

Research on the Innovation Model of Business Administration in the Music Industry of Harbin City

Hanzhi Yan^{1,2}, Battulga. Z.¹, Jia Li¹, Lei Hou², Mingdong Li²

¹ Humanity School, University of Humanities, Darkhan-Uul Province, Mongolia

² Harbin Northern Vocational Institute of Aviation, Harbin, Heilongjiang, China

Abstract: The music industry in Harbin is one of the most important cultural industries in Northeast China. Its business management innovation has shown remarkable vitality and potential in recent years. The purpose of this study is to explore the innovative model of business administration in the music industry of Harbin City and propose implementation strategies. It is found that the music industry in Harbin can start from several aspects such as policy support and environmental optimization, internal management innovation of enterprises, as well as marketing and brand building, so as to achieve the goals of sustainable development and enhance the competitiveness of the industry.

Keywords: Harbin City; music industry; business administration

1. Introduction

With the prosperity and development of the cultural industry, the music industry, as an important component, is playing an increasingly significant role in promoting local economic development and cultural prosperity. Under the circumstances of increasingly fierce market competition and changing consumer demands, the music industry in Harbin urgently needs to enhance its overall competitiveness by means of innovation in business administration.

2. Overview

2.1 Overview of the Music Industry in Harbin City

Harbin, known as the "Little Paris of the East", is one of the cities in China that was exposed to European classical music relatively early. The Harbin Symphony Orchestra was founded in 1908, and the Harbin No.1 Music School was established in 1921. The "Harbin Summer" concert, which has been held since 1961, has become a national-level music festival, attracting many domestic and foreign artists and promoting the development of the city's music culture. In 2010, Harbin was recognized by UNESCO as a "Music Hub", enhancing its international influence. In recent years, Harbin has promoted the integration of the music industry with cultural tourism and education. It has established a music museum and Qunli Music Park, and held international string competitions, achieving diversified development of the music industry.

2.2 Overview of Business Administration Innovation Theory

The theory of business administration innovation is a comprehensive theoretical framework that integrates new concepts, advanced technologies and innovative models in enterprise management activities to enhance organizational efficiency and market competitiveness. This theory emphasizes that enterprises in a dynamic environment need continuous strategic adjustments and organizational changes to meet the demands of the market and technological progress. Among them, innovation management, strategic management and organizational behavior are the core parts. The key point of innovation management lies in how to achieve breakthroughs in products, services and processes; Strategic management emphasizes how enterprises formulate and implement effective strategies to gain competitive advantages. Organizational behavior focuses on studying the behavioral patterns of individuals and groups within an organization, with the aim of better optimizing management practices.

3. Research on the Innovative Business Administration Model of the Music Industry in Harbin City

3.1 Construction of an innovative model

The music industry in Harbin takes the construction of an innovative business management model as the starting point, emphasizing the combination of traditional music industry and modern technology to promote the digital transformation of

the industry. By introducing advanced technologies such as big data analysis and artificial intelligence, accurately position the music market and analyze user behavior, providing a scientific basis for the creation, promotion and marketing of music products[1]. Meanwhile, Harbin City also encourages cross-border cooperation between the music industry and tourism, culture and other industries to build a diversified music industry chain and enhance the comprehensive competitiveness of the industry. In addition, the government has also provided strong support at the policy level to create a high-quality business environment conducive to the development of the music industry. This includes, but is not limited to, tax reduction and exemption, financial assistance, and the protection of intellectual property rights, aiming to stimulate the innovative vitality of market participants. In terms of talent cultivation, Harbin attaches great importance to the introduction and training of music talents, and provides fresh blood for the music industry by establishing music colleges, organizing music festivals and competitions, etc.

3.2 Implementation strategies of the innovative model

3.2.1 Policy support and environmental optimization

To promote the implementation of the innovative business management model in the music industry in Harbin, the first major strategy is to build a strong policy support system and optimize the business environment. First, the municipal government should introduce specific supportive policies, such as establishing a "Special Fund for the Development of the Music Industry", etc., to reduce the operating costs of enterprises and stimulate market vitality through the project initiation, performance activities, talent introduction, and enterprise innovation of original music. Second, it is necessary to strengthen the protection of intellectual property rights, establish "music Copyright Service centers, etc.", and conduct integrated management of the registration, rights protection and transactions of music works to safeguard the interests of original creators and stimulate innovative vitality. Thirdly, in the business environment, the government also needs to promote the coordinated governance of "government affairs - market - society", establish a fair, transparent and stable market order, and attract more private capital and foreign-funded enterprises to invest in the music industry. Fourth, it emphasizes the construction of a city's music cultural atmosphere. For instance, by creating "neighborhoods with musical characteristics", "music Spaces on the subway" and "campus music clubs, etc.", it aims to enhance citizens' participation and recognition, thereby forming a healthy social ecosystem that supports the development of the music industry.

3.2.2 Innovation in internal management of enterprises

Internal management innovation within enterprises is the key to promoting industrial upgrading. From the perspective of organizational structure, traditional music enterprises should be oriented towards a flat and flexible organizational structure to break through hierarchical barriers and enhance communication efficiency. At the same time, establish cross-functional teams (such as joint teams for content creation, marketing promotion, and data analysis, etc.) to promote project-based operations and enhance the speed and accuracy of responding to the market[2]. In terms of human resource management, implement performance-oriented and clear job responsibility management, and establish a "result-oriented" incentive mechanism to attract and retain high-quality music and management talents. In terms of technological application, enterprises are encouraged to utilize ERP systems, CRM platforms and digital financial management tools to enhance the automation and refinement of management, and conduct real-time monitoring and predictive analysis of operational data to optimize the decision-making process.

3.2.3 Marketing and Brand Building

Under the innovative model of business administration, marketing and brand building serve as key links connecting enterprises and consumers and enhancing the cultural influence of the city. First of all, music enterprises in Harbin should fully utilize digital technology to build an "omni-channel marketing system", covering multiple channels such as offline performances, e-commerce platforms, social media, and short video live streaming, to ensure the wide dissemination and efficient conversion of music products. For instance, by preheating original songs on Douyin and Xiaohongshu platforms, promoting artist ips, and engaging in online and offline interactions at music festivals, the audience coverage can be expanded. Secondly, emphasis is placed on brand building, with core themes such as "ice and snow culture plus music", "classical music plus symphony", and "university music plus new media, etc." Efforts are made to achieve a differentiated brand positioning. What is launched to the market are a series of iconic performance brands, music venues, and IP addresses of artists. Events like the "Harbin Ice and Snow Symphony Music Art Festival" and the "Central Street Flash Mob Concert" have already demonstrated the initial form of their brands. Furthermore, attention should be paid to the operation of consumers. Through user profile analysis, membership system construction and precise recommendation, the stickiness of fans and repurchase rate can be enhanced, moving from "traffic operation" to "user operation"[3]. Finally, in the fields of tourism, cultural and creative industries, and education, strengthen cross-industry alliances to expand brand linkage effects, continuously monitor brand influence, establish a "music brand value evaluation system, etc.", and use data to guide the optimization of brand

strategies and the improvement of brand asset management levels.

4. Conclusion

To sum up, through the research on the innovation model taking the business administration of the music industry in Harbin as an example, it can be seen that innovation is not only the key driving force for the development of the industry but also an effective means to respond to market changes and enhance competitiveness. The innovative practices of the music industry in Harbin, from policy support to internal management of enterprises and then to marketing, have laid a solid foundation for the long-term development of the industry. With the deepening and improvement of innovative models in the future, the music industry in Harbin is expected to occupy a more important position in domestic and international markets and become the main driving force for promoting the prosperous development of the local economy and culture.

References

- [1] Jin Rong. An Interview with Wang Jiaju, a Music Pioneer of Harbin City [J]. *Jiaying Literature*, 2024, (04): 15-17.
- [2] Liu Fawei, Liu Mengdan. Harbin, Heilongjiang Province: The "City of Music" exudes an International Flair [N]. *People's Daily Overseas Edition*, 2023-11-22 (012).
- [3] Xu Weiyang. Research on the Teaching Practice of World Ethnic Music in High Schools of Harbin City [D]. Harbin Normal University, 2023.