

New trends and Countermeasures of Human Resource Management in the Era of “Internet +”

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Abstract: With the advent of the “Internet +” era, great changes have taken place in people's daily life and work style, “Internet +” technology makes people's life more convenient, “Internet +” realizes economic sharing and multi win. The emergence of “Internet +” has gradually changed the concept of time and space in the traditional sense, and completely subverted the communication mode between people in the traditional society. With the continuous development and progress of science and technology, the development and appearance of e-commerce, cloud computing and big data have brought great impacts on the traditional cultural structure, social structure, business model and economic structure. In the “internet plus” era, the hierarchical organizational framework has gradually been replaced by an internal interactive collaborative relationship network. The traditional human resources management method is no longer sufficient. In order to better play the individual initiative and creativity of employees, enterprises need to use Internet thinking to innovate the human resources management mode.

1. Introduction

In recent years, with the rapid development of Internet technology in China, the era of “internet plus” is gradually approaching, which also requires the continuous improvement of human resources management in Chinese enterprises [1]. Under the new situation, the professional level and overall quality of enterprise employees affect the development of enterprises. Enterprises should strengthen human resources management and organize human resources management activities. In the traditional human resource management process, the management method is too old, and it is impossible to actively manage and train people as the main starting point. It has not been able to adapt well to the needs of current enterprise development [2]. The “Internet +” era puts higher demands on human resources management. The application of Internet technology to human resource management can continuously promote the harmonious integration of individuals and the whole in human resource management, and thus continuously improve the efficiency and benefits of modern human resource management.

2. Overview of “Internet +” and Human Resource Management

2.1 The connotation and characteristics of “Internet +”

“Internet +” was first proposed by Premier Li Keqiang at the third National People's Congress in 2015, “Internet +” is a new economic form, which can combine cloud computing, Internet of things and big data technology with modern medical, industrial, education, catering and production [3]. “Internet +” as a new economic form, its use of Internet technology as the main productivity plays an important role in promoting economic development. In the Internet + era, due to the increase of uncertainty, the dependence between talents and organizations shows new characteristics: the dependence of talents on organizations is gradually weakening, while the dependence of organizations on talents is strengthening [4]. “Internet +” refers to the combination of the Internet and traditional industries, but it is not a simple addition, but the integration of modern communication technology and Internet technology with Chinese traditional industries, in order to promote Chinese social and economic innovation and development. Therefore, the relationship

between talent and organization needs to change from an employment relationship to an alliance relationship. The direct manifestation of enterprise platformization and employee “maker” fossil labor relations alliance. Combining “Internet +” with human resource management can realize modern management measures, improve the efficiency and quality of human resource management, and promote humanized management and healthy and orderly development of enterprises.

2.2 Connotation of human resources management

As an important strategic plan for enterprise development, human resources management is mainly guided by modern management ideas. In human resources management, various methods such as recruitment, selection, salary, training and promotion are needed to manage enterprise employees and promote the common development of enterprise employees and organizations. In other words, it can be said that in the process of continuous social progress and rapid economic development, it can effectively promote the development of the whole society and economy, and has a certain amount of wisdom and labor ability [5]. From the perspective of human resource managers, the transformation and diversified development of enterprises has made the demand for talents constantly changing. Human resources not only need to predict and evaluate the talents and knowledge structure needs from the perspective of enterprises, but also need to be professional. And the business perspective to judge the qualifications and potential space of talents. In the daily management of the enterprise, human resource management as an important part, adopting the appropriate human resource management method, can gradually improve the talent level of the enterprise, and rational resource allocation can better mobilize the enthusiasm of the employees of the enterprise [6]. Therefore, continuous human resource management can effectively promote social progress and rapid economic development to a certain extent. The formative evaluation mechanism can not only stimulate students' awareness of autonomous learning, but also transform the theoretical knowledge points in the classroom into students' skills in a flexible way, rather than just the superficial memory of words, which is a long-term learning method for students.

3. The New Trend of Human Resource Management under the Background of “Internet +”

3.1 Big data is the main tool in human resource management

In recent years, with the advent of the “Internet+”era, Chinese enterprise human resources management has put forward higher requirements, and human resources management methods are also changing. A large amount of data and information will be generated in the complicated human resources management work. Managers need to analyze, combine and transmit management files and data through big data technology [7]. With the continuous updating of Internet technology, Big Data technology not only runs through the selection and application of talents in human resource management, but also runs through the cultivation and motivation of talents. In the process of human resource selection and management, management and expansion can be carried out more efficiently and quickly. With “Internet +” as a means, in the process of development, the enterprise scientifically establishes the human resource tracking system, and helps the enterprise owners to grasp the human resource situation of the company in a timely manner in the process of management [8]. In the future, the knowledge requirements of human resource managers will involve internal operation management, business process, financial management, industry chain knowledge, Internet thinking and so on. Human resources can realize “cross-border” as early as possible, and also can realize the functional requirements of supporting the business development of enterprises. The use of big data for personnel management, performance appraisal, salary distribution and analysis of market economy has become one of the new trends in human resources management in the “Internet+”era.

3.2 The mode of human resources management has changed from single control to diversified cooperation

In recent years, “internet plus” technology has been fully popularized, which gradually changes

the traditional centralized and controlled human resources management mode. Among them, the requirements of human resources management subjects for knowledge structure and skill level are more diversified, fully stimulating the value creation ability and sense of belonging of enterprise human resources. People's workplace needs and values show a trend of diversification. Ordinary salary increases can no longer meet the needs of employees in the workplace. Under the background of the "Internet+" era, some local enterprises have adopted new types of benefits such as allowances and holidays. In addition, with the continuous updating of network information technology, the form of employee recruitment has become more diversified, and to a certain extent, it has effectively promoted the promotion of corporate culture activities, and thus continuously recruited more outstanding talents for the development of enterprises [9]. Therefore, in the human resource management model, it is impossible to continue to adopt a single, control-oriented management model, but should analyze the value of human resources in depth from the micro level, so that the enterprise human resources management can achieve diversified cooperation. All departments should also form the corresponding organizational culture, and rely on the information technology platform to carry out publicity and management, improve the enthusiasm of personnel, so that all departments can carry out high-quality promotion and scientific expansion under the guidance and infection of "Internet +", make the enterprise atmosphere higher, and enhance the competitiveness and publicity of the enterprise.

3.3 Gradual Integration of Cross-border Thinking in Human Resource management

With the advent of the "Internet +" era, cross-border thinking is gradually integrated in the enterprise human resource management. Therefore, human resource management should constantly enrich its knowledge structure, effectively evaluate and predict the knowledge structure of talents from various aspects, and then judge the skill level and potential space of talents from multiple levels, so as to effectively optimize human resources. The management concept and level of human resource managers have made a new breakthrough under the requirements of the new era. Human resource managers not only have the ability of human resource management and administration, but also carry out Internet thinking training, master the knowledge of industry chain, and the ability of financial management has been greatly improved [10]. Leadership in organizational structure, interpersonal relationships within and outside the organization, in the process of work, the living environment and industry development trend faced by each enterprise is likely to be fast, the leader, the traditional management method relying on this command The more difficult it is to achieve its strategic intent. In addition, with the continuous updating of information technology and the continuous development of human resource management, higher requirements are also placed on human resource managers, not only requiring them to be familiar with certain knowledge and skills, but also constantly understanding and mastering relevant Corporate strategy management and internet thinking. In the context of the "Internet +" era, human resource managers have realized the transformation of cross-border thinking.

4. Strategies of Human Resource Management in the Context of "Internet +"

4.1 Expand talent interaction channels and enhance employees' value experience

Under the background of "Internet +", in order to improve the quality of human resource management, we must gradually expand the channels of talent interaction and enhance the value experience of employees. At present, "Internet +" technology is more inclusive and can use the Internet for communication and interaction. Because "Internet +" is very inclusive and interactive. Therefore, the human resource managers of enterprises can realize the innovation of products and services by communicating with customers. Only in this way can we effectively strengthen the human resource management of enterprises. In the future development of enterprises, human resource management not only has the functions of salary statistics and performance appraisal, but also has the functions of training and recruitment. The use of Internet technology to collect and analyze information to analyze and dispose of employee information. It enables employees to carry

out corresponding promotion and expansion according to their own conditions, enhance their professional skills and improve their overall quality. In addition, when communication and communication between employees and managers, a certain amount of big data is generated, so that the analysis and aggregation of big data can effectively provide managers with more scientific decision-making. Rationalized opinions to promote the company's ability to comply with the "Internet +" era. Human resource management needs to be based on the trust of both the manager and the managed to realize the unmanned strategic decision under the new situation. To achieve a win-win situation between individuals and enterprises in a self-driven working environment for employees.

4.2 Improve the incentive mechanism for talents

Under the background of the current "Internet+"era, encouraging employees to keep moving forward is the foundation and premise for enterprises to want good development. Therefore, enterprises should make full use of the convenience brought by the "Internet+"era. Therefore, in order to adapt to the trend of "internet plus", human resources management also needs to build a cornerstone of trust and a long-term incentive mechanism to enhance employees' sense of honor, mission and career. A new talent incentive system should be set up in human resources management to enhance the staff's sense of mission to their posts and enable them to have an autonomous management and active working attitude in their daily work. Improve the salary and benefits of employees, reward employees with outstanding performance, and improve the enthusiasm of employees. The development status of the enterprise can be matched with the employees, and the employees can participate in the construction of the enterprise better, and build a solid strength for the development of the enterprise. In this process, we must actively lead employees to learn and explore together to enhance the sense of innovation. In addition, human resources management should continue to communicate and communicate with employees, so as to continuously improve the trust of employees, enhance the sense of honor and mission of employees, and constantly improve the enthusiasm of employees, and promote the long-term stable development of enterprises.

4.3 Make full use of big data technology for human resource management

In recent years, with the rapid development of "Internet +" technology and the full combination of traditional industries in China, the advantages of big data technology are gradually reflected. Traditional human resources are often difficult to use these data to make decisions. In the "Internet +" era, it is possible to use data to speak and make decisions. In the era of "Internet +", the emergence of big data makes human resource management enter the stage of quantitative management. Big data runs through the selection, use, education and retention of human resource management. Therefore, in the process of development, enterprises should constantly based on big data, and then constantly strengthen the management of human resources. In the "Internet +" environment, the performance appraisal and salary distribution in human resource management can be completed quickly and accurately with the help of big data. In addition, when human resources managers communicate and communicate with employees, certain big data is generated, and through the aggregation and analysis of big data, the decision-making of human resource managers can be effectively more scientific. Suggestions. The use of big data technology to conduct performance appraisal and salary statistics for enterprise personnel can lead to more accurate and comprehensive calculation results, and can optimize recruitment and training procedures, not only reflecting the perceptual characteristics of human resource management, but also meeting the rational requirements. Improve professional skills and better adapt to new developments and new requirements in the "Internet +" era. And in the process of human resource management, the Internet can be used to effectively enhance interactivity with employees..

5. Conclusion

Under the background of "Internet +", enterprise human resource management will present new

changes, and the requirements for human resource management level will continue to increase. Human resource management under “Internet +” is not only relying on technology to improve management efficiency, but needs to strengthen employee emotional interaction through humanized management. Under the background of “Internet +”, combined with Internet technology and advanced human resource management concepts, we will carry out diversified human resource management activities. Improve employee participation, enable employees to express their values and opinions in a timely manner with the help of modern Internet equipment, enhance communication and exchange with enterprises, and enable enterprises to truly understand employees' demands. Therefore, human resources management in enterprises should constantly change management concepts and innovate management forms and methods so as to effectively improve the enthusiasm of employees. When employees work in suitable positions, they will also greatly enhance their enthusiasm for work, both in terms of work efficiency and work quality. In addition, the economic benefits of enterprises will also be greatly improved, which is of great significance to the increase of the competitive strength of enterprises in the market.

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