

## Basic details

### 1a. Details of applicant

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Supervisor:	Karolina van der Meulen-Slavatova, Martin Eenkhoorn
Client organization:	Arkavika
Date:	02.12.2024

### 1b. Title of proposal

Measuring skills of the target audience needed for successful employment

### 1c. Summary of proposal (Max. 200 words)

This research aims to assess the career management competencies of entry-level creatives (aged 18-25) in Friesland. By evaluating their skills through a self-assessment survey, Arkavika wants to identify gaps and align its value proposition with the needs of the target audience. The research applies Bourdieu's theory of Cultural and Social Capital and the framework from Ruth S. and Bridgstock's "Skills for Creative Industries Graduate Success," focusing on self-management and career-building skills. Additionally, Bandura's concept of self-efficacy will inform how participants evaluate their own capabilities. The findings will help Arkavika better understand employment barriers in the creative sector and develop services to support young talents in achieving career success.

### 1d. Keywords (Max. 5)

Skill evaluation, success criteria, employment, management, questionnaire

### 1e. Executive summary of your project proposal (max. 50 words)

Arkavika will be a creative industry platform that provides networking tools, profile building possibilities, project discovery, and cooperation chances. It will offer career development services such as personalized consultations and an engagement-based award system. The platform will connect rising talent with local businesses, financiers, and project teams, resulting in meaningful industry relationships.

## Project proposal

### 2a1. Overall aim and key objectives, including:

Relevance:

This research will help to identify whether within the target audience there is a need in the services provided by Arkavika.

**Contribution to the organization:**

By assessing to what extent members of the target audience possess career management competencies that are predicaments of achieving success, Arkavika is going to identify the demand in services offered on its' platform and therefore develop a better value proposition based on research results.

**Scope:**

This research will be focused on the chosen target audience (entry-level creatives and graduates aged 18-25 years old living in Friesland province). The survey will be distributed in the local creative communities; therefore, will be limited by the insights from members of such. The main variable that is going to be measured is career management capabilities (skills) possessed by the target audience. While analyzing the results different theories are going to be applied to gain a deeper understanding of the needs of the target audience.

## *2a2. Background Information*

Start with an overview of all relevant background information. Limit yourself to the background information that is absolutely necessary to understand your proposal. You should funnel this information, that is, you should move from general information to more specific information. The funnel should culminate logically and naturally in your aim and objectives. Then explain the information required to execute the research: this includes sampling information, materials (and their operationalization), procedure and proposed analyses.

Arkavika is proposing this research because we believe the insights received will be extremely valuable for the overall goal of the project. To be precise, the current value proposition is composed based on general desk research and therefore lacks direct target audience input. Hence, it was suggested to empathize with the chosen audience and identify their needs using self-assessment survey.

**Problem statement:**

According to research conducted in the UK on the barriers in creative industries, nearly half (42%) of young adults would not consider joining the creative sector because it is perceived to be an extremely difficult to enter field. (Bickerton, 2023) Nevertheless, it is notable that 75% of young adults (18-25 y.o.) still want to work within the cultural sectors although lacking understanding how to realize it. (Our Creative Future: The Manifesto, n.d.) Therefore, major issues on the creative market can be presented as unemployment, underemployment and low earnings. (Been et al., 2019) Since Arkavika's target audience consists of young talents and graduates in the creative industries, it is crucial to determine the main reasons causing employment problems and assess their career capabilities.

Multiple barriers demonstrating the major causes of unemployment globally as well as within the creative sector were established in several research papers. However, only a few theories were chosen by Arkavika to be applied in its' research to benefit the organization. These obstacles also demonstrate the factors needed for graduates' career success.

Precisely, in order to effectively empathize with the target audience and achieve set objectives for this research, Bourdieu's theory (Cultural Capital and Social Networks) and a study by Ruth S. and Bridgstock (Skills for Creative Industries Graduate success) are going to be implemented.

**Research objective:**

The objective of this research is to measure the extent of career management competencies' possession by the target audience to investigate their needs regarding the achievement of subjective career success. By conducting quantitative research in the form of an online survey the company aims to pinpoint the main skill-gaps Arkavika's value proposition will be able to fill.

**Research question:**

To what extent do entry-level professionals within the creative industry possess career management competencies?

**Theoretical framework:**

**Bourdieu's theory** suggests that not all forms of the cultural capital (one's education and professional skills) are equally considered and valued by employers in the creative industry. Meaning that possessing a creative degree is not enough for successful employment according to the "Creative Graduates, Creative Futures" study. (Ball et al., 2010) This leads to another idea from Bourdieu's theory that states that social capital (or network) often provides work opportunities not available for everyone and promises higher chances of career success.

In "**Skills for Creative Industries Graduate success**" Ruth S. and Bridgstock looked at two key career management areas namely self-management and career building. Specific competencies described under these areas include industry networks, portfolio creation, industry specific knowledge, career identity subjects. (Bridgstock, 2011) These competencies can be also considered parts of social capital according to Bourdieu's theory and are one of the most important success factors according to research.

**Method:**

For this research, Arkavika is going to use self-assessment survey. Since the main goal is to evaluate the skills of the target audience, aspects of **Bandura's Social Cognitive theory** will be used. Specifically, through the concept of self-efficacy it is possible to understand the role of self-assessment in skill evaluation. Self-efficacy refers to an individual's belief in their ability to successfully execute tasks or behaviors required to produce desired outcomes. According to Bandura, people who have high self-efficacy in a particular area are more likely to engage in that behavior, persist through challenges, and ultimately succeed. (Bandura, A., 1977)

In the context of self-assessment surveys, individuals evaluate their own competencies based on their perception of self-efficacy. In other words, self-assessment surveys serve as a reflection of self-efficacy by capturing how confident individuals feel about performing certain tasks. Therefore, this method will provide Arkavika with valuable insights regarding the target audience's career capabilities based on their own perception and experience.

Nonetheless, Bandura's theory explains that perceived competence is not always an accurate reflection of actual skills, which is why self-assessment is often used alongside other forms of evaluation. This is why the survey is not solely aimed at skills evaluation but also assesses professional experiences and takes into consideration demographic data of the respondents.

### 2a3. Research Project plan

Including: Practical timetable/timeline of Field Research

Action	Date	Comments
Choose research method	09.10	Choosing the method based on desk research results.
Design a questionnaire	16.10	Selecting a theoretical framework and shaping the survey questions based on it.
Develop a proposal	23.10	Writing the research proposal, getting feedback and finalizing it.
Launch the survey	25.10	Creating a Google form and distributing it through various channels.
Analyse the data	06.11	Define the guidelines for the analysis, use an analytical tool.
Draw conclusions	13.11	Write a summary of the findings. Visualise the relevant results.
Create a poster	20.11	Combine all the results together in an infographic.

2b. Number of words used: section 2a is 969 (max. 2000 words)

### 2c. Literature references

Bickerton, J. (August 29, 2023). *Study reveals barriers to attracting talent to creative industries*. Broadcast. Retrieved October 8, 2024, from <https://www.broadcastnow.co.uk/tech/study-reveals-barriers-to-attracting-talent-to-creative-industries/5185309.article>

*Our Creative Future: the manifesto*. (2024, October 11). Creative UK. Retrieved October 18, 2024, from <https://manifesto.wearecreative.uk/>

Been, W., Keune, M., & University of Amsterdam. (2019b). Understanding low earnings but high job satisfaction in the creative industries in the Netherlands. In V. Pulignano & F. Hendrickx (Eds.), *Bulletin of Comparative Labour Relations*. Wolters Kluwer. Retrieved October 18, 2024.

Ball, L., Pollard, E., & Stanley, N. (2010). *Creative graduates creative futures*. Creative Graduates Creative Futures Higher Education Partnership and the Institute for Employment Studies. Retrieved October 15, 2024, from <https://www.creativegraduates.com>

Ruth S. (R. S.), Bridgstock. (2011). Skills for Creative Industries Graduate success. Retrieved October 15, 2024, from <http://eprints.qut.edu.au/>

Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, 84(2), p. 191–215. Retrieved October 20, 2024, from <https://doi.org/10.1037/0033-295X.84.2.191>

**Statements by the applicant:**

	Not yet applied for	Applied for	Received
Approval from Supervisor			yes
Approval from Expert			yes