

On the Innovation of Enterprise Human Resource Management Mode in the Era of Big Data

Ning Su

China Railway Tunnel Bureau Group Construction Co., Ltd. Chongqing Rail Transit Line 10 phase II Nanhu station Wanshou Road station and interval tunnel project management department, Chongqing, China

Abstract

At present, with the stable development of China's economy, the continuous renewal of science and technology, and the era of big data, most enterprises in China are experiencing more complex market changes. Looking back on the past human resource management of enterprises, we can see the lag and inefficiency of their management mode. Therefore, it is necessary for enterprises to introduce big data technology into human resource management, so as to realize the innovative development of human resource management mode. This paper analyzes the innovation of enterprise human resource management mode in the era of big data, and expounds specific innovation strategies in combination with practical problems, in order to promote the improvement of enterprise human resource management level.

Keywords

Big data era; Enterprises; Human resource management; Innovative ideas.

1. Introduction

The application of big data technology in enterprise human resource management will play a strong positive role. The application of big data technology to enterprise human resource management will make the enterprise more efficient and reasonable in management and operation, which can create favorable conditions for the development of the enterprise and enhance the competitiveness of the enterprise in the current market. Big data technology can help enterprises deeply analyze and improve the methods of human resource management, ensure more scientific and healthy enterprise operation, and maintain strong core competitiveness in the industry. Therefore, we should be good at using big data technology to continuously analyze the internal human resource information of the enterprise, so as to establish a talent management system that meets the requirements of the times and lay a solid foundation for the future development of the enterprise.

2. Problems Arising from Enterprise Human Resource Management in the Context of Big Data

2.1. Negative Impact of Traditional Business Ideas

With the rapid development of economy, a large number of factories have appeared in China and created huge economic benefits. Since the 21st century, most state-owned enterprises have been transformed into private factories. However, in the new social context, especially today with the vigorous development of network technology, the managers of many enterprises still adhere to the past management methods, resulting in low operation efficiency, low technical level, shrinking market share and unable to make rapid adjustment. The root cause lies in the backward management concept of the management, disgusted with new things such as artificial

intelligence, big data and 5g communication, and denied the advantages of big data, Unwilling to face the changes of the times and technology [1].

2.2. It Is Difficult to Reform the Mode of Human Resource Management

Human resource management is a very key work, which is related to the development of enterprises and the long-term and stable supply of talents. However, it is very difficult to cultivate talents by using big data technology. Under the current market conditions in China, there are not many cases of transformation through big data. Most of them are large listed enterprises. Such enterprises have a large number of personnel and the staff structure of the Department is also complex. It can be said that using big data for effective management is twice the result with half the effort. However, in China, small and medium-sized enterprises are relatively common. The capital strength of these enterprises is far less than that of large enterprises, and their management experience and insight are far less than that of senior managers of large enterprises. In addition, Internet enterprises have different levels of design, installation and use of big data. Enterprises also lack high-tech talents with professional knowledge background of big data, and do not understand big data and related technologies enough to make effective use of them. Therefore, China's small and medium-sized enterprises are generally not enthusiastic about introducing big data technology for human resource management, and can not invest more funds for transformation and upgrading.

3. Innovative Ideas of Enterprise Human Resource Management under the Background of Big Data

3.1. Optimize Human Resource Management Mode

Under the economic situation of China in the 20th century, the time span of talent flow is long, and the mode of state-owned enterprises and institutions has a great impact on the human resource management of the whole society. Because the current market share is not so fierce, the requirements for human resource management are not so strict in the big environment. At present, with the rapid development of economy and the increasing cost of information construction, the traditional human resource management mode can not well realize the real-time collection of scattered data. At the same time, the human resource integration on a single online is also poor, which can not adapt to the intensive management of enterprises. In the era of big data, more and more attention is paid to the use of human resources. Through the management of big data and 5g communication technology, we can realize the dynamic management of human resources and realize the rational allocation and management of personnel. In addition, due to the special password technology of big data itself, it can ensure the safe transmission of the network, prevent the leakage of human resources data and reduce the possibility of accidental losses [2].

3.2. Human Resources Management Reform

In the era of big data, the traditional human resource management model can no longer meet the needs of modern social and economic development. Therefore, enterprises should reform the existing management model and adopt efficient information technology according to their own characteristics to achieve the best business effect. Office automation system is an information management system widely used in Chinese enterprises. As a new information office platform, office automation system can effectively improve the human resource management level and work performance of enterprises. Therefore, we should make better use of the functions and advantages of the office automation system, promote the office automation system as an effective means, and provide a favorable environment for the information construction of human resource management in enterprises.

3.3. Establish A Human Resource Management Team with New Era Characteristics

In recent years, with the gradual promulgation of relevant policies on the development and application of big data by the state, the rapid development of network enterprises has promoted the development of big data engineering. Although some enterprises are not Internet enterprises, it is necessary to use big data to improve the ability of talents. The traditional human resources team has strong work experience, which is not only the advantage of the traditional team, but also the disadvantage of the team. On the one hand, the new human resource management team requires its staff to have certain computer network knowledge and a certain understanding of cutting-edge technologies such as big data, artificial intelligence and 5g communication, so as to quickly master and apply them on the big data platform. On the other hand, we should broaden our horizons, cultivate high-quality and high-level human resource management teams internally, actively introduce high-tech personnel with network technology background, pay attention to the absorption of talent resources in various fields, set up special human resource management team funds, carry out big data exchange meetings with other enterprises, and hire professional computer network enterprises and human resource management enterprises to carry out training for the management and employees of the enterprise, Accelerate the establishment of a human resources management team with the characteristics of the new era.

3.4. Pay Attention to Collecting the Information of Enterprise Staff

Big data has the advantages of rapid processing and analysis of complex data. In the past, human resource management thought only focused on the professional experience, working hours, skills and titles of staff. These are only collected at the first time when recruiting personnel, and then they will not be used again. In the traditional human resource management, the use of personnel information is not sufficient. Under this new business philosophy, employees' hobbies, length of service, specialties and personal ideals are the key materials affecting the development of the enterprise, which must be sorted out and summarized one by one, and the types and working conditions of employees can be used as an important reference for promotion and salary increase. The use of big data technology can provide data entry for enterprises, so when recruiting personnel, we must pay attention to collecting and processing personnel data, and each employee has its own exclusive file. Collecting and establishing staff data can not only increase the profits of the enterprise, but also fully express the respect and love for employees, but also highlight the excellent corporate culture and make the interests of employees and the whole enterprise win-win [3].

3.5. Focus on the Analysis of Employees' Working Ability

The success of human resource management is directly related to the normal operation of all departments of the whole enterprise. In view of the increasing role of human resource management in enterprise management, we should pay attention to its evaluation within the enterprise to ensure that all departments have appropriate personnel. Driven by informatization, all departments and posts have higher and higher demand for information technology. Under this background, the working ability of some personnel can no longer meet the working needs of enterprises. Therefore, enterprises should make full use of the advantages of big data to comprehensively evaluate the overall quality of enterprises. Through a large number of data statistics, we can find a suitable job for the employees of the enterprise. When personnel managers access personnel's information, they should focus on the evaluation of their work ability. In the right working environment, employees' work can not only improve the productivity of work, but also fully relax people's body and spirit.

4. Conclusion

In the context of the rapid development of big data technology, enterprises should have a clear development direction and a comprehensive and rigorous development concept. At the same time, enterprises should pay attention to the modularization of employee professional skills, personal basic information, work efficiency transformation, post potential and other data, and then take the initiative to deeply explore and improve the specific impact of the current application of big data technology on enterprises of different sizes, so as to strive to integrate the most effective and reasonable big data technology with a more reasonable and detailed talent management method, Timely adjust and summarize the human resource management mode most suitable for the current trend and the situation in the enterprise, so as to provide human resource guarantee for the development of the enterprise.

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