

# The Museum Management in Today's Expert Environment

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**Abstract – thesis represent modern views of management and development of museums**

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## I. Introduction

Every year Ukrainian museums independently and with the help of the private sector are trying to implement advanced technology of development and promote this branch of culture. In addition to underfunding, the other problematic side of the museum area is management system. The impacts of the reforms in this area of museum industry activity falls on change dynamics, innovative practices, attraction of new personnel, etc.

## II. Page Setup

In today's expert environment there is an understanding of the problem. The platform to discuss and develop effective steps towards change and renewal of museum space in Ukraine is created through seminars, round tables, conferences, etc.. In this regard, the purpose of publication is to present the key issues relating to the implementation of new quality management.

Kateryna Smaglyi, Director of the Kennan Institute Kyiv Office, at a conference in November 2014, that took place after the events that are known in the history of Ukraine as Euromaidan and the Revolution of Dignity, clearly said "We have to state that the museum reform is almost not requested by today's Ukrainian society." She draw this conclusion after analyzing the draft of Concept of the State National Cultural Programme for museum development till 2018, which was presented in April 25, 2013. Based on this, Dr. Smahlyi mentioned that "the only interested party in the implementation of the museum Concept was the "army" of museum workers, who used to work at the old approaches and are mostly satisfied with condition of complete (albeit small) governmental finance dependency" [1, p 142].

However, Krystyna Smahlyi writes that real museum reform should provide not only an increase of funds for supporting the museum area in the country, but also to change the principles of this support. Indeed, in difficult economic conditions and situation with rapid development of competitive cultural institutions and industries (cinema, video games, computer technology), the museums have to constantly prove their social value, but do not accept the thesis of the importance of their social function as an axiom [1, p 142 ]. In order to achieve changes in approaches and principles, we should begin with decentralization of museum management and separate museums from state. Professional museum community is obligated to take actions, in order to make

their exposure up-to-date, make a correction to the subjects, language and the ways of interpreting their collections. It is impossible to achieve without providing a full cultural autonomy of cultural organizations. The museum should be completely separated from the state ideology and obtain a professional independence. That's why the directors of museums should be appointed through open competition and the museums policy should be managed by independent museum councils, the members of which should include public figures, representatives of business and media, but not the officials from local departments of culture [1, p 145].

In April 16, 2015 Research Center Institute of the Ministry of Culture - Ukrainian Center of Cultural Studies has presented the preliminary Draft of long-term strategy of Ukrainian culture development. The second item of the project involves the modernization of culture industry management through decentralization and human resource optimization, improvement of public and private management, implementation of training system by introducing new educational courses, development of cultural exchange, cultural diplomacy and the ways of promoting the national culture. That refers to the fact that the new model of museum management in Ukraine should provide some limitations on influence of public institutions (government, local authorities, etc.) on the activities of museums. The strategy has to turn the museums into free of politics elitist institutions that would be open to cooperation with all members of society [2, 38, 41].

Another problem in the way of modernization of industry management is a significant shortage of personnel, that match requirements to cope with contemporary management challenges. The analysis of data on age and education of museum managers shows that most directors do not have management education and skills that would allow to face modern challenges in museum development. Also, a majority of museum directors are of the pre-retirement age. Indeed, the managers of the modern museums respond to broader issues than simple preservation and transmission of knowledge. Competence of management covers strategy development, financing, logistics, management control, marketing, planning, continuous training of employees in accordance with the development of information technology that is constantly changing, billing, forming leadership positions of museum, promoting the museum inside and outside the country. Management must closely monitor such activities as increasing the number of visitors, socioeconomic impact, tourist attraction, cultural assimilation of the surrounding area and local development. Upgrading the management of the museum predicts moving from the traditional organization, so-called "archaic", to the rational organization. But this transition has so-called "change rejection syndrome." The changes are inevitable, so each head of the museum should clearly determine whether he/she is personally ready to introduce such changes before upgrading [3, p 50].

The researcher I. Yakovets is trying to simplify the requirements for modern museum management, and at the same time clearly distinguishes promising directions. She claims that in the future the museum management will

save its administrative methods (primarily related to the activities in the field of accounting and storage of museum collection), the changes will occur in economic methods, but the partner management methods will become the most effective mean for attracting resources, forming the long-term strategies and operational management of the museum area [4, p. 176].

The museum employees Y. Chernobay and V. Bryndza consider the need of museum management development in the context of strategic management and strategic planning for sustainable management of museum development. This will allow museums to become real owners that will be independent from circumstances and also will ensure the improving of organizational structure of the museum as a basis for the rational use of its financial, intellectual etc. resources [3, p. 3-4, 13].

### Conclusion

So in today's expert community we are talking not only about the need to develop museum management as a modern managerial trend. There is a clear

understanding of it, the problems of its implementation and expected results.

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