

Innovation Process of Music Composing: A Case Study in Conservatory of Music

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Abstract (12 font)

This study aims to explore the innovation process of music composing. The qualitative data built from the conservatory of music, this study revealed that the musician that had relatively stable capacity in all four areas (generating, communicating, comparing, and interpreting) seem to produce and compose the music that combines their existing capabilities on experience and learning from literature and observation. The musicians write the music considering the artistic process in generating an idea then comparing with the previous compositions. In communicating means, the musicians conduct the brainstorming with peers and interpret the form through their self-concept and references. Therefore, the study provides an empirical contribution to the emerging work on dynamic capabilities through its in-depth investigation of the skills of the seven musicians and by mapping the process of music composing.

Keywords

composing, conservatory, innovation, music, process

Biography

Evo Sampetua Hariandja is assistant professor at the Department of Management Business School Universitas Pelita Harapan. He earned Bachelor in Industrial Engineering from Institute of Technology Bandung, Masters in Finance and Marketing from Kwik Kian Gie Business School, Indonesia and Ph.D. in Entrepreneurship and Technology Management from Institute of Technology Bandung. He has published journal and conference papers. Dr. Evo has completed research projects with Mitsubishi Motors Indonesia, Volkswagen Indonesia, General Motors Indonesia, Post Indonesia, Naviikarana Consulting Group, and Busana Perkasa Garment. His research interests include service sector, manufacturing, dynamic capability, service innovation, product development management, and design thinking. He is a member of IEOM Society International, Academy of Management, British Academy of Management, Indonesian Engineers Association, SMS, and AMA.