

# Human Resource Management Innovation of Enterprises in the Mobile Internet Era

He Zhenhua<sup>1</sup>, Ma Jinjing<sup>2</sup>

<sup>1</sup>Dean's Office in Xinhua College of Ningxia University, Yinchuan, Ningxia, 750021, China

<sup>2</sup>Party Office of Yinchuan Traditional Chinese Medicine Hospital, Yinchuan, Ningxia, 750001, China

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**Abstract:** With the development and progress of information technology, mobile Internet technology is gradually popularized and provides convenient services for enterprise management. It is necessary to adjust the management of enterprises in accordance with the background of the times and establish a new management system that is compatible with the background of the Internet. Only in this way can we promote the all-round development of enterprises and realize the strategic development goals of enterprises. As an important part of management, human resource management of enterprises shoulders the tasks of recruitment, training and management. These tasks should keep pace with the times and keep pace with the development of the times, so as to make enterprise management go to the forefront of social development. Faced with this development trend, a series of human resource management strategies are made in the mobile Internet era, to improve the human resources management department's Internet era, and build a new model of human resources to meet the basic requirements of the Internet era, providing reference for accelerating the reform of human resources.

## 1. Introduction

The 21st century is the era of information and mobile internet. In this era, enterprises must combine it with Internet in order to ensure the effectiveness of talent management system [1]. The Internet plus all traditional industries, but this is not a simple addition to the two, but the use of the Internet platform and information and communication technology to integrate the Internet and traditional industries together [2]. Promoting the upgrading of the national economy, making the development of national economy enter the era of mobile Internet characterized by intelligent terminal, interconnection of all things and cloud. "In the era of mobile Internet, mobile interconnection is no longer just an extension of information technology, but an important carrier to subvert traditional business model and industrial structure and change people's production and lifestyle [3]. In the current mobile Internet background, the human resource management needs of enterprises have undergone tremendous changes, and the development trend of management mode towards cultural management has become increasingly prominent. This is an important reform direction of enterprise management since the new century. The need for management and cultural management is more prominent [4]. Based on the reality of enterprises and society, recognize the value of human resources, integrate the platform of human resource management, and promote the innovation and reform of human resource management is the mainstream of the Internet era. In the new era, mobile terminals are used as human resource management tools to participate in various aspects of human resource management such as personnel recruitment, attendance, training, compensation and benefits, team building, etc., and innovatively improve the traditional human resource management model [5].

Mobile Internet not only makes the Internet mobile, ubiquitous and applied to a traditional industry, but also into ubiquitous computing, data and knowledge, creating ubiquitous innovation and promoting user innovation in knowledge society [6]. Mobile Internet combines mobile communication and Internet technology, and makes users enjoy the convenience services brought by the network anytime and anywhere through intelligent terminals. As one of the core

competitiveness of enterprises, the strength of talent management has a vital impact on the development of enterprises, and is the key factor for enterprises to win the competition [7]. Each link of the value chain influences each other, and finally forms a joint force, which decides the performance of the organization. The human resource management practice of this model is the starting point [8]. Introduce the technological advantages, structural characteristics and functional characteristics of the Internet into management, form a comprehensive adaptation of Internet thinking and characteristics, improve the level, structure and system of human resource management, and further improve the Internet advantages of interconnection, high sharing and full openness. Play well [9]. The talent selection, employee incentives, management planning, training system, performance and compensation management included in the management of human resources are the basic tasks in the current enterprise human resources management system. The enterprise human resource management system through the innovation of Internet technology. And reform, can help enterprises to acquire more talents, and thus have a broader space for development. Therefore, the innovation of enterprise human resources management in the era of mobile Internet is studied [10].

## **2. Construction of Enterprise Human Resource Management Model Based on Internet Thinking**

### **2.1 The Concept and Characteristics of Human Resource Management**

Human resource management innovation as a part of enterprise innovation, its role is irreplaceable, because the core competitiveness of enterprises is the competition of human resources, technological innovation and management innovation are created by the talents of enterprises. In terms of personnel training, enterprise managers must stand at a new height, expand new ideas, adopt new measures, keep up with the pace of the times, and train employees' knowledge and skills to adapt to the future development of enterprises. Therefore, human resource management in enterprises is bound to be closely related to people, which determines the humanistic characteristics of human resource management. The humanistic characteristics make it necessary for enterprises to implement human resources management in a comprehensive way to consider the needs of people in management behaviors, that is, to pay attention to the role of people, but also to pay attention to people's needs and development. It is necessary to train the enterprise human resource value chain and establish the enterprise value evaluation system and value distribution system to form an effective incentive mechanism, so as to promote excellent talents to create more value for the enterprise. The human resources value chain is assessed as shown in Table 1. Integrate the information of enterprise personnel and collect external market information with characteristics of the times according to changes in market talents and changes in business management mode, and ensure a good information foundation for the development of human resources management.

Table 1 Evaluation of Human Resource Value Chain

	Excitation	Evaluate
Value creation	12.35	9.50
Value evaluation	9.71	11.21
Value distribution	10.80	10.52

### **2.2 Principles of Human Resource Management in Enterprises**

The era of mobile Internet is a bridge between people and society, between people and organizations, and also a medium of interaction between the real world and the virtual world, that is, the so-called "zero distance" era. Employees' learning of training courses through mobile Internet not only breaks the time and space limitation, but also improves the training effect: on the one hand, employees can arrange learning time according to their own specific conditions; on the other hand, employees can learn repeatedly when they encounter inadequate knowledge and lay a solid foundation. Human resources management departments should take the initiative to collect and use

data linked to operational indicators, rather than just do some statistical work. Data analysis is the basis to help enterprises change their management thinking. However, in the process of data decision-making, we need to consider the pitfalls that data decision-making may bring. Focusing on management and human resource development, integrating units and departments to support human resource management, the performance appraisal, organizational system, and reward and punishment mechanism are the basic objectives of mutual communication and interaction among various parties, and promote the intrinsic development of human resources. Therefore, enterprise management is a management theory with the dual identity of management ideas and management concepts. It is also an organizational management model including enterprise management. For enterprises, management mode has very important practical value.

Human resources management fails to integrate the characteristics of the Internet era, but only emphasizes the efforts of employees, resulting in staff lack of enthusiasm for human resources management, excessive demand to cancel the staff's career development will, thus forming inefficient output and job burnout. Human resources management department builds its own staff information base and carries out this work for the sake of its own enterprise management and development rather than the needs of interests. Therefore, the enterprise's internal confidential or strategic research contains the actual work of enterprise human resources management. In the era of mobile internet, the recruitment plan should also be in line with the trend. The selection of employees matching the future development of enterprises should be the first choice for enterprises to recruit knowledge-based employees. At the same time, the retention of outstanding talents should be done well. Determining the value standard of human resource management in enterprises is mainly accomplished through work analysis and human resource planning. The implementation of human resources integration requires the systematic integration of all aspects of management, effective positioning of employees of different types and different divisions of labor, to meet the integration needs of human resources management for various resources of enterprises. Then through the value training, that is, through the training and development of personnel, enhance the value of human resources. In order to reasonably divide the value of human resources, it is necessary to evaluate the value of human resources through performance evaluation, job evaluation, and employee ability evaluation. The characteristics of the era of collecting external market information ensure that the company's human resources management work has a good information base, and the company's recruitment, personnel management and personnel planning adjustment work structure can be effectively supported.

### **3. Principles of Human Resource Management Model Construction under Internet Thinking**

#### **3.1 Using Internet Thinking to Select Talents**

In the process of recruitment channel reform, enterprises can not only make good use of the Internet to publish and obtain recruitment information anytime and anywhere, but also innovate according to the requirements of the times. Because enterprise management is a dynamic process, only when it interacts with the environment in a timely manner and has a certain sensitivity to the market, can it acquire the most effective value and seize the opportunity in time. The most important feature of the Internet era is interaction. To achieve multi-level docking and multi-mode communication between human resources management and enterprises, so that human resources can be re-integrated with the needs of enterprises, so as to further optimize the talent development and enterprise space. With corporate culture as a link and a binding perspective to carry out relevant research, under the cultural management model, the production, operation, management and other activities of enterprises are guided and restricted by corporate culture. Openness, cooperation, and sharing are the basic survival rules for a virtuous circle of organic ecosystems. This brings revolutionary changes to the internal organizational structure of the enterprise, and the organizational structure changes will inevitably have a huge impact on the organization's human resource management. Human resource management needs to build the cornerstone of trust, build a long-term incentive mechanism to enhance employees' sense of honor, mission, and sense of

business, and effectively focus the incentives on employee career development and platform construction to achieve personal and business win-win.

### **3.2 Establishing Internet Linkages between Employees and Enterprise Management**

As the main body of development in the era of mobile internet, human resources management department should carry out its own reform and continuous innovation, so as to become the basis of enterprise strategic development and the premise of management system. Establish an Internet public platform for employees of enterprises, and establish a circle of exchanges and contacts between employees, so that it can be transformed into an enterprise human resources ecological circle; then through the Internet platform, expand the scope of influence of enterprise recruitment information, make the impression of excellent talents on enterprises more distinct, and improve the attraction of talents of enterprises. The mobile terminal mode of internal and external information base can share internal human resources database and input and read data information of external personnel with the help of account authority. Make the work of the entire talent information more dynamic and efficient. The process of value evaluation is the process of appraisal and evaluation of enterprise performance. The use of cloud technology and big data can quickly and fairly perform performance appraisal and evaluation of employees. Reasonable evaluation mechanism and clear assessment data are the main basis for managers to conduct assessments. In addition, the network resources are abundant, and employees can draw a lot of nutrients. At the same time, employees not only improve their cultural literacy, but also create a good cultural atmosphere for the company.

In the Internet era, the process of value analysis is to analyze the key value of enterprises. This work is accomplished by analyzing the allocation of human resources through work, analyzing the key value of enterprises, and putting it in the proper position to realize the value of the enterprise. Enterprises can use the network to effectively change the internal staff training plan and content, and transform the class-oriented teaching mode into the remote teaching mode. In this way, we can not only break the limitation of the original training plan in time and place, but also expand the training content and change the training mode. Enterprises should actively build an internal communication platform to facilitate communication between employees, to increase the familiarity between employees, so that employees can find a sense of existence in the enterprise family. It is conducive to the cooperation between employees and passive. Make the corporate culture affect the employees' work behaviors, ways of thinking, etc., and improve the work ability of employees. In addition, the selection of talents should mainly focus on the individuality maintenance of employees, and the selection of talents according to the needs of different positions, and transform the traditional talent selection into the active return of talents according to demand. Advocating change and innovation in management, increasing the number of customers and increasing satisfaction as an important trend of human resource management, improving and innovating new management mechanisms, forming a guiding role for services and products, and providing enterprises with a growing number of loyal customers and customers Management basis.

## **4. Conclusion**

This paper studies the innovation of human resource management in enterprises in the era of mobile Internet. The development of enterprises under the Internet thinking should be further promoted at the strategic level. The sustainable development management model can not only promote the continuous improvement of the strategic development goals of enterprises, but also establish an independent development of human resources management model. The innovation of technology and management in enterprises is accomplished by the management of human resources, so the innovation of human resources management in enterprises is of great significance to the development of enterprises. In personnel training and management, enterprises can release training information at any time with the help of mobile client and intelligent software, so that employees can get regular training at any time and anywhere. Human resources related workers should combine the strategic planning of the enterprise with the personal development of employees according to individual circumstances, and formulate detailed career development plans. This will

not only help to retain outstanding talents, but also enable individuals to get a good promotion, and is also conducive to the long-term development of enterprises. The establishment of a new mechanism for human resource management truly reflects the recognition of personal value by management, the development of individual possibilities, the respect for the spirit and essence of the Internet, and the establishment of a new system and a new paradigm for the new era of human resource management. Utilize Internet mobile technology to coordinate with all employees to effectively monitor the step-by-step decomposition and daily execution of corporate strategic objectives, help managers at all levels to better promote daily work and goals, and help enterprises implement strategic goals more efficiently and accurately.

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