Discussion on the New Trend and Strategy of Human Resource Management in the Era of "Internet +"

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Abstract: in the new situation, the attraction and cohesion of enterprises to talents are directly related to the core competitiveness of enterprises. With the help of big data technology and internet technology in the internet era, enterprises can establish management systems to realize diversified and multi-dimensional comprehensive management. This paper will analyze the new trend of enterprise human resource management activities in the internet era, study the factors that restrict the development of enterprise human resource management in the internet era, and explore the effective strategies to improve the level of enterprise human resource management in the internet era, in order to promote the stable, long-term and sustainable development of enterprises.

1. Introduction

In order to cope with the increasingly complex and changeable external environment, enterprises should constantly improve the human resource management system and enhance the attractiveness of enterprises to high-quality talents.Based on this, it is of great significance to explore the new trend and countermeasures of human resource management in the era of "Internet +".

2. A New Trend

2.1 Open Trend

It is the essence of the Internet era to promote economic development with technology. When enterprises rely on Internet technology to conduct human resource management, they can further achieve the goal of open management.In the open system architecture, the limitations of the traditional human resource management mode in space and time are broken by the talent training mode and talent flow mode based on the Internet era, which provides a good environment for enterprises to congregate and recruit talents.Based on this, enterprises in the development of human resource management activities, should grasp the open characteristics, the introduction of advanced management technology, management By means of innovating management concept, giving full play to the advantages of Internet technology, comprehensively constructing dynamic management mode, breaking through all aspects of restrictive factors, further enhancing the openness of talent training and talent introduction, providing comprehensive and sufficient development opportunities for high-quality talents.

2.2 Systemic Trend

In the Internet era, information technology has systematic advantages, which can further integrate the human resources of enterprises, enhance management advantages, and support enterprises to carry out multi-dimensional and comprehensive management.In the Internet era, with the help of information system, enterprises can deeply grasp and understand the advantages and disadvantages of their own human resources, with the help of information data, clear the characteristics of talents required by each department and each position, give full play to the advantages of talents, and dig the value of human resources.At the same time, enterprises can also use big data technology, Internet technology to establish management system, the diversification,

the multi-dimensional comprehensive management, make the enterprise human resources management activities not only reflected in the field of talent training, performance pay, also can realize the effect such as skills development, career planning, better for the enterprise cohesion and employing people.

2.3 Synergistic Tendency

In the Internet era, compared with the traditional HRM system, HRM activities of enterprises in the new situation have undergone significant changes.In the past period of time, when enterprises carried out HRM activities, their management mode and management content were independent from other organizational departments.In the Internet era, enterprises have endowed HRM activities with new models and new systems. Relying on the Internet technology structure, enterprises pay attention to the synergy of HRM activities.Enterprises should pay attention to the internal departments in the formulation of specific management programs Through communication, enhance the coordination of management programs, ensure that human resource management activities adapt to and fit the actual work needs of various departments and positions, and further enhance the quality of human resource management.At the same time, this trend of synergism has also fully penetrated into the production, operation and management activities of enterprises.In the management, sales, production and other links, enterprises can scientifically and rationally use human resource management means to build a coordination mechanism, strengthen the management effect.

3. The Main Factors That Restrict the Development of Human Resource Management

3.1 Backward Management Concept

In the Internet era, the development of human resource management will be severely restricted if enterprises fail to innovate the concept of human resource management.If companies failed to fully understand the Internet technology advantage for human resource management activities, in the actual management, focusing on control of human resources, promote enterprise human resources reasonable, effective and fully flow, is likely to increase each department, each post personnel limitations, shorten the rising channel, reduce the talents' work enthusiasm.At the same time, the backward management concept is likely to lead to enterprises don't pay much attention to the information advantage of human resource management activities, ignore the information technology, failed to make full use of information technology for talent management, talent training, the positive role, cause in the new situation, it is necessary to develop enterprise human resources management activities is difficult to effectively deal with the integrity of the enterprise production and business development needs, unable to effectively promote the industry competitiveness of the enterprise.The combination of business simulation and management theory The purpose of simulating business operation is to experience the planning, organization, leadership, control and other functions of management.

3.2 The Management System Needs to Be Improved

At present, in the actual production and operation activities, the vast majority of domestic enterprises have not yet built a perfect human resource management system based on the Internet era, failed to develop a people-oriented management mechanism, and did not determine the personalized management program;Especially in the process of talent training and hiring, it is difficult to give full play to the huge advantages of human resource management activities.Most enterprises are still gradually exploring the human resource supply model based on Internet technology and looking for the long-term mechanism of human resource management.At the same time, the human resource management system established by some enterprises is not sufficiently data-oriented and networked, which seriously restricts the utilization efficiency of information data, affects the standardization, scientificity and systematicness of the human resource management system to some extent, and exposes the weakness of enterprise human resource management

activities.In addition, when carrying out human resource management activities, enterprises fail to build a complete and comprehensive assessment, performance salary and training management mechanism according to the advantages of information network, and there is still room for improvement in information construction [1].The above deficiencies restrict the development and innovation of human resource management activities from all aspects.

3.3 The Scope of Management is Limited

In order to cope with the increasingly complex and changeable external environment, the enterprise management has gradually realized the importance of human resource management.However, there are still some enterprise managers who fail to keep pace with the development of The Times, improve and innovate the scope of human resource management, and still use the traditional management mode and management content.As a result, enterprises are still limited to the scope of the original management mode and management content when carrying out HRM activities, and fail to fully integrate Internet technology to provide favorable support and services for HRM activities.The fundamental reason is that, without relying on Internet technology, it is difficult for relevant staff of enterprises to effectively expand the scope of management when carrying out HRM activities and cannot give full play to them Information technology advantage.At the same time, in the actual work process, the human resource management department of the enterprise fails to combine the actual situation of social and economic development, and fails to realize the advanced nature of the service target mode compared with the management target in the new situation.This seriously restricts the improvement of the human resource management level of the enterprise, and also seriously affects the development of the enterprise's production, operation and management activities.

4. An Effective Strategy

4.1 Innovative Management Concept

In the Internet era, in order to better adapt to the development needs of The Times, the enterprise management should change the management concept, introduce advanced management methods, and ensure that the human resource management system of the enterprise can meet the Internet requirements of the actual production and management activities of the enterprise.It is the essence of the Internet era to promote economic development with technology. Therefore, in the Internet era, enterprises should rely on Internet technology to carry out human resource management activities and conform to the trend of open management In the open system architecture, the enterprise management can promote the human resource management mode to constantly break the limitations of space and time, innovate the talent training mode and talent flow mode with the new management concept, and provide the enterprise with a good environment for cohesion and recruitment of talents.Corporate management should be deeply aware of the change of management concept in the Internet age, the introduction of advanced management technology, in combination with the practical situation of production and operation of enterprises, such as large data technology, Internet technology, information technology and other advanced technology into human resource management system, further promote the enterprise reform steps.In an actual human resources management activities, the enterprise can rely on information technology, build and improve the information repository, comprehensive analysis of enterprise talent career planning, career demand, technical characteristics, ability characteristics, such as various data information, and for internal departments and employees of each post to find the most suitable for strengthen employees and post matching degree, give full play to the talent advantage.At the same time, enterprises can also make use of the data resource database to provide strong data support for the promotion mechanism of employees.In addition, when formulating development strategies, enterprise management can enhance the stability and feasibility of enterprise strategic planning and comprehensively enhance the core competitiveness of enterprises through the use of talent data information [2].

4.2 Improve the Management System

In the era of the Internet, enterprises in the process of human resource management activities, should be infiltrated into the enterprise production, operation, management of each link;With the help of Internet technology, continue to optimize and improve the human resource management system.Information technology has systematic advantages in the Internet era, which can further integrate the human resources of enterprises, enhance their management advantages, and improve their management system to support enterprises to carry out multi-dimensional and all-aspect comprehensive management [4].In the Internet era, enterprises should use the information system to deeply grasp and understand the advantages and disadvantages of their own human resourcesPotential, with the help of information data, improve the enterprise talent database, clear each department, each post needed talent characteristics, give full play to talent potential, in-depth mining of human resources value, continue to improve the enterprise management system.

As the core foundation of its systematic management and comprehensive management, the human resource management system is responsible for connecting various departments of the enterprise and comprehensively implementing the human resource management plan formulated by the enterprise management.At the same time, the enterprise human resource management department staff in talent training, talent assessment, recruitment, and talent into the job content, the foundation of the enterprise should fully fusion of strategic planning, to further enhance the efficiency of human resource management system, rationality and scientific nature, fully stimulate talents' working enthusiasm and work enthusiasm, improve the centripetal force and cohesiveness of enterprises, to promote enterprise stable, durable, sustainable development [5].

4.3 Broaden the Scope of Management

In the Internet era, enterprises should continue to expand and innovate the scope of human resource management according to the strategic planning objectives;Relying on the advantages of Internet technology, we will continue to improve the human resource management system and penetrate human resource management into all aspects of the enterprise's production, operation and management development.In the Internet era, human resource management activities have a new working mode and working system. Relying on the Internet technology structure, enterprises should expand the scope of human resource management with the help of synergistic development trend.When formulating specific management plans, enterprises should pay attention to communication with various internal departments, expand the coverage of human resource management activities, penetrate into various working environments, and improve the quality of human resource services.

Enterprise management should pay attention to management and service in human resources management system, the importance of specific function orientation on human resource management department, systemic incentives should be brought into the human resources management system, expand coverage of human resource management, expand the scope of human resource management, further add to the business development momentum.In the Internet era, enterprise management should rely on information technology means to continuously improve the content of human resource management.When making enterprise strategic planning, human resources management should be introduced, that is, on the basis of internal talent for the enterprise to create study skills, technology research and development opportunities, the area of human resource management is more comprehensive, more scientific, better service to the development of the enterprise innovation, and promote enterprise's core competitiveness, build human resources management as the core of the strategic management system [6].

5. The Implementation of Conditions

To sum up, in the Internet era, the new trends of enterprise human resource management mainly include the trend of openness, systematic trend and collaborative trend.The main factors restricting the development of enterprise human resource management system in the Internet era include relatively backward concept, imperfect system and limited management scope;By innovating management concept, improving management system and expanding management scope, it will

help enterprises to further integrate Internet technology and promote their progress and development.

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