Research on the Innovation of Human Resource Performance Management in Enterprises under the Background of Big Data

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Abstract: The development of modern information technology has promoted the arrival of big data era. Nowadays, big data technology has been widely used in many industries, which has brought great convenience to people's life and work. In the field of new energy, the development of big data promotes the reform of human resource management. This paper will discuss the necessity, problems and specific strategies of the reform of human resource management mode in the big data era, hoping to provide some reference for the vast number of enterprises in our country.

1. Introduction

In the field of enterprise management, the traditional human resource management mode in enterprises has become unable to meet the requirements of management reform, so it is necessary to make an innovation. In the era of big data, the reform of human resource management in enterprises must be combined with the characteristics of big data, so as to ensure a scientific and rational reform plan.

2. Research on the Application Concept of Big Data

The connotation of big data is very extensive, including data discovery, collection, mining and application. It is far superior to traditional data in scale and complexity, so the processing technology needed should be more advanced. Based on the data structure, big data can be divided into three types that are structured data, semi-structured data and unstructured data. According to the data application type, it can be divided into three types that are massive transaction data, massive interactive data and massive processing data.

3. Characteristics and Theoretical Basis of Human Resource Performance Management in Enterprises under the Background of Big Data

(1) The development of the big data era not only enriches tools of people, but also brings about a number of new industries, such as data analysts, whose main work is to mine data from a more professional perspective according to the characteristics of their own enterprises, and make full use of these data to serve enterprises, thereby creating greater economic benefits. Therefore, in the face of a large number of data, enterprises no longer need to hire professionals, but to collect and collate information, which is propitious to reduce the workload to a certain extent as well as the repetitive work. In addition, under the background of big data, human resource management has realized the diversification of assessment, making it no longer limited to the remuneration of work, but to the direction of selecting talents.

(2) The basis for the design of performance appraisal indicators for enterprises. Firstly, the important purpose of performance appraisal for enterprises is to evaluate the real situation of employees' work completion by scientific and objective evaluation methods according to the nature of employees' work. The results of performance appraisal have the most direct relationship with the salary of employees, and it is also one of the important indicators for selecting talents. Ultimately, it aims to improve the quality of employees' work completion or get greater economic benefits so as to achieve a win-win situation between enterprises and employees. In order to fundamentally

guarantee the results of performance appraisal and avoid staff's overcoping with performance appraisal, enterprises are required to formulate evaluation design indicators from a scientific point of view. At the same time, with the development of enterprises, there should be constant revision to better serve enterprises. Evaluation activities are the extraction of main indicators to achieve the evaluation of the work process of employees. So how to select indicators is very important. In order to objectively and comprehensively measure the work process of employees, it is essential to extract work indicators from the whole point of view, and at the same time ensure the specificity of evaluation. Secondly, to achieve the quantitative assessment of employees' work, we should set up corresponding reference standards. In extracting main indicators, we should pay attention to the fact that the indicators are not independent, but interrelated. Only when these indicators are interrelated can a complete enterprise performance appraisal system be formed. Although there should be a link between each indicator, in the actual operation process, each indicator not only requires a clear link, but also their own boundaries and independent evaluation criteria. Meanwhile, they should have the characteristics that can directly reflect the work situation of employees. Indicator evaluation should be objective and focus on avoiding adding subjective factors and excessive jumble. It is required to not only extract the most important indicators from them, but also have strong operability.

When the indicators are established, enterprises must take this as the basis to carry out relevant assessment work. In order to ensure the scientificity, it is important to strictly regard the data of work as the content of assessment. In the context of big data, enterprises are expected to establish a complete data assessment system, and formulate corresponding indicators for all work data of employees. At the same time, these indicators also have a corresponding collection system. For example, if an enterprise is engaged in the production of products, it should mark each production process. After the product has passed the quality inspection, it can realize the effective analysis of product data, including the total production of employees, the quantity of qualified products and the quantity of unqualified products. At present, many enterprises use the two-dimensional code as a product collection tool, print the products produced by employees on the two-dimensional code, scan the products uniformly and upload them to the network database. Finally, enterprises must have a perfect platform for data processing of performance appraisal and ensure that a large number of data can be timely classified and stored after uploading. Then, according to the actual development of the enterprise, a corresponding evaluation criteria are formulated so that it can objectively reflect the performance of employees in a certain period of time. Finally, the assessment system should also have the ability of comprehensive analysis of data, which intuitively reflects the relevant data of excellent employees in enterprises, and facilitates the selection of talents in enterprises.

4. Exploration of the Innovative Method of Human Resource Performance Management in the Era of Big Data

4.1 Promotion of Timeliness of Human Resource Management in Enterprises

The full use of large data early warning will greatly enhance the timeliness of human resource management in enterprises. Through certain standard setting and data anomaly monitoring, measures can be taken quickly and effectively to solve the problems existing in human resource management. In this mode, the key point is to set a threshold or datum point in advance to judge whether the actual situation is within accepTable range, so that once adverse symptoms are found, measures can be taken to deal with them.

4.2 Strengthened Forward-looking Management of Human Resources in Enterprises

Compared with early warning, prediction does not need to set tolerance and benchmark in advance. It predicts the development trend and possibility of things through comprehensive analysis of various information. Human resource management analysis based on big data helps enterprises to analyze and master management needs scientifically and comprehensively, and make correct and reasonable decisions according to the actual situation of enterprise management, which is the

concrete embodiment of the forward-looking characteristic of human resource management. In view of the problems encountered in human resource management in enterprises, we are able to make correct decisions accordingly through diagnosing and exploring large data.

4.3 Individualized Development of Human Resource Management in Enterprises

Personalization embodies a precise pursuit of enterprise management and human resources management. In the past, due to the immaturity of data processing technology, personalized human resources management in enterprises can not really be realized. In the era of big data, many advanced data processing technologies make it possible. Supported by big data, in the human resource management of ideological and political enterprises, we can make full use of big data technology to compare and analyze the ideological trends of employees in specific periods, and then take individualized enterprise and human resource management measures. Compared with the traditional one-sided inculcation enterprises, the human resource management of ideological and political enterprises based on big data tends to be more humanized and targeted. In addition, it will not make employees feel disgusted.

4.4 Strengthened Integration of Human Resources Management in Enterprises

Employees are the core of human resource management in enterprises. Integration is the concordance of services with employees as the center, forming comprehensive services with information technology as the platform. The openness of the Internet enables the sharing of large data, which creates conditions for the realization of integrated services. For example, in the aspect of enterprise resources, it can realize the sharing of resources and human resources management through the form of "Mooc". The big data of human resource management in enterprises have been updated and enriched at a very fast speed. Human resource management in enterprises must adjust the strategy of human resource management according to constantly enriching and changing information, so as to ensure the effect of human resource management. The operation of human resource management mode in large data-based enterprises is supported by a large number of human resource managers. The thinking concept and quality of large data of human resource managers in enterprises directly affect the success of the reform of human resource management mode. Therefore, the majority of enterprises must start with human resources management workers, enable them to have a correct understanding of big data through propaganda and training and give full play to their positive role in the transformation of human resources management mode. Meanwhile, for some old-fashioned workers, it is essential to help them to change their thinking and adapt to the application of big data technology in time. On the other hand, the change of human resource management mode also puts forward higher requirements for the large data literacy of human resource management of enterprise human resource managers, such as big data awareness, data acquisition, analysis and processing capabilities. Only with the above qualities, in the process of human resource management, can human resource managers actively collect, excavate and utilize data, and maximize the utility of big data.

5. Exploration of the Innovation of Human Resource Performance Management in the Big Data Era

5.1 Reform Necessity of Human Resource Management Mode in Enterprises in the Big Data Era

In the era of big data, the reform of human resource management mode is the inevitable requirement of sustainable development, which is embodied in the following two aspects. Firstly, with the development of the times, the demand for high-quality talents is increasing. Enterprises are the main channel of talent cultivation. Therefore, only by reforming human resource management mode, can enterprises better adapt to the development of the times. Big data provides a new way for the cultivation of high-quality talents. Enterprises are expected to actively introduce big data and construct a big data application platform to provide a more scientific basis for human resources

management activities of enterprises in the new era, and at the same time realize personalized human resources management. Secondly, the reform of enterprise human resource management mode is the need of enterprises' sustainable development. For an enterprise, good management quality is its foundation, and the level of management human resources management largely determines its management quality. After introducing big data, all departments of the enterprise can effectively obtain the required information, so that they can better deal with the problems encountered in human resources management.

5.2 Problems in the Reform of Human Resource Management Mode of Enterprises in the Big Data Era

Firstly, most human resource managers in enterprises are too old-fashioned, lack deep understanding of the connotation of human resource management in the new era, remain in the traditional management thinking, and lack understanding of the personalized development needs of employees. At the same time, the acceptance of new technology and knowledge of some human resource managers in these enterprises is relatively low, especially for such new things as big data. Secondly, the big data platform has not been fully utilized. In addition, in the process of reforming the human resource management mode, many enterprises are not comprehensive and thorough. Their reform work is superficial, which results in that the human resource management mode fails to meet the needs of the new era.

6. Conclusion

In summary, with the continuous development of modern information technology, big data has been widely used. In the era of big data, the reform of human resource management mode in enterprises has become an ineviTable trend. This paper discusses in detail the specific path of applying big data to the reform of human resource management mode, promoting the level of human resources management and laying a foundation for the development of enterprises in China.

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