

## Research on the Innovation of Human Resource Management in the Era of Artificial Intelligence and Big Data

Fang Wang

Xi'an Peihua University, Xi'an, Shaanxi, 710125, China

**Keywords:** artificial intelligence; big data; specialty of human resource management; innovation training

**Abstract:** The knowledge and skill requirements of human resources management practitioners have changed greatly in the era of artificial intelligence and big data, which not only requires human resources management practitioners to have the professional knowledge and skills of human resources management specialty, but also requires them to possess professional knowledge and skills of human resources management. It is also necessary to have big data's analytical ability, and the contents of his work are no longer repetitive work, but more critical work, which greatly changes the requirements for the cultivation of the quality and ability of human resources management professionals. This paper first expounds the necessity and importance of the innovation training of human resource management specialty in the era of artificial intelligence and big data, and then analyzes the current situation and existing problems of the training of human resource management specialty in the era of artificial intelligence and big data. And the paper tries to explore artificial intelligence and big data era of human resources management professional innovation training countermeasures, finally puts forward artificial intelligence and big data era of human resources management professional innovation training guarantee measures.

### 1. Introduction

Zhuoxin Xu (2015) proposed that with the further development of artificial intelligence and big data, Internet technology, the transformation of human resources in enterprises has been initiated, and effective human resources management in enterprises has been established by means of quantitative data management, based on the accumulation of big data, for the enterprise's human resources management staff to provide convenience, better for the internal service of the enterprise. Ling Yue (2016) pointed out: the advent of the big data era has completely changed the social situation of talent development and the reform of the talent management system after the reform and opening up, which requires us to adapt to the big data era at the same time. It is necessary to set up the relevant database of human resources and bring the professional and technical talents from various industries into the think tanks of colleges and universities. Manhua Xiao (2017) pointed out that with the development of the Internet era and the progress of science and technology, the modern society began to gradually advance to the age of artificial intelligence. The informatization and intelligentization of enterprise human resource management not only promote the core competitiveness of enterprise, but also make the value of enterprise human resource practitioner face more challenges. The existing literature only discusses the changes brought by artificial intelligence and big data to the human resources management of enterprises and the countermeasures, as well as the challenges faced by human resources managers and their countermeasures. There is no systematic research on artificial intelligence and human resources management professionals in big data era. This paper mainly studies the countermeasures and guarantee measures of the specialty of the human resources management innovation training in the artificial intelligence and big data era.

## **2. The necessity and importance of the innovation training of the specialty of human resource management under the era of artificial intelligence and big data**

Human resources have played an important role in the transformation and development of enterprises in the era of artificial intelligence and big data. It can help leaders and organizations adapt to technology, help employees adapt to new work patterns, and promote enterprises to adapt to technological changes, and promote the development and change of national policies and regulations, the future organization digital human resources management has become an inevitable trend, human resources management talents need to have professional knowledge of applying human resources management, but also need to master how to use AI tools, to improve the level of human resource management, visual data can be used to show flat and diversified talent skills. Therefore, in the era of artificial intelligence and big data, the major of human resource management can not only train students' knowledge of human resource management, but also let students identify and apply big data and artificial intelligence.

## **3. The current situation and existing problems of the cultivation of the specialty of human resource management in the era of artificial intelligence and big data**

Artificial intelligence and the cultivation of human resources management under big data's era still pay attention to the knowledge and skills of human resources management specialty. The courses designed mainly include human resources planning, staff recruitment and allocation. Training and development of human resources, salary management, performance management, labor relations management, employee career planning and other courses to improve students' professional knowledge and literacy, but not with the times, according to the needs of digital human resources management personnel, Lack of design big data analysis, data prediction ability to improve the relevant courses, but also lack of curriculum design related human resources management in the Internet era, students for the Internet, Big data and human resource management under cloud computing lack corresponding understanding, the ability of data analysis and prediction is relatively weak, and there is no certain cognition for the innovation of human resource management mode.

## **4. The cultivation countermeasures of the specialty of human resource management innovation in artificial intelligence and big data's era**

The specialty of human resources management needs to combine the changes of the times, innovate the training of talents of human resources management, and redefine the orientation and goal of the training of talents of human resources management In the era of artificial intelligence and big data. We should adjust the training scheme of human resource management specialty, deepen the reform of curriculum system and curriculum construction, reform and innovate the teaching mode of human resource management specialty, and establish the independent on and off-line learning mode of the specialty of human resource management.

### **4.1. Redefining the orientation and goal of training the specialty of human resource management**

According to the needs of social development, the reality of students and the orientation of the current development of the school, the cultivation of solid professional quality, comprehensive quality, outstanding personality, it is necessary to pay attention to applied human resources management personnel, accurate orientation of the professional direction with innovative quality of the application of specialized personnel. Students are required not only to have practical and sufficient professional theoretical knowledge, but also to have strong practical skills, practical information technology application and analysis capabilities, and the ability to make decisions and coordinate decisions in different types of enterprises and different professional positions. Command and control, become the service enterprise strategy and production and management of the

first-class management personnel.

#### **4.2. Adjusting the training program of the specialty of human resource management**

According to the needs of social development, following the latest technology and industry development, according to the artificial intelligence and the changes in the value of human resources under the era of big data, to sort out the structure of the specialty of human resources management professionals' ability, to timely adjust the specialty human resources management personnel training program, adjust the direction of professional curriculum. According to the documents of the Ministry of Education, it is necessary to highlight the spirit of cultivating professional talents to serve the regional economic and social development, and to strengthen the combination of curriculum construction and the needs of the industry.

#### **4.3. Deepening the reform of curriculum system and curriculum construction**

It is necessary to take the core specialty competence as the direction, construct the specialized quality and the skill curriculum module. Focusing on the specialty orientation, according to the characteristics of small and medium-sized enterprises, the curriculum system and talent training process are optimized to form a core professional curriculum group, such as recruitment, salary design, performance evaluation, training and development. Big data and artificial intelligence courses are offered to improve students' professional ability and employment competitiveness. Starting from the cultivation of professional quality and ability, the cultivation of practical ability of students' creative ability is emphasized. This paper sets up a social practice platform based on curriculum training, professional practice and comprehensive practice, and social practice mechanism, which is oriented to society, graduation practice and graduation thesis as the main axis. Strive to achieve the students' professional quality and the needs of the seamless docking.

#### **4.4. Reforming and innovating of teaching mode of the specialty of human resource management**

It is important to reform and innovate the teaching mode of human resource management specialty, change the traditional classroom mode, pay attention to the practice teaching mode, take the innovation practice richness as the main line, construct the relatively independent practice teaching system that complements each other with the theory teaching system. It is necessary to pay attention to the cooperation between school and enterprise outside the school, practice on the job, form the organic combination of basic practice ability and operation skill, professional technology application ability and operation skill, comprehensive practice ability and comprehensive operation skill, and form the practice teaching system that closely cooperates with the theory course. Pay attention to students' participation and experience in the learning process, increase the effectiveness of learning.

#### **4.5. Building on-line and off-line self-regulated learning model for the specialty of human resource management**

We should set up an on-line and off-line autonomous learning model for the major of human resources management, and meet students regularly or set up some topics of big data or artificial intelligence through meetings or online discussions, debates and other forms to guide students to use the theory to explain the problems. It is important to encourage students to innovate thinking, discuss the strategic development of enterprise and big data analysis problems, put forward new research ideas and methods, stimulate students' enthusiasm for independent thinking, deepen the understanding of big data and artificial intelligence.

### **5. The safeguard measures of innovative cultivation of the specialty of human resources management in the era of artificial intelligence and big data**

It is necessary to strengthen the optimization of teaching conditions, sufficient teaching materials and the construction of teaching staff to ensure the innovative training of the specialty of human

resources management in the era of artificial intelligence and big data.

### **5.1. Optimizing teaching conditions**

It is necessary to optimize the teaching conditions, pay attention to the selection of teaching materials and the construction of teaching materials, use the teaching materials related to strategic management, and at the same time supplement the self-compiled supplementary teaching materials with cases and special topics as the mainstay. In the era of artificial intelligence and big data, To promote the expansion of students' self-study materials, to create practical teaching environment, to set up the training practice base inside and outside the school, and to optimize the network teaching environment.

### **5.2. Supplying adequate teaching materials**

On the basis of good network resources and experimental equipment, we should set up curriculum websites, provide information related to courses, platform for sharing learning materials and interactive zones, integrate teaching plans, syllabus, teaching schedule, teaching handouts, teaching courseware, Summary of teaching, examination papers and exercises and so on, making the management standardized, orderly, scientific.

### **5.3. Constructing teaching staffs**

Strengthening the introduction of talents and training the leaders of high-level disciplines, gradually improving the structure of teachers is the construction of human resources management specialty, strengthening the construction of teaching team and building the main course teaching team in a step-by-step manner is necessary and important. The team is composed of from two teachers to five teachers, so as to reform the teaching contents and methods, develop teaching resources, promote the exchange of teaching discussions and teaching experiences, and give full play to the advantages of clear division of labor, good interaction and strong cohesion of the teaching team, building a human resources digital teaching team capable of applying cloud enterprise resource planning platforms, applications, data analysis and a range of artificial intelligence, case management and other solution tools.

## **6. Conclusion**

To sum up, artificial intelligence and big data have brought new opportunities and new challenges to enterprise human resources management, and brought new value standards and talent requirements for human resources management personnel in the era of information technology and artificial intelligence,. Colleges and universities need corresponding changes in the times to investigate the social needs of human resources management professionals, redefine the orientation and objectives of personnel training for human resources management majors, and pay attention to applied human resources management talents. In order to realize the training goal of human resource management, we should adjust the training scheme of human resource management specialty, deepen the reform of curriculum system, reform and innovate the teaching mode of the specialty of human resource management.

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