

Scales	Acronym
1. Fake-Lifelike	LIP1, TXT1, HAIR1, EYES1, MOVE1, FACIAL1
2. Mechanical-Organic	LIP2, TXT2, Hair2, Eyes2, Move2, Facial2
3. Eerie-Familiar	LIP3, TXT3, Hair3, Eyes3, Move3, Facial3
4. Synthetic-Real	P1
5. Inanimate-Living	P2
6. Human made-Humanlike	P3
7. Reassuring-Eerie	F1
8. Freaky-Numbing	F2
9. Shocking-Boring	F3

Contact

Louis Laja Uggah
 Faculty of Applied and Creative Arts
 Universiti Malaysia Sarawak
 louislaja83@gmail.com

Bridging the Standard Operating Procedures between Creative Departments Personnel in Shopping Malls

Chong Yee Yang and Qistina Donna Lee Abdullah

ABSTRACT

The aim of this paper is to analyze and introduce a new set of Standard Operating Procedure (SOP) in the creative department in selected Shopping Malls in Kuching, and Kota Samarahan, Sarawak. SOP is a set of written guideline or instruction that can be followed by personnel in a department. SOP acts as a detailed written document that guides employees and ensure the working flow is at its optimum usage. Apart from that, SOP is also executed as a bridge between the employees and their daily job descriptions. Through preliminary research, two main problems have been identified such as creative departments work without implementation of SOP, and the departments in their organizations have inefficient rules and guidelines in delivering their daily routines. By recognizing these challenges, the hypothesis of this research is through the proposed new set of SOP that will give advantage for management team to manage and monitor the creative department more efficiently. Consequently, in this first phase of this theoretical study, a few SOP models and frameworks will be analyzed and explored in terms of the relevancy and significant elements before being adapted as a research outcome.

Keywords: Standard Operating Procedure, Creative Department, Shopping Malls, Framework

1.0 Introduction

SOP (Standard Operation Procedure) is a set of written document that provides information or guidelines for individuals in an organization to enable then to work more efficiently. SOP also operates as a training platform and instructions for new staff working in an organization. Some of the instructions need decision making process to complete the task that have been assigned. Each SOP produced by an organization or professional will provide better understanding on the guidelines and rules for the subordinates.

Most companies have their own SOPs to run their organization as there are often many departments existing in an organization. Since the primary subject for this study is on Creative Department, this paper emphasizes solely on the SOP for the creative department in the shopping malls. Creative department has their own SOP. This department is also in-charge of the company's advertisement, event management, and seasonal decoration. Ultimately, this department is responsible for ensuring good impression and thereby attracting favorable attention from customers and visitors so that they come to the shopping mall.

2.0 Research Objectives

The first research objective is to identify and understand the creative department's SOP in two selected shopping malls in Kota Samarahan and Kuching which is The Summer Mall, and The Hills Shopping Mall. The second research objective is to analyze the SOP for the selected shopping malls through comparison and adaptation of Remington Creative Department Framework (Roth, 2014). The third objective is to propose a new framework for the Creative Department's SOP for Shopping Malls in Kuching and Kota Samarahan, Sarawak.

3.0 Research problem

There are two main research problems that have been identified in relation to this study:

- (i) There is a limited detail of SOP (Standard Operation Procedure) in the creative department in both shopping malls. The results from the preliminary research through interview at Summer Mall and The Hills shopping mall show that their creative departments do not have a complete detail of SOP in managing their events.
- (ii) Without the SOP setup, the creative department will have limitation in delivering their tasks efficiently. SOP is very important to ensure all employees work according to their given tasks. As stated by Mohit and Anders (2009), SOP is very significant in an organization as it provides direction, improves communication, reduces the training time and lastly improves consistency.

4.0 Research Hypothesis

The new proposed framework of SOP for Creative Department will give an advantage for the management and administration in a creative department in shopping malls to operate more effectively and efficiently.

5.0 Literature Review

In Malaysia, new shopping malls and rental spaces have increased rapidly due to the economic growth. Thus, this study will look at several related topics which include shopping malls and the SOP used in the creative department of the organisations.

"...retail space in the Malaysia has ballooned 147% in the past nine years, with the biggest percentage increase recorded in the north east state of Kelantan, where floor space increased 15 fold, according to CIMB. Large increases were also registered in the Negeri Sembilan, Penang and Pahang. In terms of area, Selangor, Malaysia most populous state, added the most or 27% new space in Malaysia." (Oxford business group Malaysia, 2008, pg.133)

Apart from that, rapid development of shopping malls has become one of the tourist attractions in Malaysia. Shamsudin, Jamaluddin, Ahmad and Darson (2014) stated that in 2010, tourism industry contributed RM56.6 million to the Malaysian economy through significant development of accommodation, transportation, food and shopping. People are attracted to come to the shopping malls which provide facilities that can satisfy the customer's needs. In this 21st century, the Regional Mall provides all kind of facilities for the shoppers. As argued by Henderson (1997);

With easy access from the nation's interstate freeways, and of course all communities adjoining those freeways, convenient parking (free), total climate control inside the mall, complete shopping facilities with competitive pricing, food courts for any kind of dining, entertainment facilities including theatres, children's playground (Henderson, 1997, p.168)

All of the events in shopping malls are organized by the Creative department. The Creative department is a department in a company that focuses on event, artwork production, advertising and promotion. Daft (2010) suggested that the department functions as a unit that generates creative ideas for developing events and promotions to the higher management. In addition, the creative department is not linked to other department, and will not be interfered by other departments in the company. This department has its own working procedure in the company. The Creative department works efficiently by following the SOP. The SOP will benefit the creative department by increasing the productivity of specific tasks by each personnel.

6.0 Research Methodology

This paper discusses the preliminary qualitative interview with the management personnel in Summer Mall and The Hills Shopping Mall regarding their SOP. The research process is carried out in three phases:

- (i) Phase 1
Research commences with preliminary in depth interview with the Shopping malls manager on their current practices of using Organization SOP.
- (ii) Phase 2
Analyze and compare both shopping malls' SOP and then to correlate with the new adapted framework by Remington Creative Department Framework (2014).

(iii) Phase 3

The final phase is to propose a new draft of SOP framework for creative department in shopping malls in Kuching and Kota Samarahan, Sarawak.

7.0 Findings and Discussions

This study examines two SOP documents presented by both selected shopping malls. The first shopping mall which is The Hills, consists of 7 main units: the organization director, marketing department, event department, graphic designer, Human Resource Department, consultant and artist. Each unit has its own task and function. The first workflow is the top management's organization director which manages all issues involved in every event conducted in the mall. The rest of the unit is responsible in various tasks such as ordering material that needs to be used in the event and ensure every event runs smoothly. All tasks in the workflow are aimed to be accomplished successfully. The SOP for The Hills Shopping mall is as shown in Figure 1.

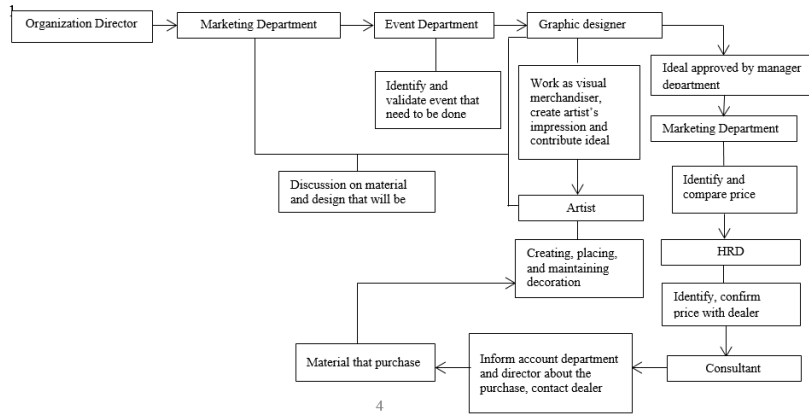


Figure 1: The Hills Shopping Mall SOP

The second selected mall is The Summer Mall. The Summer Mall has 10 main units such as the managing director, general manager, event (advertising & promotion) department, artist, financial department, security, maintenance department, and cleaning department. The main flow of their SOP starts with top manager who identifies the event that needs to be conducted and gives instructions to other departments. Other department will work together to follow the working procedure to ensure that each department and working personnel understand their tasks and roles in conducting the event. The SOP for The Summer Mall is shown in Figure 2 below.

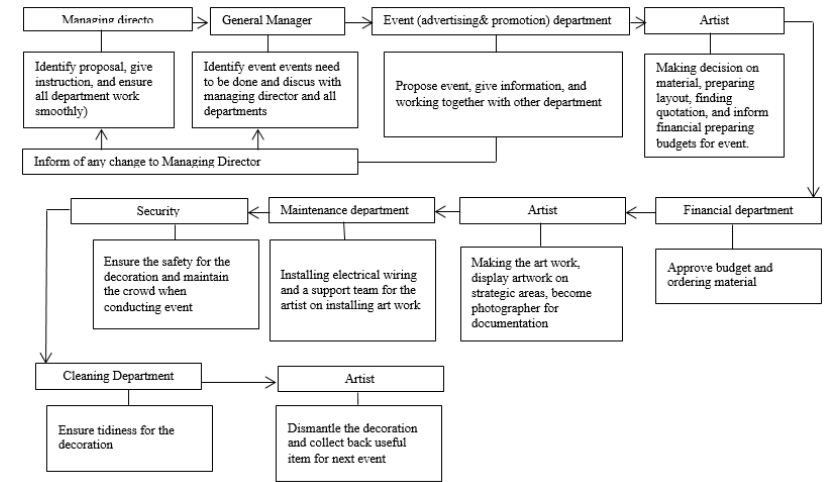


Figure 2: The Summer Mall SOP

In the findings of this preliminary study, it is found that both shopping malls need to inform the financial department about the material purchasing and the total budget that are involved for the event. It is also necessary for the malls to contact their own dealer or supplier for ordering and purchasing of the materials. In addition, every event or decoration needs maintenance to prevent unfavorable consequences during the event period. It is vital to have the maintenance team to be on standby to ensure and maintain the condition, and tidiness of the decorations. Both Summer Mall and The Hills have their own teams that are responsible for maintaining the condition of the event's decoration. In order to attract the attention of the customers in both Summer Mall and The Hills, strategic locations are important and has to be identified in order to strategically place their event decorations. It is crucial to choose a good location or area since the decoration itself will be the main attraction to the customers.

Even though both shopping malls have their own SOP, there are no specific details of SOP in their creative arts department. The SOPs are very general for all units. As this research is looking thoroughly into creative department's SOP, this study will adapt the Remington Creative Department Framework (2014) in order to get better guidelines for the Creative department work process. The Remington Creative Department Framework (2014) has been referred to by many prominent creative organizations shown in Figure 3, 4 and 5.

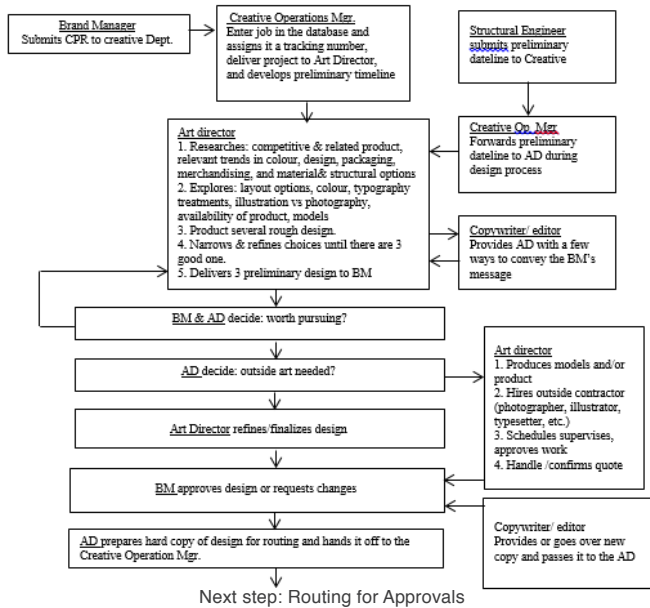


Figure 3: The Design Process (Remington Creative Department Framework, 2014)

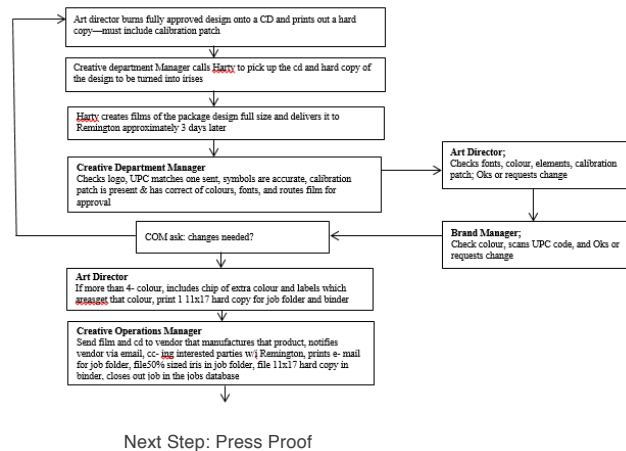


Figure 4: Process for Foil/holographic process (Remington Creative Department Framework, 2014)

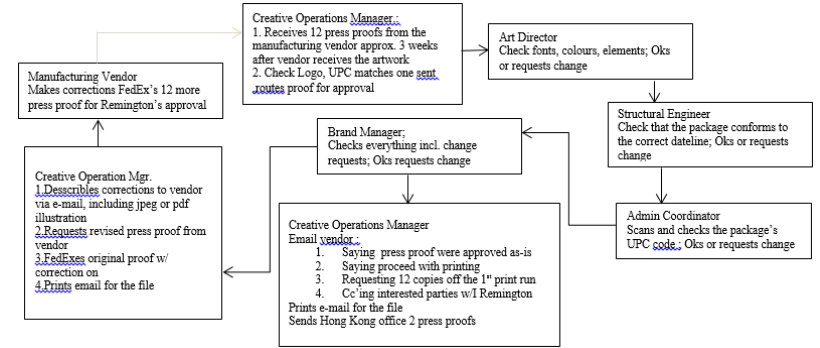


Figure 5: Press Proof Process (Remington Creative Department Framework 2014)

8.0 Conclusion

In addition to the Remington Creative Department Framework, (2014) and the similarities between the two selected shopping malls' SOPs, this study intends to propose a new SOP framework which will be analyzed further on their items correlations in future empirical research stage. The new proposed framework is shown in Figure 6. As a conclusion, this theoretical study will give new knowledge and insights for the researcher in regards of creative arts department's SOP.

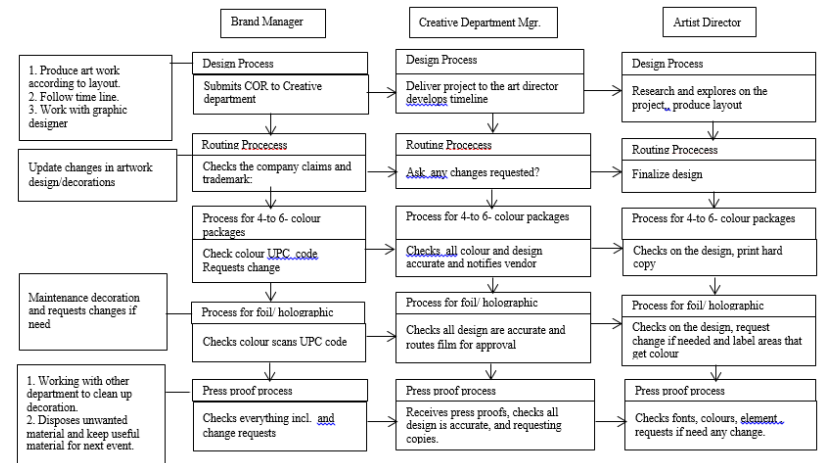


Figure 6: New proposed SOP for Creative Department in shopping malls

Acknowledgements

This research was conducted under ZAMALAH Grant UNIMAS/NC - 30/04-30/01 Jld. 2(74) supported by Universiti Malaysia Sarawak (UNIMAS).

REFERENCES

- Daft, R. L. 2010. *Organization Theory and Design*. USA: Cengage Learning.
- Henderson, D. 1997. *Urbannization of Rural America*. NY: Nova Science Publisher.
- Mohit Bhandari and Anders Joensson. (2009). *Clinical Research For Surgeons*, Thieme Publishing Group, Germany.
- Norzuwana Sumarjan, M. S. 2014. *Hospitality and Tourism*. UK: CRC Press.
- Oxford Business group Malaysia. 2008. *The Report*. New York: Oxford Business Group Media.
- Julia C. Roth .2014. *Remington Creative Department: Processes & Procedure*. Retrieved from <http://www.cyberroth.com/remington/RemingtonCreativeProcesses> from 31 August 2015

Contact

Chong Yee Yang
Department of Liberal Arts
Faculty of Applied and Creative Arts
Universiti Malaysia Sarawak
yeeyangchong@yahoo.com

Occupying The Middle: Considering the bridge, instead of the bridging

Roopesh Sitharan

ABSTRACT

This paper explores the effects of 'bridging' between academia and industry in constructing the 'value' for art education. It proceeds from the premise that in principal, there is a conceptual difference in the operation of academia and industry that demands a connection to be made between these two sectors. This difference is shaped by its particular treatment of knowledge. The academia tends to investigate, challenge and expand our understanding of the world by sustaining its academic freedom to discover new knowledge. Meanwhile the industry transforms knowledge into commodity by reinforcing academia as a producer for the supply of labour power. This difference, between academia and industry necessitates the building of a 'bridge' – to regulate the discrepancy of value in the use of knowledge. With this distinction, the 'bridge' becomes an important object for scrutiny. It is with this basis that the paper sets out to critically examine the 'bridge' as a site of contestation between academia and industry. It argues that the discrepancy of 'value' between these two sectors is frequently excluded from the discussion of the 'bridging' due to the oppositional stance that these two sectors have towards the commodification of knowledge. Aim of this research is to theorize the 'bridge' as a site of potentiality, that not only connects academia and industry but also heavily influence the value that we impose on creative industry as well as art education.

Keywords: education, industry, value, capitalism, arts.

Prologue

The desperate need for a bridge, namely to connect academia and industry is only possible through an acceptance of a particular presupposition, that these two institutions (academia and industry) are inherently different, separate and even perhaps oppositional to each other. Building