

# 메세나, 그 한국적 적용의 실제

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본 연구는 대외 환경 변화에 따라 메세나가 자리하는 실재적인 범주에서의 특성을 제시하고 있다. 이를 위해 우선 메세나의 이론적인 배경을 제시하며 그 시작을 탐구하고, 또한 국내외 사례를 통해 새로운 담론을 형성하고 있다. 사람들의 더 나은 삶의 지표를 위한 문화와 예술의 효용이 기업의 메세나 활동을 통해 얼마나 촉진될 수 있는지를 넘어, 기업의 중요한 가치 창출을 위해 그에 상응하는 피드백을 가질 수 있는 필요의 상관관계가 언급되고 있다. 제언으로는 문화예술 각 장르에 대한 감성적 인식의 척도를 살펴봄에 끊임없이 변화되고 있는 환경에서의 제한들을 마케팅 믹스와 함께 다루고 있다. 결론적으로 메세나의 원론적인 측면뿐 아니라 경제적 원류에서의 효과적인 전략을 준비하는 노력이 필요할 것이라 할 수 있으며 이에 대한 후속 연구가 준비되어야 할 것이다.

**주요어** : 메세나, 스폰서십, CSR, 문화 마케팅, 예술 마케팅, 필란트로피

## I. Introduction

### 1. Background

Since October 2008, The Korean government has been announcing that the main tasks of *the Ministry of Culture, Sports and Tourism* are to report on the 'quality of life to the advancement of culture and art' and was presented in a number of arts policies of the company's continued effectiveness and efficiency of operations and the need for a professionalism has been steadily raised. (Lee, 2008)

In fact, the public interests of *Culture and Art* are increasing little by little and day by day in general. Spontaneously, the needs and concerns which are involved in a number of companies are being accompanied by the importance of marketing based on culture and art. Fundamentally, there is no doubt that whether the person is poor or rich, or how much a person is interest in art, whoever they are, and the experiences of to the power of culture could bring new discoveries and new perspectives to people.

In addition, as Kotler(2003) states 'Culture is the fundamental determinant of a person's wants and behaviour.' In other words, purchasing behaviour of consumers could be influenced by cultural, social, personal and psychological factors. Briefly described, today's customers are becoming harder to please. They are smarter, more price conscious, more demanding, less forgiving like *Black Consumers*, and they always compare these against many more competitors

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with equal or better offers.

In the economic world, the issue of art policy has been considered in order to avoid continual paralysis on marketing in some companies. In addition, in 2009, the act of cultural enhancement called '*The Act on supporting for Maecenas activities*' was enacted by Lee Sung Hun who is one of the members of the National Assembly (The National Assembly of the Republic of Korea, 2009). This means that not only has there been the recognition of the importance of cultural policy to promote an inflexible economic area but there has also been thinking about *Corporate Social Responsibility (CSR)* on the basis of culture and art. This should be essential and, not the choice.

The aim of this study is to examine the effects that causal elements for *corporate Maecenas* (an umbrella term for businesses supporting culture and arts) activities (i.e. reasons for corporate to engage in culture and arts activities) have on the outcomes of corporate Maecenas activities. Moreover, this study looks into the definition, characteristics, and value of cultural arts. This paper also looks into the scope of Maecenas activities, the objective of Maecenas activities from the corporate perspective, and domestic and overseas examples of Maecenas activities.

Furthermore, in order to theoretically back up what a corporate image related to Maecenas is, this study simply illustrates the backgrounds for establishing a good brand image.

## 2. Observation

With the rapid development of the IT industry such as computers, the way of marketing for companies has been changing. These circumstances have been making competitors and threats as well as new opportunities at the same time. Above all, all companies have to seek all kinds of marketing efforts to employ a retention strategy for their customers and sustainable growth.

In the long term, it might be true that the culture and art industry has a high value-added characteristic. On the other hand, companies which could adopt a culture and art policy might have difficulty to increase the investment earnings in the short term. Nonetheless despite this flaw, these days, activities which can approach cultural aspects have been expanding in the business arena all over the world. This phenomenon, for-profit companies that have an image of being huge and formal would like to change their images to a not-for-profit company that have a softer and more familiar feeling.

Along with, the government should have been trying to foster such high value-added industries as the cultural sector. According to Art & Business (A&B), the main reason why the corporate sector wants to invest in culture and art is 'a strategic management for corporate image'. That is, it could be able to be called, the 'creation from distinguished image to competitors', and the 'changing of negative images' (Korea Arts & Culture Education Service, 2007).

Nowadays, 'the arts and culture can solve strategic and operational challenges of businesses;

the real issue is communicating the value of the arts to them.’ (Arts & Business, 2011) Besides, the area of businesses need more creative and flexible arrangements with the cultural sector which achieve a more varied set of outcomes, and those businesses which differentiate themselves more and more use the artistic thinking. Moreover, according to Arts & Business (2011), through sponsorship, businesses can increase awareness of their brands, grow its reputation among target markets or strengthen ties with a particular community.

### 3. Aims and Objectives

The aims of this study are:

- 1) to prove Maecenas is an effective marketing tool that gives companies various commercial benefits
- 2) to illustrate the effect of Maecenas on the sponsoring companies for their good images
- 3) to investigate why Maecenas policy is important to promote people’s perception on the effective marketing point of view
- 4) to analyse the significant cause and effect relationships between Maecenas and commercial environment
- 5) to examine how Maecenas policy could be able to operate in Korea
- 6) to illustrate the benefits of Maecenas based on theoretical backgrounds

Recent data regarding studies on Maecenas activities shows that much more companies are taking part in this movement. Hence, first of all, this paper will deal with preceding researches on the definitions or values of Maecenas. Moreover, it will show the cases which are involved inside and outside of Korea. Lastly, with the theoretical characteristics of former or other resolutions of Maecenas this paper conducts the possibility of its application to Korea as the one of way of CSR.

Consequently, this paper examined the accelerated phenomenon of support to the art fields by companies. More precisely, the government’s enhanced tax system for Maecenas has been enacted in order to promote enterprises or institutes that take part in their cultural management. Besides, companies would be able to tackle the problem which regarding positive images for permanent growth. In short, not seeing the economic aspects of art for profits but observing the economic approach to art for marketing would be better. This view has been supported in the work of Frey (2003).

## II. The Theoretical Environments of Maecenas

### 1. On the Basis of Maecenas

Since 1980s, technically, a trend in arts sponsorship has changed from the philanthropy-related

activities to the marketing-related activities. That is, this change reflects the paradigm shift that arts sponsorship or Maecenas is no more a moral activity than a necessarily crucial part in the 21<sup>st</sup> Century.

Also, in his work on Cultural Capital, Throsby (1999) states that arts policy is increasing in importance all over the world to embrace the wider issues of cultural development in any agenda as a economic judgement. However, cultural value is different from economic value. Hence, although most arts policies got through the economic surroundings in present-day enterprises, the basis of cultural perspective would be able to depart from the origin of capitalism or economic value.

Every person has their own willingness to pay when they would like to see an artistic performance. For instance, the economist calls this demand in the form of the ‘marginal willingness to pay’; there are various art objects and artistic activities, for example, someone may decide to pay twice as much to see an opera than to see a movie. In this situation, it is impossible to measure whether it was wrong or not. It means that all people have their own evaluation when they choose artistic events (Frey, 2003).

2. Overall Elements to Consist Maecenas

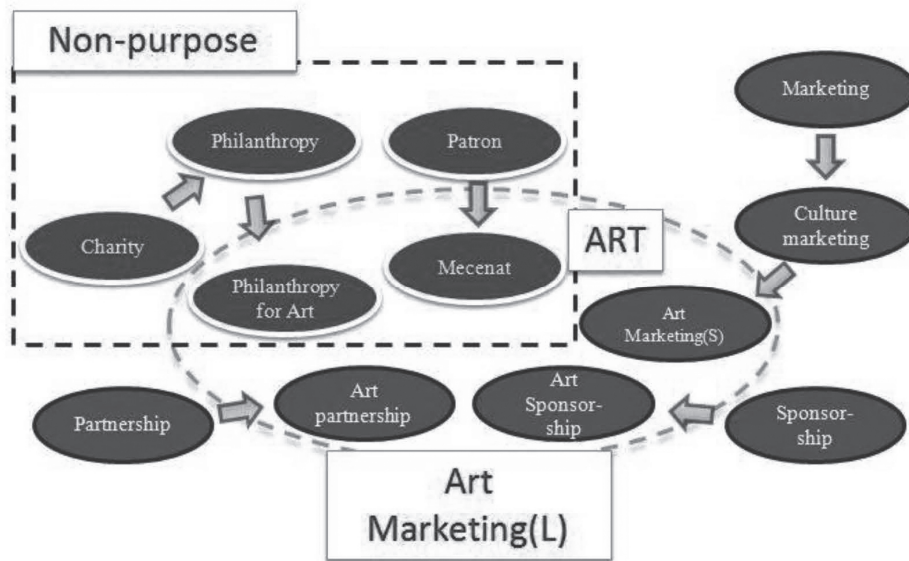


Figure 1. The Description of Corporate Art Marketing

Kim (2007) described that the art marketing would be made up some particular terminologies. (Figure 1)For example, *Patron or Philanthropy* itself is no longer called activity to Arts. Obviously, a long time ago, there was explicit evidence to call separately a cultural and arts supporting of corporations as philanthropy.

However, as time goes by, when call the things which leading by most of corporations: they have added specific area in the business arena like philanthropy for ‘Art’. Like this, historically,

there were a couple of languages like, 'Patronage', 'Sponsorship', 'Partnership', and 'Maecenas'. To deal with this, Hwang (2007) summarized the usage of terminologies in the present depend upon the motives of the corporate Maecenas. (Table1)

Table 1. The Usage of Terminology on the Basis of Corporate Environment

The Motives of Corporate Maecenas	Terminology
Image improvement	Sponsorship, Partnership
Social responsibility	Philanthropy
Marketing (Promotion)	Sponsorship, Partnership
Communications for customers	Partnership
CEO's decision	Sponsorship, Partnership
Political motives	Sponsorship
Artistic value	Philanthropy
Tax relief	Sponsorship

More precisely, according to Admical (2011), the Maecenas is 'the act of providing material assistance, without receiving direct consideration from the beneficiary, to support a work, endeavour or person that serves the public interest' by Economic and Financial Terminology in 6th January 1989. Therefore this paper can say that Maecenas is similar to philanthropy. In addition, a definition of the sponsorship is that 'providing material assistance for any event, person, product or organization with the aim of deriving direct gain' (Adimical, 2011).

In other words, in England, there is a different meaning between the patron and the sponsorship in terms of a tax system. That is, a patron could have a tax exemption or deduction on account of its contribution. On the contrary, sponsorship is regarded one of corporate' marketing activity therefore it has smaller tax benefits.

At this point, this paper moves to a more empirical approach in the business arena in order to analysis an application on the situations. As the Korea Cultural Policy Institute (2002) states, there are distorted usage of Maecenas in Korea. In business field, although originally corporate investment for culture and arts is not a sponsorship, most companies that have in mind Maecenas are activating this for the purpose of marketing only. (Table2)

In fact, it is a paradigm of the 21st Century, which the social contributions of corporations have being positioned the effective meanings of PR. Thus, with the acceleration interest in CSR in society, it has been changed 'the thing that want to' to 'the thing that should do' (Kotler, 2005). Also, it belongs to the other effectiveness such as 'corporate legitimacy', 'market advantage', 'employee benefits'.

Table 2. The Different Perspectives Based on the Contents

	Perspective of Philanthropy	Perspective of Marketing
<b>Budget</b>	Philanthropy Budget	Marketing Budget
<b>Decision maker</b>	CEO's Desire	Strategy of Marketing
<b>Motive</b>	Love to Art	Maximization of Profit
<b>Relation-ship</b>	Vertical	Horizontal
<b>A benefit of return</b>	Not expected	Expected
<b>Procedure</b>	Irregularity	Stipulated
<b>Tax system</b>	Deduction	N/A (In Korea)

As demonstrated in Table2, the corporate Maecenas activities would be able to be involved in the CEO's own thinking or the strategy of marketing (Goncebate, 1996). According to recent data of Arts Council Korea (1997), the survey ranks first cultural donations as 42.9%, and the CEO's desire to improve corporate image as second as 36.7%.

Aaker(1997) defined that brand image is a gathering of meaningful association. Like this, Maecenas could be connected with ideal marketing communication to companies. On top of that a business marketing image is the most important component of an overall image toward the corporation (Winters, 1986). People can have a very positive impact on attitudes when the corporate advertising can enhance motivation to buy a company's brands. Maecenas has a potentiality itself, and it can be called traditional communication mix composed of advertisement, sale promotion and, PR (Meenaghan, 1998).

### 3. More Approach to Social Responsibility of Culture

Frederick, (1960) as cited in Zenisek (1979), suggests that an adequate theory of business responsibility should meet several requirements. Amongst, the increasing awareness of the requirements of socially effective economic growth and development, this has been managed between the people who are interested in the cultural arena especially.

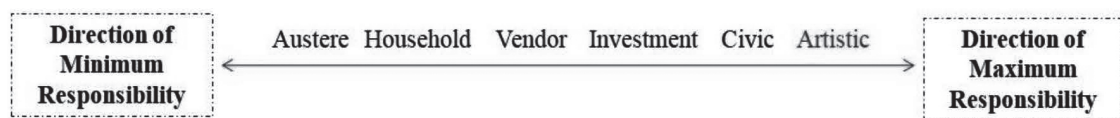


Figure 2. Walton's Continuum of Social Responsibility

Walton's division (Figure2) of the continuum of social responsibility into these six models, was a great conceptual step forward at the time of its creation, although there was a shortage of empirical investigation at that time.

- 1) Austere Model: Maximize profits for stockholders
- 2) Household Model: Emphasis on the employees' right

- 3) Vender Model: Stress on responsibility for consumers
- 4) Investment Model: Focus on the social responsibility of economic contributions of corporate
- 5) Civic Model: This part does not directly try to connect to a corporate long or short term profits
- 6) Artistic Model: Realization of cultural value beyond physical one. Therefore, this model could be the one which corporate have to pursue (Walton, 1967 cited in Zenisek, 1979, p. 361)

### III. The Scope of Maecenas in Present

#### 1. Background

All over the world, recently, in recognition of the situation which CSR has been remarkably being recognizing within the society, the way of corporate responsibility for enhancement of culture and arts could be able to regard Maecenas policy. In Korea, *Korean Business Council for the Arts* which was founded in May 1994, the more recognition of importance of Maecenas has been increasing amongst companies. In this connection, presently, the crucial meaning of corporate Maecenas is being used not for philanthropy which is involved in charitable activities but for a sustainable development in Korea.

In reality, although there are some problems keeping in touch with the freshly adopted new marketing strategy regarding the cultural arena, a number of companies are having a chance to broaden their good image using the Maecenas policy. Meanwhile, in the case of the appraisal of intention which belongs to corporate supporting, people tend to accept a good image when they are organizing the whole thing rather than the supporting alone (Hwang, 2007).

According to Making Arts & Culture Work in Business-The Business Case for Cultural Investment Guide by Australian Foundation of Culture & Humanities, Arthur Andersen(1999), benefits of arts sponsorship are divided into three categories; that is, corporate legitimacy, market advantage and employee benefits. From this and other research studies, this paper found that 29 benefits were categorized into three areas as shown below (Korea Cultural Policy Institute, 2002).

Table 3. Effects of Arts Sponsorship

Category	Effect	Measure
Corporation Aspect (corporate legitimacy)	• Licence to operate	• Foster stockholder support • Foster government support • Foster community support • Increase cooperative company satisfaction
	• Corporate image	• Enhance corporate reputation • Broaden media coverage • Increase brand power • Differentiate corporate image
	• Access to investment funds	• Enhance investor preference • Increase long-term stockholder
Market Aspect (market advantage)	• Direct sales	• Increase sales to target groups • Enhance purchase intention of target groups
	• Brand awareness	• Enhance brand awareness of niche groups • Increase trials of goods • Enhance preference for goods • Increase new customers
	• Customer attraction and retention	• Enhance brand royalty • Increase customer satisfaction • Increase access to target groups • Increase VIP satisfaction
	• Price premium	• Associate brand with high quality
Employee Aspect (employee benefits)	• Productivity	• Improve teamwork • Increase creative thinking • Lower turnover rate • Lower absenteeism
	• Recruitment and retention	• Increase access to high calibre staff • Retention of high calibre staff
	• Organizational culture	• Increase employee satisfaction • Improve employee pride

As noted earlier, this paper tends to summarize in the category of the effects of arts sponsorship. (Table3)

### 1) Corporate Legitimacy

The supporting corporate for culture and arts could be able to have a luxurious reputation and enhance their brand power using the increased media effects as well as naturally obtaining long-term stockholders by oral marketing amongst the people

### 2) Market Advantage

They also can enhance a brand awareness of niche groups which belong to people who never have experienced about that company. Moreover, they could be able to enlarge their market proportion through distinguished characteristics. Thus, through increasing customers of VIPs satisfaction they could enhance their brand royalty

### 3) Employee Benefits

Presumably although there are some of proceeding conditions to be developed, it is possible



to see that its benefits bring not only the improvement of teamwork within the employees but also preventing the job shift of high calibre staffs. In addition, employees can feel pride with their cultural environment of work space. Finally, it can provide the following advantages such as lower turnover rate, lower absenteeism, and increasing creative thinking

## 2. In Korea

In the case of the situation of Korea, even though the participation of Maecenas policy is growing they have a quite low cognition of CSR or the meaning of Maecenas itself. As a matter of fact, a number of researches on corporate sponsorship explain that the most effective of corporate Maecenas is an image management (Colbert, 1994). That is, the favourable feature of sponsorship could affect the positioning of product value and the desire of purchasing (McDonald, 1991)

There is more empirical example of corporate Maecenas in Korea. *Korean Air*, which is the top aircraft company in Korea, has been being supporting the Louvre Museum in France to in State Hermitage Museum in Russia, since 2008. At the beginning of the time to support, when people wanted to use an interpretative device in Korean or Arabic they could not be able to. However, by the aid of Korean Air, more people can enjoy the time to see an exhibition in their own languages including English, Spanish, and Japanese (Sohn, 2011).

Surely, the company has a number of compliments via a lot of the media and press. Spontaneously their utilization rate has increased with a good corporate image.

Table 4. A Distribution Chart of Corporate Maecenas in Korea

Methods	2000	2001	2002	2003	2004	Total	%
Invitation	1/14.29	2/6.90	5/6.94	14/10.22	9/20.93	31	10.76
Space	3/42.86	11/37.93	8/11.11	3/2.19	6/13.95	31	10.76
Sponsor	•	6/20.69	13/18.06	29/21.17	5/11.63	53	18.40
Ticket	•	2/6.90	4/5.56	6/4.38	6/13.95	18	6.25
Discount	•	•	25/34.72	51/37.23	1/2.33	77	26.74
Etc	3/42.86	8/27.59	17/23.61	34/24.82	16/37.21	78	27.08
<b>Total</b>	<b>7</b>	<b>29</b>	<b>72</b>	<b>137</b>	<b>43</b>	<b>288</b>	<b>100</b>

Nonetheless the increasing concern about Maecenas, the reason why it could not settle down in Korea is there is no expert in most of the companies. Most concern is about the discount of ticket prices (Table4). In fact, only 28.6% of companies have their own specialists for supporting arts. The rest of the companies are managing a business in the department of public relationship. Hence, they are approaching Maecenas based on an advertising point of view (Cho, 2005).

Meanwhile, the congress of National Assembly of Korea, Lee Sung Hun, the representative of the act, has enacted in 2009. It contains that tax deduction of 60% within 0.5% of whole profit

may be obtained. For example, there is a company which has £5million tax amount. If they expend £0.1million £ to arts contribution, they can be deducted 60 thousand pounds. This is similar to France (The National Assembly of the Republic of Korea, 2009).

Table 5. A Present Condition of KBCA

Korea Business Council for the Arts		
	1994	2010
<b>Member</b>	167	203
<b>Membership Fee</b>	Annual Fee 1000£	
<b>Initial Fee 1500£</b>	Annual Fee 1500£	
<b>Initial Fee 500£</b>		
<b>Top Sponsors</b>	Korean Air	SAMSUNG
<b>Main Business</b>	Supply & Publicity	Research & Award
<b>Public Support</b>	Arts Fund 0.02million £	None
<b>Publication</b>	Annual Report	Annual Report

As Table5 illustrated, although most of its members are made up of corporation, there are some of foundations such as *Samsung Foundation of Culture* and associations like *The Federation of Korean Industries* (Korean Business Council for the Arts, 2010). More precisely, Figure8 describes how Maecenas is accelerated by specific organizations in Korea.

Table 6. The Detail Businesses of KBCA

The name	Direction	Details
<b>PR</b>	Supporting Activities Inducement of participation	Press release Award ceremony Run a website
<b>Education</b>	Solution for more chances	Class of cultural marketing Seminar / Symposium
<b>Publication</b>	Present situation survey	Annual report Making CD for PR
<b>Consulting</b>	Providing information	Golf meeting Field experience
<b>International Relationship</b>	Overseas PR	Human exchange Supply exchange Information exchange

As focused on O'Hagan, Harvey (2000), the motivation of corporate activities for culture and arts could be stressed on corporate image and promotion. For the purpose, KBCA has been performing a role in society for producing a corporate image and reputation to companies (Korean Business Council for the Arts, 2003). On the other hand, regrettably, the more the membership increase, the more the original meaning of Maecenas is disappearing in Korea. That is exhaustively a bad phenomenon which should not be happening due to the paradox inside corporate sponsorships like *the Boomerang Effect*.

### 3. Others

This part will briefly describe the overseas cases involved in Maecenas.

#### 1) UK- Arts & Business

In the UK, since 1946 when the first founded Arts Council of Great Britain, activities of corporate Maecenas have been lively. According to Arts & Business (2011), it says that 'Arts & Business sparks new partnerships between commerce and culture'. Along with, they are using *Business Sponsorships Incentive Scheme(BSIS)*, in order to support corporations more economically although it is being called the Pairing Scheme t this time (Kim, 2002)

#### 2) France - Admical

In France, they have a scheme called Seminars that recent data such as law, tax, and political documents and showing the perspectives regarding arts and social causes to proceed a sponsorship (Korea Culture & Tourism Institute, 2007). Of course, they offer a direct inquiry services to people who need help (Admical, 2011). 'The French culture budget has even slightly increased this year unlike any other European country, notably UK' (Chrisafis, 2011). Like this, much more information can make operations of corporations more efficient

#### 3) Australia - ABAF

For instance, *Advice Bank* is the one of function in this organization. It is an initiative which could make the solutions between cultural organization and entrepreneurs (Australia Business Arts Foundation, 2011)

#### 4) Japan - ACSA

There are some programmes which enhancing the recognition of the government as well as ordinary people called Lobbing. Moreover, Daytrip event is a good scheme for members who want to experience arts and cultural facilities (Association for Corporate Support for the Arts, Japan, 2011)

## IV. Recommendations

### 1. Directions for the Future

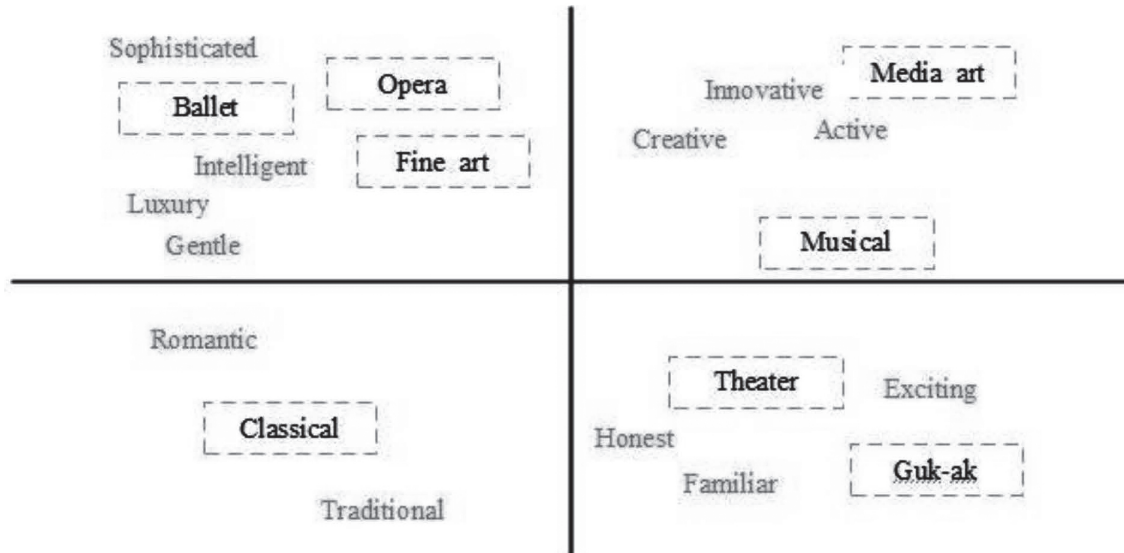


Figure 3. Perceptual Map of the Cultural Factors

Methodically, arts and culture should be able to have a broad range of dispersion by feeling of people like shown above (Figure 3). That is, people have their own feelings case by case, not the one (Korean Business Council for the Arts, 2002). That is, only for the marketing way of Maecenas could be dangerous to companies. Because monetary focused thinking could be able to change more frequently when corporate heads decide to plan a Maecenas activity.

Also, when corporations have in mind to express their desire against the cultural arena, they should consider whether it is going to be a good match with their long-term schemes or not. Because, as this paper noted earlier, some of the companies in Korea are indiscriminately using the Maecenas policy without any serious thinking in their mind.

### 2. Barriers with Changed Circumstances

Usually people can say that the corporations followed by the society. It means that if society changed a little, corporate conditions could be modified not to be alone. Along with this, all companies keep in mind their business planning and strategy, a consistent cultural value has to be adopted. With this, the more creative activities should be able to be produced in society.

Most of all, culture and arts is involved in creativity (Florida, 2006). In addition, these days, as entering the era of the age of limitless competition, creativity could be a base for people or companies in which to pursue its own interests. Therefore, to be a creative class or person, the more corporations should join a Maecenas policy. Since this way is a great strategy to ensure happiness to all people overall.

In modern society, corporations have been struggling with technique standardization, the changing life style of consumers, enforced advertisement rule, and increasing advertising expenses. More severely, the performance of marketing strategy is limited on the basis of economic, legality, and socially.

Table 7. A Marketing Mix for the Culture Marketing

Marketing Mix - 7P	Contents of Culture Marketing
Product	Developing image and sensitivity
Price	Adding premium for culture
Place	Building a cultural infrastructure
Promotion	Planning a cultural performance and event
People	Offering corporate culture for CEO and employees
Physical evidence	Inducing a client experience using an interior design
Process	Operation by experts

In short, it is going to be a long way to sustain a corporate Maecenas encompassing harsh effort. For such a reason, Yoo (2010) suggested a marketing mix for a culture marketing (Table7). Hence, corporations should try to carry out the management strategy for all of its employees, and not only for its CEO. If this situation could continue, small businesses can keep in mind Maecenas policy as the only way of cultural marketing (Towse, 2003). It can be used as an analysis as the unique feature of industrial structure in Korea.

To summarise, based on the above arguments this essay can suggest some statements below;

- 1) they have to consider much more broad perspectives rather than only the CEO's point of view
- 2) they should procure specialists and task force for the Maecenas only
- 3) they have to find the right policy of Maecenas to be suitable for their own needs
- 4) it could be helpful to their reputation or image, but they should make an effort to remind its basic meanings
- 5) when they choose a way to support a cultural arena, they have to consider people's diverse cultural preference or inclination
- 6) it could be better to support their concentration to software of contents on culture and arts rather than infrastructures in order to be more a true strategy, not for profit
- 7) they would be able to pay attention to much more various regions instead of focusing on the city

Consequently, for a true partner-relationship between the corporate and arts and cultural arena which have somewhat extremely different goal for their own needs however, both groups should be able to get to their destination by virtually supporting each other and that is going to be the most efficient and desirable way to make the Maecenas work strategically

## V. Conclusion

### 1. Implication

As the quote at the beginning of this paper points out, at this time although the movement of corporate Maecenas is accelerating in society, there is much more research required as to what kinds of factors give a good advantage to companies. If the main goal of corporations is to maximize profit, corporations should be able to be a true economic partner to arts (Korea Cultural Policy Institute, 1995).

Moreover, in terms of CSR which is the concern in the economic arena, it is going to be recognized the non-deliberate investment which they would like to rather than the cost which they have to pay. Finally, corporate in Korea should recognize the importance and natural value of investigation to Maecenas which are the management strategy to survive rapidly changing condition and severe competition, escaping from momentary support with the character of marketing or public relation.

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ABSTRACT

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**Maecenas and Its Possible Applications to Korea**Shin, Jung-Beom · Cho, Nam-Gyu *Sangmyung University*

This paper is organised as follows. To begin with, with the enhanced concerns of corporate cultural investment as one of marketing tools, there have been already a number of published studies regarding the preceding definitions or terms regarding Maecenas. Hence, on top of that, this study dealt with the theoretical characteristics of former or other usages of Maecenas. And then, this paper will be shown some kinds of case studies which are involved inside and outside of Korea.

Finally, it suggested the future way of mecenat in order to not only positioning of the proper way to its original meaning but also promoting of the longer term and effective strategy in the economic arena in Korea.

**Key words** : Maecenas, sponsorship, CSR, culture marketing, art marketing, philanthropy

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