personal utility is consistent with the goal of maximizing corporate profits, and a certain property rights system arrangement can achieve this goal. For knowledge-based employees like R&D personnel, in addition to satisfying their daily wages, bonuses, and benefits, the most effective material incentive is property rights incentives.

The second type is salary incentives. Salary can be divided into fixed salary and variable salary. Fixed salary can also include basic salary, allowances, benefits, etc., according to different situations. Variable salaries include short-term incentives such as bonuses and commissions and long-term incentives such as long-term service annuities and stock options. In addition, compensation incentives can also be subdivided into external compensation and internal compensation. External compensation is usually divided into direct compensation, indirect compensation, and non-financial compensation. The content of direct compensation includes basic salary, overtime and holiday allowances, performance funds, and profit-sharing stock options; the content of indirect compensation includes health care plans, payment of non-working hours, services and additional allowances, etc.; the content of non-financial compensation even includes more Favorite office decoration, ample lunchtime, specific parking spaces, favorite work arrangements, business cards, and beautiful titles, etc. Intrinsic remuneration includes participation in decision-making, greater responsibility, personal growth opportunities, greater freedom of work and discretion, more interesting work, diversification of activities, etc. The organic combination of these parts constitutes the definition of total salary; that is, different standards are formulated for different employees, and the distinction of different employees depends on the setting job level. By setting job levels for people in different businesses, with different skills and undertaking different responsibilities, the salary gap can be opened to reflect personal value. Therefore, the design of the rank system is the cornerstone of salary reform. Based on performance appraisal, the mobility mechanism of being able to go up and down and survive the fittest ensures that all ranks meet the rank requirements. There must be fair and quantitative standards for promotion and elimination. Different ranks are determined by different departments or personnel according to their importance.

Table 1 Salary incentive plans at all levels

Level	Salary	Welfare	Development	Environment
Core	·Basic wage ·Performance bonus ·Project bonus ·R&D Earnings Award ·Shares/Stock Options	·Health benefits ·Pension benefits ·Independent office ·Car distribution ·Holiday	·Lead expert review opportunity ·Leadership development program · Leading major projects	·Attract the attention of the company ·Business meeting ·Participate in decision making
Backbone	·Basic wage ·Performance bonus ·Project bonus ·Appropriate option ·Pay raise priority	·Higher subsidy · Supplementary Commercial Insurance ·More advanced office equipment ·Holiday	·Senior engineer review opportunity ·Training program ·Important project opportunities	·Superior recognition and leadership style ·Participate in key R&D meetings ·Work life balance
Base	·Basic wage ·Performance bonus ·Project bonus	·Statutory social security ·Provident fund ·Catering subsidy ·Communication subsidy ·Transportation allowance	·Promotion review opportunities ·Training program ·Project opportunities	·Flexible working

Source: compiled by the author.

The third type is development incentives. Unlike other personnel, scientific and technical personnel value professional growth more than job development. The needs of R&D personnel for the continuous accumulation of knowledge and the pursuit of personal development in the organization make the organization Tully consider the growth and development of employees when performing job analysis (also called job analysis) and pay attention to integrating the development of personal capabilities into the organization. In this way, external incentives and restraints are internalized, and continuous and effective incentives are produced. At the same time, the researchers must also consider organizational changes and the dynamic development of employees to encourage employees to learn independently, accumulate knowledge, and motivate employees through development and changes. This requires organizations to establish dynamic job analysis methods to motivate employees to continue to organize services. The self-development and motivation ability of employees is based on the fact that everyone has a longing for a sense of belonging, a sense of accomplishment, and a sense of power to control work. Everyone hopes that he can be autonomous, that his abilities can be used, that he is recognized by people, and that his work is meaningful. A good salary can only be used to retain employees, but it does not contain any motivating factors. To use the instinct of employees for self-development and motivation, the real motivating factors must be discovered. The following factors help to use employees' self-motivation instinct: If employees' work is monotonous, try to add some fun and tricks to work; on how to do the work, only give some suggestions and let the employees choose to do it; in the company Promote and encourage a sense of responsibility and leadership; encourage interaction and collaboration between employees; allow mistakes in learning and avoid rough criticism; improve employee autonomy at work; establish goals and challenges for all employees; increase encouragement; more in daily chat Express appreciation; set up measurement standards to reflect the improvement in performance and efficiency. Emotional motivation is an increasingly important motivation model in modern enterprises (or scientific research institutes). Emotional motivation is also a very effective method to improve the work efficiency of employees. Not only rely

on external forces (such as various material incentives) but also rely on the internal state of employees, including morale, emotions, and other factors. Emotional motivation is to strengthen emotional communication between employees, respect employees, stimulate their enthusiasm for work, and always keep in mind the overall development goals and job responsibilities of the museum.

Innovative human resource management

In the past, personnel managers paid the most attention to daily administrative activities. They took over the hiring and dismissal of employees from the front-line subjective personnel, and they were in charge of the payroll department and also managed the benefit plan. With the emergence of expertise in personnel testing, the personnel department began to play more roles in employee selection and training. The new trade union law of the 1930s added helping companies to deal with trade unions to the responsibilities of the personnel department. With the promulgation of new laws on fair employment in the 1960s, companies began to rely on their human resources management departments to avoid falling into discriminatory lawsuits. Today companies are faced with new challenges, such as injecting more profits through operations. They expect their human resource managers to have the ability to respond to these new challenges. New-type human resource managers should pay more attention to strategic and overall issues. Human resource managers are more involved in helping their company deal with long-term, strategic, and overall issues. The basic idea behind strategic human resource management is: when formulating human resource management policies and practices, the purpose of managers should be to use these policies and time to generate the employee skills and behaviors required by the company to achieve strategic goals (Gary, p19, 2017).

In addition to focusing on and improving performance and introducing innovative talents, it also adds value to the organization. Today's companies need their human resource managers to add value to the company by improving the company's profit and performance level. Prof. David Ulrich and Prof. Wayne Brockbank described this kind of demand of enterprises as the value proposition of human resources. They believe that various human resource management projects are nothing more than a means of obtaining results. The ultimate goal of human resource managers is to add value. It means helping the company and its employees make improvements in a measurable way through the surname of the human resource manager. New types of human resource managers adopt new methods to provide human resource services. In order to save time to perform new strategic responsibilities while providing human resources services in a more cost-effective manner. Today's human resource managers adopt new methods to provide traditional daily human resource management services. They can use the company's portal website or new media technology to allow employees to manage their own personal benefit plans and use the Facebook recruitment module to recruit job applicants. The online personnel test is used to select job applicants, and a centralized call center can also be used to answer questions related to human resource management raised by supervisors at all levels. For example, IBM employees create personal profiles through the company's internal social networking sites and analyze documents to gain knowledge through various white papers, videos, and podcasts. In short, innovative human resource managers require new types of human resource managers to have the knowledge, skills, and abilities to play the following roles: strategic positioners (can help companies formulate strategies), credible actors (by demonstrating both credible and positive Leadership to achieve), capacity builders (creating a meaningful working environment, and harmonizing the organization’s strategy, culture, management practices, and employee behavior), change agents (initiating and not making changes), human resource management innovation Integrators and integrators (developing talents, optimizing human capital through workforce planning

and analysis), technology advocates (connecting people through technology).

The curator of the museum manages the R&D team. In addition to grasping the museum's strategy and product direction, the curator's management of new product development activities is largely reflected in the overall management of the new product development team. The curator should pay attention to tolerating the "health failure" of innovation when managing the new product development team. The so-called "health failure" refers to those who have made sincere efforts to fail product innovation. The course of product innovation has never been smooth sailing. A change at a certain point may cause a chain reaction, "it affects the whole body".." although there is the possibility of failure in the change, there will be no successful new product without change. In an environment of "blame at every turn," "the success of product innovation cannot be imagined. The curator's influence on the innovation of the museum is first to cultivate an environment where innovation is encouraged. Cultivate "expert awareness" and reduce interference in development details. The innovation experts of art museums are, firstly, those who dare to be responsible for innovation and, secondly, those who have rich experience in innovation. It often happens in art galleries that no one dares to take responsibility for the impact and results of innovation. Then the decision-making "discussion but not a decision" appeared, and then "set in one" by the judge of the museum curator. It is impossible for the director of an art museum to understand all risks. This decision-making method has conceived great risks from the very beginning. The curator needs to clarify responsibilities and encourage and cultivate responsible courage, and then it is possible to cultivate "experts" in the museum. Break down the barriers of technical departments and attach importance to professional horizontal communication. Art museum curators and department heads should encourage technical departments to establish communication mechanisms with marketing, procurement, finance, and even sales departments so that the technical departments can see how their work affects other departments, and they will also see product innovation. Broad opportunities. Give developers an internship opportunity to broaden their horizons. Innovation often comes from looking at the problem from another angle and from finding the right benchmark. The innovative spirit of the developers who have been immersed in the laboratory all year round must be inactive. Give developers opportunities to visit, learn, discuss, and to l back at their products, and they will have a new understanding. The creativity of art museum reform and development is contained in these new understandings (Innovation Management, Chen Jin, Zheng Gang, 2016, p414).

The director of an art museum should set up a special innovation department to be responsible for the digital transformation of new media and participate in the work of the department or group. As the most powerful executive officer in the museum, the curator of the museum must take the lead. Lead the staff to dispel the idea of resisting from conservative traditional concept, or exhibition format to enter the new digital art museum. Eliminate ideas that resist innovation. It is conducive to creating a more effective environment for innovation and transformation in the museum. Innovation should be used as the driving force and competitive advantage for the museum's continuous development, expansion of influence, enhancement of functions, and expansion of the market. So this requires the curator of the museum to perform some responsibilities in terms of innovation. First of all, it can support the best project or program practice. Discover and standardize the art market research method of novel ideas and insights, the innovation of business strategies, the promotion of open innovation, the strengthening of external cooperation, and the introduction of team tools and processes that encourage creative thinking. To develop new skills and insist on open management innovation. In addition, support business departments in developing new products and service projects. Be a good adviser

and assistant to the most important innovation team in the museum and encourage them to keep innovating. Train leaders from other departments to support innovation activities in business departments. Determine the new market space, analyze the current situation and development trend of the art market and the new media market, and look for opportunities in the current new market. If, under certain circumstances, the new market is no longer within the scope of the current art gallery's business and services. Then we must proceed from the overall situation of the museum and consider the development of new markets. In addition to this, it helps develop ideas. Establish and operate a platform for generating creativity, such as creative competitions, soliciting creative suggestions from visitors in the art gallery or online, considering the interests of the art gallery, and implementing internal or external crowdsourcing. Control the Chinese character funds, master and control the annual budget, and provide funds for new ideas and ideas. It was impossible for these ideas to receive financial support because it was either too risky for the business department or it was beyond the scope of the existing business. The museum, therefore, provides an incubator for copying and protecting new ideas. Whether it comes from the creativity of the art workers in the museum or the creativity of the audience outside the museum, as long as it is conducive to the development and innovation of art museums, it should be supported and adopted. Finally, it is necessary to design protection schemes for projects that have room for development. Through the development of resource allocation processes, such as investment portfolios, access management, capital support, and budgets, innovative projects that may be disrupted are protected. It can develop from the seed stage to the market without being abandoned by narrow-minded sector leaders. The museum should be based on its own development needs, the post setting should be based on the principle of streamlining efficiency, and a series of methods such as open recruitment, examinations, and assessments should be used to recruit new talents. Secondly, based on the premise of actively seeking benefits for employees, the existing assessment mechanism and reward mechanism have been further improved. Through in-depth investigations, we can understand the factors that affect employees' work enthusiasm and formulate solutions for these influencing factors. Only in this way can employees feel that they have the opportunity to show themselves and improve themselves so that they can be more active in their work and prompt the museum to improve its work efficiency. Finally, establish a sound talent training system. Only by formulating a sound talent training system can the museum attract more and better talents, promote the formation of a healthy competition mechanism for various positions, and promote the continuous improvement of the overall quality and workability of the staff. In addition, museums should also be led by modern management theory and modern service concepts, continuously enrich training content, and continuously innovate training methods, especially for new skills such as new media technology and digital technology. Improve the overall quality of museum staff in an all-around way, and provide stronger support for the development of museum management.

Art museums should use digital technology to carry out information management. All departments and functions of the art museum can use computers or mobile phones as daily tools and constitute a network platform with a collection information database as the core. Museum informatization management models can be divided into several major types: information management, automation systems, knowledge engineering, etc.; information management refers to the construction of databases and general network platforms, which are the basic content of museum informatization. The automation system refers to the cultural relics safety protection system, the intelligent management of museum buildings, and other specialized automation systems specially developed by others to meet the needs of museum research. Knowledge engineering refers to basic soft topics such as experimentation, standardization, and research of expert systems for various professional research in

museums. In addition, a major symbol of museum information management is the digital museum, which refers to an information network service system established for the purpose of collecting, protecting, managing, and using human cultural/natural heritage resources. Numerical museum collections include two types: one is data resources obtained after digitizing the collections of physical museums, and the other is data resources with a certain meaning and value in various existing digital creation behaviors. The purpose of the museum's information management model is to expand the function of the museum and coordinate the ecological relationship between humans and the natural environment. Linking history with the future enables the museum to reflect the evolution of society, serve society and serve the people.

The curator of the museum should change the traditional concept of publicity and promotion and strengthen the new media's awareness of the positive role of the museum's publicity and promotion. Strengthen the publicity and promotion of art museums. Promotion and publicity not only rely on national financial allocations but also expand and find more sources of funding or support. With sufficient funds, the museum will greatly enhance and improve the preservation of artworks, the maintenance of daily technical equipment, and human management. The enthusiasm of the staff is better mobilized, and the corresponding service level of the museum is not high enough. Improve the professionalism of the staff in the promotion of the museum. Strengthen the vocational training of publicity and extension personnel, and improve employees' awareness of the content and responsibilities of their own work. In addition, improve the measures for the promotion and development of art museums in the era of new media. Improve employees' and the general public's awareness of new media. Art museums can also develop appointments and other functions on the APP to meet the different needs of users so that users can get a better promotion experience. Art museums can also use WeChat and Weibo platforms for the promotion. For example, they can use WeChat official accounts and Weibo accounts to recommend some art museum exhibitions and other activities to users, and they can also learn about users' specific needs through interaction. To improve the publicity and promotion level of the art museum so that the visibility of the art museum has been improved and it can attract more audiences. In addition, the level of publicity and extension personnel of the museum must be improved. Art museum managers must be aware of the importance of the work of publicity and extension personnel and innovative service concepts. Improve the professional level and professionalism of publicity and promotion. Correct work attitude and increase enthusiasm for work. Master the information promotion technology in the new media era, especially the online platform using the Internet and mobile terminals. Use new media technology to fully understand the needs of users and audiences. Carry out targeted publicity and promotion guidance services. At the same time, doing a good job in the human resource management of the museum can also increase the user's satisfaction with the promotion of the museum. In addition, carry out international exhibitions to promote cooperation and exchanges. It is even more important to show Chinese culture to the world. Contemporary art museums should actively participate in international art exchanges and make contributions to promote cultural exchanges between China and foreign countries and jointly promote the prosperity and development of art museums. Art museums should actively learn from excellent foreign art management concepts and continuously improve their own construction.

Expand talent training channels

Expand the training model of museum professionals and improve the channels for training museum professionals. In addition, recruiting or training suitable talents, such as those who have mastered new media or digital technology and those who have studied in related majors, must have both technical talents and artistic

cultivation and learning. This kind of compound talent is often not easy to recruit, and the salary is too high. It is often necessary to cultivate a model that combines early self-study and training in the museum. In terms of internal training, for high-quality management talents, we adopt rotation work in different work systems and take off-the-job training in different departments to train: For high-quality professional technical management talents, take job rotations in business or professional fields. External training channels can establish educational institutions composed of multiple museums, organize professionals to conduct training and assessment of trainees: and establish a joint training model with universities, colleges, and scientific research departments. Specifically, there are mainly the following aspects: Expand social education. It is necessary to incorporate the training of museum professionals into the national education system and set up courses, assessment methods, examination procedures, and qualification certification systems for the training of museum professionals. Improve the social training system and establish national and industry-wide training assessment methods. Set up a special training department under the State Administration of Cultural Heritage to be in charge of the training of museum talents. In addition, strengthen university professional education. In terms of professional settings in colleges and universities, digital museums or new media museums began as independent subjects. After the students graduate, they specialize in sending talents to the New Media Art Museum. To make museology acceptable to the general public and to make the training of museum talents regular and professional. Improve the independent training system. Improve the museum's independent talent training system. As museums will encounter various talent bottlenecks in their actual work, museums need to cultivate talents independently. In the long-term accumulation of practice, the museum knows what kind of talents are most likely to be lost and which method to choose after the loss of talents. This requires museums to explore solutions for the self-cultivation of talents. At the same time, it is necessary to establish an internal qualification certification system and vocational qualification certificates for the entire industry and have a commonality in the entire industry.

Train professional librarians. Professional research is not only the study of artwork or art history but also the art museum's many professional and technical studies, such as the study of collection protection and restoration, the study of the lighting layout of exhibition effects, and the study of audience psychology. The execution staff of the art museum also needs to undergo quite professional training. They must always pay attention to the changes in the environment, the needs of society, and the movements of artists and audiences. They must not only handle the work of their professionals but also understand and give consideration to both artists and works of art and bridge the gap between art and technology to as provide good services to the public. The current competition of art museums is not only the competition of venue scale and technical equipment, but also the competition of content. In the final analysis, it is the competition of professional talents. Therefore, in today's increasingly fierce competition for exhibition resources in art museums, in which art museum has a team of high-quality, professional, and compound-skilled librarians, the content of exhibitions and activities will be more popular with audiences and will be popular with sty. Wide recognition from all walks of life enables public art galleries to play their due role in the public cultural service system.

Conclusion

According to research and analysis, art museums and managers must first innovate organizational forms and structures. The organizational structure of the traditional era may not meet the requirements of rapid consumption, learning, viewing and expand experience in the Internet era, so it is necessary to reorganize and

construct the structure of the art museum. This requires art museums to implement departmental integration and innovation in organizational mechanisms. In addition, it is necessary to adopt incentive innovation and compensation management methods. Whether a museum can become an innovative organization, the culture of the museum will play a key role. The core feature of an innovation-dependent art museum culture is communication and openness. Establish a good incentive system. For developers or departments of digital-related software or technologies, which are very different from other employees in terms of target positioning, value system, demand structure, and behavioral core, unique incentive methods are required. Use the ideas of compensation incentives and development incentives for management. Innovative Human Resource Management.

In addition to focusing on and improving performance, innovating talent introduction methods also adds value to the organization. Art museum managers should set up a special innovation department to be responsible for the digital transformation of new media and participate in the work of this department or group. Curators should take care to tolerate innovative "healthy failures" when managing new product development teams. Art museums should make full use of digital technology and carry out information management. All departments and functions of the art museum can use computers or mobile phones as daily tools and form a network platform with the collection information database as the core. Change the traditional concept of publicity and promotion, strengthen the awareness of the positive role of new media in the publicity and promotion of art museums, and strengthen the power of publicity and promotion of art museums. Finally, expand the talent training channels, expand the museum professional talent training model, and improve the museum professional talent training channels. Utilize the above innovation and reform methods and concepts to develop art museums.

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