

Innovation of Human Resource Performance Management in Small and Medium-sized Enterprises in Big Data

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Abstract: This article mainly focuses on the innovation of human resource performance management of small and medium-sized enterprises in the era of big data, because the market economy of our country is expanding continuously at present, and the competition pressure is also very big. The reform and innovation of economic constitution also bring opportunities and challenges to the development of small and medium-sized enterprises. This article will analyze many problems faced by the innovation management of human resources performance of small and medium-sized enterprises from many aspects and angles, and give reasonable solutions to these problems, so as to lay a certain foundation for the future development of small and medium-sized enterprises, hoping to fundamentally solve the problems caused by human resources performance management for enterprises.

1. Introduction

Performance management is one of the most important work links between human resources departments of enterprises, and it is an important way for enterprises to assess and measure their own work situation, which is closely related to the salary of each employee in the enterprise. Therefore, the performance management of enterprise human resources management plays a vital role in the overall development of enterprise business. Especially in the current big data era, enterprises must concentrate their efforts and actively carry out overall reform and innovation[1]reasonable and effective innovative management methods can not only help enterprises to manage their employees well, help employees to improve their work efficiency and enthusiasm, but also create excellent corporate culture for enterprises, help enterprises maintain a competitive position in the market, and also provide a good environment for the future sustainable development of enterprises.



Figure 1 Performance management is the human resources department of an enterprise

2. Problems of Human Resource Performance Management in Small and Medium-sized Enterprises in the Age of Big Data

Because our country is in the economic reform system at present, most of the work of small and medium-sized enterprises does not conform to the trend of the times and make corresponding adjustments, resulting in the whole human resources performance management work is difficult to carry out, into a difficult situation. The main problems faced by SMEs in the current period are:

2.1. Insufficient Support For Enterprise Performance Data

At present, in the examination of enterprise Xu employee efficiency, big data still has too one-sided problem, the judgment of relevant leaders of enterprises still pays attention to subjective consciousness, but the objective existence of data is ignored. The main reason is that the assessment information support is insufficient. In the absence of sufficient information in enterprise performance evaluation, it is impossible for enterprises to effectively improve the efficiency and effectiveness of performance evaluation[2]In addition to the influence of traditional human resources management, there will be differences in the assessment and judgment results of enterprise employees, which is not conducive to the enthusiasm of employees to work, and brings serious obstacles to humanized management.

2.2. Most Enterprises are Still Adopting the Traditional Single Enterprise Human Resources Management System

The management system among enterprises is too old and does not adapt to the development of society to make changes and innovations, its management system is no longer suitable for the development of the internal system of enterprises today. And the management system of enterprises also has a strong class nature, often the lowest level of employees are more managed, while the leadership is less managed[3]As a result, the internal contradictions among the employees of the enterprise are prominent, and the work is not carried out in place, which seriously affects the harmonious environment of the enterprise, and the action efficiency of the enterprise is greatly reduced.

2.3. Excessive Enterprise Mobility

Generally speaking, the speed of replacing new employees is not so fast, but it also causes new employees to receive old customers. For the current employment situation in China, because the enterprise involves a wide range of knowledge, which is necessary to use high-tech personnel, the use of information and data files is small, the utilization rate is generally low.[4]With the reform of social economy, there is more and more frequent communication between talents in enterprises. It is obvious that the traditional talent utilization system in the past is far from meeting the needs of modern human resource development. The utilization of high-tech talents should be expanded to the whole enterprise.

2.4. Lack of Incentive and Evaluation Mechanism in Enterprises Leads to Lack of Enthusiasm of Employees

The work of the enterprise does not achieve the benefit for the employee, thus enhances the employee's enthusiasm. In an enterprise, employees are the core of the enterprise, without excellent employees, then the performance of the enterprise is also not up to standard, so only for the sake of employees can the enterprise develop steadily, can create good results.

2.5. Inadequate Enterprise Performance Data Processing

At the present stage, most managers in most enterprise management often pay more attention to the acquisition of enterprise profits, but ignore the importance of internal performance management. Therefore, the performance management evaluation of data processing is often not in place, even in the era of big data, the human resources performance management of enterprises can not be carried out, and some innovative initiatives can not be effectively implemented, which finally leads to the inefficiency of evaluating performance, thus slowing down business development.



Figure 2 Human resources performance management

3. Concrete Measures of Human Resource Performance Management in Small and Medium-Sized Enterprises in the Era of Big Data

3.1. Enterprises Need to Expand the Sources of Performance Management Data

The objective information of human resources within the enterprise, such as the name, sex, year of birth, place of birth, home address, education and contact information, can be effectively sorted out through big data processing, which will be used as the proof and basis for new employees to take up the post.[5]. This enables business leaders to understand the basic situation of employees in real time and compare the data so that they can analyze and evaluate the employees themselves in more detail. Dynamic human resources information, such as personnel change rate, recruitment task indicators, recruitment cycle, job turnover, etc. If the company's turnover is high and the recruitment cycle is long, we need a human resources expert to do special analysis and research to find out the reasons for the company's attractiveness and stability, and to provide solutions to the problem on time.

3.2. Enterprises Need to Improve the Efficiency of Performance Data Processing

For enterprises, in order to further improve the importance of enterprise decision makers and managers to management performance, so as to create a good working atmosphere. On the other hand, in the background of the big data era, it is necessary to improve the overall processing ability of employee performance data, and carry out in-depth extraction and data analysis behind the link to ensure the effectiveness of performance evaluation and scientific rationalization. By relying on the performance data analysis and summary of big data, we constantly optimize and improve the performance management system, ensure the continuous closed-loop development of performance management, and promote the performance management of enterprises and even the work of human resources in innovation and development.

3.3. Enterprises Should Choose a Composite High-Quality Talent Team

Given the big data era, it is easier for companies to recruit the right people by making their personal data and data more open and transparent. Therefore, enterprises should be good at extracting information from candidates to use the big data system for processing, so as to determine whether the other person can really meet the needs of the company[6]At the same time, applicants can also rely on enterprise network information to understand the company's situation and determine whether the company meets their expectations. On this basis, both sides can choose their own satisfactory "cooperation object ", which can greatly improve the success rate and matching rate of both sides, whether for enterprises or candidates are very beneficial.

3.4. Establishment of Standardized and Standardized Management Mechanisms Within Enterprises

The establishment of standardized and standardized management mechanism within enterprises is a necessary way to strengthen the management system. In the management work, enterprises should improve the relevant system of management work and deepen the relevant system in

management work, so as to establish standardized and standardized responsibility mechanism. Under the premise of scientific division of labor and system integration, the professional level of management is improved, so as to establish a new model of standardization and standardization of management system. Strengthen the work enthusiasm and enthusiasm of management staff, only by improving their willingness to work can promote the better development of management system. Under the premise that the management work achieves standardization and standardization, the management system and good platform condition foundation are established for the enterprise.



Figure 3 KPI

3.5. Introduction of Advanced Information Management Systems

Because of the rapid development of big data now, it provides us with a convenient and fast information age. All kinds of network technology have penetrated into our life, because the enterprise human data in various kinds of data information too much, if can add the network information technology in the data management aspect, then the management staff's work efficiency will also increase with it. To join the advanced network information management system, enterprises should increase the infrastructure of network facilities. Moreover, the staff of the enterprise should have certain basic knowledge of computer, but not necessarily every staff member has such knowledge. Therefore, the enterprise should train the relevant staff in computer skills so as to improve the office efficiency of the staff. Enterprises should also build and develop the management information platform of enterprises, improve the efficiency of data transmission, achieve the timeliness of data, and avoid the trouble caused by data delay.

4. Conclusions

To sum up, in order to break the current deadlock, enterprises should fundamentally innovate and reform, keep pace with the times, conform to the trend of development of the times, create a good ideological atmosphere of enterprises, and provide a solid and reliable foundation for the sustainable development of enterprises. With the arrival of the big data era, our life has been inseparable from big data, not only our daily life, many enterprises also need to rely on big data to maintain the long-term stable development of enterprises in the future, especially for enterprise human resource performance management, big data can provide the most complete information to enterprises quickly and efficiently. Enterprises must give full play to the role of big data technology, so as to actively improve the efficiency of enterprise human resources management innovation, and lay a solid talent foundation for the future long-term development of enterprises.

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