Reflection on the Influence of the Artistic Atmosphere on the University Organization Development

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Abstract

This article reflects on the influence of the artistic atmosphere on the university organization development, emphasizing that the artistic atmosphere should be regarded as the strategic objective. Universities must use technology and aesthetics to build an artistic campus environment, influence the values of its organization members through an artistic atmosphere, and then integrate the humanistic factors of artistic aesthetics and creative awareness in the university culture, awaken more humanized communication and interaction, and shape the behavior of organization members, ultimately make the members of the organization have a strong sense of collective creativity, finally improve the effectiveness of organization management to promote the development of the organization.

Keywords: Reflection, Artistic Atmosphere, Organizational Development in University

Introduction

Art and aesthetics are expressed by human instincts. When people step into a university campus, they first observe and feel the presence of the buildings, decorations, slogans, the overall environment, and the behaviors of people related to the university within the visual range. These factors constitute the university atmosphere and have an impact on the university (Ali & Demiray, 2019).

Universities have been paying attention to a rigorous academic atmosphere and beautiful campus environment, hoping that students, teachers, and administrators can work, study, and interrelate in a comfortable environment. The campus of a university covers an area is expanding, green area, where all kinds of educational and community activities are developed and done and the university culture is maintained on campus. Well-known foreign and local professors were invited to give lectures in the campus.

Through my experience in visiting some universities, most of them have realized the importance of the organizational atmosphere and emphasized its impacts on organizational development. The following atmospheres communication are as important also to promote organizational progress: academic, moral, environmental, and regional. Especially during the pandemic, when virtual classrooms became the educational trend, build the university's organizational atmosphere has also been moved online. However, each university has its own set of organizational development strategies and unique factors that affect the

organizational atmosphere. All of these are the behaviors of the organization to optimize the management through external physical environment and internal behavioral motivations.

Some art universities have realized the influence of the artistic atmosphere on the organization development, and are trying to improve the organizational governance, the teaching and operation modes through artistic creativity practices, and then develop the capability of the organization. However, awareness of the importance of the artistic atmosphere on the university organization development still needs to be improved.

Organizational Development

Organizational cognition is a complete system that includes interdisciplinary fields, in which culture is an artificial component of organizational cognition. Through perception and thinking, it makes assumptions about organizational policies, governs the values and beliefs of organizational members, and makes direct or indirect contributions to the innovation of organizational development (Turi et al.,2019).

The foundation of implementing the various procedures of organizational development is the consistency and commitment of the organization members to the university culture. If the ideology of the organization members is consistent with the development objectives of the organization, the members can easily cooperate with the organization's reform and sustainable development. Hence, this requires the organization not only to do better in governance system and management, but also to encourage members to have a strong sense of belonging in the organization, in order to achieve the organizational goals successfully.

Application of Kurt Lewin's Model of Change

A university must create an artistic creative atmosphere so that everyone who enters will have cultural experiences of visual, auditory, psychological, emotional and experiential learning that are different from those of other institutions.

According to Kurt Lewin's three-step Model of Change, Unfreeze, Change and Freeze Stages serves as a guide for organizational reform. First stage, the university organization needs to unfreeze by rebuilding the physical campus environment with artistic aesthetics, which include the use of technology and art to beautify the building; and the campus guidance system, teaching space and exhibition area. Renovations of sculptures in front of the teaching building, mural in the architecture, guide systems, artworks in public areas, digital teaching equipment in classrooms, and the virtual immersive experiences of the library references.

By constructing a strong artistic atmosphere in the physical environment, on the one hand, it can promote members' positive attitudes and emotions towards the campus environment, and affect the visual aesthetics and values of the organization members. On the other hand, the practical behavior can be maintained in line with the up-to-date trend in science, technology and arts in society, and thereby, it can promote the diversified cooperation between the university and the art institutions and science and technology institutions in society.

Second stage, change is needed on the university organization, by integrating artistic aesthetics and

creative consciousness into the university organization. It includes an open attitude towards educational innovation, popularizing aesthetic education in teaching, and stimulating the interactive and communication behavior with humanistic attitude. These artistic and humanistic factors create a new psychological atmosphere for the organization members. On one hand, this in-depth experience constructs a diversified and unique personality value for the organization members, making the members of the organization acquire a strong collective creativity, and influence their behavior. On the other hand, it can create common beliefs, influencing the collective attitude of members towards the organization, and improving the effectiveness of organization management.

The third stage of freeze, applying the general trend of global education shifting to digital mode, the building of an artistic atmosphere must extend to online education. This includes the use of Augmented Reality digital technology in the virtual classroom, virtual library orientation and virtual meeting, while using digital art to create a virtual artistic atmosphere on the university website and classroom interactive platforms.

This stage enhances members' perception of behavior and reality through the digital experience platforms that combine art and technology. On one hand, it reflects the creative working and communicating ways of the organization under the new trend of digital education, encouraging members to create and share new knowledge and to have a sense of identity from members. On the other hand, it reflects the maximum variability and tolerance of an organization under the various environments, whether face-to-face or virtual.

Finally, after reshaping the physical art atmosphere of a university, reshaping the cognition of its members towards art atmosphere, and reshaping the art atmosphere of digital education, a complete set of organizational system with artistic creativity will be formed and rooted deeply in the consciousness of the organization members, to improve the overall structure of the organization and its effectiveness, and ultimately promote the continuous development of the organization.

Conclusion

With the trend of digital teaching becoming the mainstream, organization development also needs to change accordingly. The artistic atmosphere can not only build consensus in the real physical space, but also enhance the innovative experience in the virtual space. Nowadays, information and knowledge are transferred rapidly through the virtual space. An open, artistic, university space that is conducive to the development of creative consciousness, provides highly innovative opportunities for organization members, and also enables them to have a strong common perspective, which in turn promotes the need for organizational change. It is by recognizing the potential value of the artistic atmosphere, incorporating these common visions into organizational development through explicit or implicit factors, and enhancing the organization through a more innovative artistic atmosphere, that the university will be able to keep pace with social and educational development trends and improve educational competitiveness during the pandemic.

References

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