

UNIVERSITI TEKNOLOGI MARA

**ANALYSING SKILLS AND TALENTS
IN PHOTOGRAPHY ART
ENTREPRENEURSHIP:
A CASE STUDY OF PHOTOGRAPHY
STUDENT IN UITM**

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Thesis submitted in fulfilment
of the requirements for the degree of
**Master of Art
(Art and Design)**

College of Creative Arts

February 2024

ABSTRACT

Universities play a vital role in their region and the shared economy. They are resources for the event of important knowledge and technology associated with the industry, have a strong influence within the economic development of the region, and as employers, they are a part of regional community. Additionally, universities have an influence on the competitiveness of a section through a mixture of people's well-being, regional feelings, reputation, and each day happiness. University students get a concept of the university itself and about surrounding environment. They promote their feelings about the university, campus, and city to their relatives, family, and friends. The focus of this study is to visualize the influence of universities in their region, which development within the last decade and therefore the existing challenges of integrating third level education with traditional events and regional changes influenced by the university themselves. An inductively based approach was used to investigate how the university influenced their environment, which needs exist and which benefits are created through joint planning and confident cooperation with the regional government. Empirical data was collected through a mix of methods; additionally, to literature and statistics primary data were extracted from interviews with people involved in universities and native government. As a result of this study, the most topics expressed by the interviewees are challenges for both participants given by societal change through improvement the number of scholars and youngsters, the task of solving infrastructure problems, the impact and advantages for the local market and buying power of the region, which reputation and its impact on the region, and eventually the common needs and ways to accentuate collaboration between regime and universities. The aim of this study is to present a broad but detailed picture of the thought that developing talent in art entrepreneurship is a way to convince all students that art and style is ready to specialize in career and academics together.

ACKNOWLEDGEMENT

This research was carried out as the final project of the Master of Art and Design at Universiti Teknologi Mara (UiTM). It was written to meet graduation requirements. I have been working on this research for the past few months.

I would like to thank everyone who was directly or indirectly involved, as I would not have been able to carry out this study without them and their cooperation. First, I would like to thank my supervisor Ts. Dr Nadzri Bin Mohd Sharif, who gave me opportunity to write my master's Thesis.

Also, I want to thank him support during the entire process. Second, I would like to say a big thank you to my family for helping me during my Master's period. Unconditional support during my studies in recent years. Finally, I would like to thank my colleagues, for their excellent feedback, guidance and support throughout. Research process.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

The word art in our lives is it not foreign and is often heard from every corner of society and cannot be separated. Without art our lives are rather bleak and empty. Art can make our lives colorful. As Henry David Thoreau said, 'This world is but a canvas for our imagination'. But it is not just art that may make it so. with the merging of art and technology round the world, it is formed an innovation that is the art of entrepreneurship. But there is no clear definition of entrepreneurship and art. Therefore, it is difficult to elucidate in additional detail in educational theory about art entrepreneurship. This has been considered a controversy by artists within the US, India and Mexico and it has been explored. The proposals created by the artists are researched and incorporated into the projected art entrepreneurship education theory. The artists stated that they specialize in an absence of business skills that art entrepreneurship education will make it easier for them to accumulate. As for Seth Godin, he states that "All artists are entrepreneurs. All entrepreneurs are artists." This business -related aesthetic talent dictates that which is critical to measure life as an original person.

The 2017 Strategic National Arts Alumni annual survey reports that artists still experience many talent gaps. Of these, financial, business management, and entrepreneurial skills are known for the most important gaps that also plague artists. this is often troublesome as various teaching and training efforts are underway to handle this problem and alternative talent gaps have occurred since a minimum of the primary 2000s. However, they don't need to close this talent gap. Recognizing the manner in which individual artists engage in processes of self- management and self-actualization while producing art is necessary for the study and identification of arts entrepreneurship as an element of artistic practice (Beckman & Essig,2012). The altered theory of art entrepreneurship education is being tried and worked on furthermore. Maxime Lagace has said, "A true entrepreneur knows he will keep trying forever". Based on the article he has proposed 3 constructs of art entrepreneurship education theory, specifically cooperative pedagogy using module infusion methodology, entrepreneurship university