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BEST MANAGEMENT PRACTICES OF CULTURAL INSTITUTIONS MANAGERS DURING THE COVID-19 PANDEMIC: THE SHOW MUST GO ON!

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Abstract: *The COVID-19 crisis has generated a continuously changing new reality characterized by several highly new obstacles. For the managers and employees of cultural institutions it presented strong challenges to insure their survival. Some of them were treating the crisis as an opportunity to identify and develop new, creative and highly innovative solutions to continuing to provide access to artistic events, mainly during the lockdown period of the pandemic. We have identified solutions like online concerts, transmitting shows and concerts on radio and TV, using shows from the archives, online museum tours. These provided joy and hope in hard times, being a way to escape the dark and sad reality.*

• Introduction

The Coronavirus crisis was a complex phenomenon that almost the entire planet faced over the course of two years, creating a constantly changing reality. These years were about survival, challenges, opportunities for development, but above all about creativity. They were the years of truly new potentials and experiences and will surely go down in history as the years when cultural managers understood the importance of creativity.

• Material and method

The paper presents the results of a qualitative survey based on interviews about several best management practices used by the cultural institutions managers to mitigate the negative effects on the arts world of the crisis generated by the COVID 19 pandemic. This study is an attempt to demonstrate that no matter how difficult and unexpected the pandemic period was, it also constituted an unprecedented opportunity for change for artists and managers to break down the traditional barriers of performance and re-imagine the future of the opera.

• Results and discussions

Managers of cultural institutions were forced to make decisions to best serve their institution. This was the optimal time to be innovative and to find new ways. In the article, some innovative ways that some managers have approached to maintain communication with consumers who were forbidden or had limited access to concert halls, with those who were afraid to leave their homes, and, at the same time, to help audiences regain a sense of human interaction without sacrificing the health and safety of artists and audiences are presented

• Conclusions

Some managers saw the COVID-19 pandemic from the first months as an opportunity to gain quick action on long-standing domestic challenges. They saw an opportunity in not wasting a crisis. They quickly adapted to the uncertainty, continuing their activity under the given circumstances. Also, responsible, agile managers succeeded, during the crisis, in actively preparing for a very different future.

