

Research on Human Resource Management in “Internet+” Era

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Abstract

Along with the advent of the “Internet+” era, thinking modes, lifestyles, communication methods and working manners of human have been affected and shocked more or less. In particular, human resource management is also facing unprecedented opportunities and challenges brought by the Internet age. In this new era, all people and enterprises should conform to the historical trend of the time, instead of going against the current trend, or they will miss rare opportunities and even become obsolete. This is a profound change. A variety of human resource management ideas, which were popular in the last century, have to go through examination and test in the “Internet+” era.

Keywords

Internet+, human resource management, strategies.

1. Introduction

What is “Internet+”? It seems to literally mean “Internet+ various traditional industries”. However, “Internet+” is not a simple combination of Internet with another industry, but refers to information flow, relationships, consumption patterns, business flow and cash flow which are constructed by taking Internet and mobile Internet as points of connection, as well as cognitive and comprehensive modes which are formed based on online human activities, thinking, responses and habits. Therefore, “Internet+” is an overall re-thinking of the online survival state of human, but is not limited to one-sided business strategies.

2. Influence of “Internet +” on Human Resource Management

2.1 Big Data

Big data technology can be used in selection, use, training, retention and other links of human resource, to increase controllability of human resource management through the tracking system of the talent tool. On the ecological chain of human resources, human resource management departments of all social sectors take advantage of big data to share data, assessment tools and talent-cultivating ideas, and jointly create and share values on the big data platform.

2.2 Decentralization

Network world builds an equal platform of communication, highlights openness, cooperation, sharing, common ownership and other values, and breaks the original authority-oriented environment with layer-upon-layer organizational control. The principle of “business without border, management without leadership and supply chain without scale” advocated by Haier Group is actually a product of decentralization-based understanding of enterprises.

2.3 Transposition Thinking

Transposition thinking puts challenges to human resource management. Employees have a stronger awareness of self-management and greater willingness to make lifelong learning. What enterprises can provide are not purely a job post, but more of a platform for employees to achieve career development, acquire new knowledge and skills, and make improvement. Human resource managers are required to well coordinate sources to meet demands of employees to learn and grow.

2.4 Extensive Involvement

In the “Internet+” era, human resource management departments of enterprises use different network platforms to attract employees of all levels to participate in design and experience of their human resource products and services. Human resource management goes beyond enterprise borders and extends to human network resources of each hierarchical level in enterprises, to create greater value for enterprises and even become a direct creator of enterprise profits.

3. Human Resource Management Strategies in the “Internet+” Era

3.1 “Internet+” Thinking in Human Resource Management

Human resource managers should serve as partners of enterprise managers and build social communication networks for enterprises through all kinds of communication platforms on the Internet, to promote horizontal communication and cooperation between employees. The appearance of Weibo, Wechat and other communication tools lays a good foundation for horizontal communication of enterprises. An enterprise gains its influence through soft power instead of didactic propaganda work. Corporate culture has more and more greatly highlighted corporate personalities, and developed into the source of corporate cohesion.

At all human resource management levels from the diversification of recruitment channels, datamation of the compensation system design and performance system, to measurability of employees’ career planning, data management will permeate into every link and greatly promote the scientific, standardized and normalized human resource management. Data-analyzing and data-digging technology in the big data era can further improve the efficiency and effects of human resource management, thereby constantly improving the human resource management ability. In particular, the predictability of human resource can lay a good foundation for strategic development of enterprises.

3.2 Promoting Organizational Structural Flexibility and System Elasticity

In the “Internet+” era, human resource management is no longer intended to distinguish the core employees from common employees, because every employee contributes to creation of organizational values and serves as the core employee. An enterprise will have no middle layer, but become a network with countless nodes. Each node has commitment and connection to users. Moreover, there are contractual agreements of the entire personnel between different nodes. Once the network organization is built up, leaders and middle layer will disappear. Enterprises can quickly respond to the market and make combinations. Therefore, a more flexible organizational structure and system is required. To build a flat and networked organization, enterprises should give independent decision-making power to their employees, provide appropriate channels and platforms to employees to freely express their emotional appeal and value proposition, and learn to respect views and advices of employees. On the one hand, organizational resource allocation is not longer simply pre-designed according to the weight of KPIs (key performance indicators), but is dynamically adjusted according to customer and market demands. On the other hand, as organizations have been flattened, process-oriented and data-oriented, the creativity and efficiency of people in organization have been enlarged. Objects of human resource management are not limited to employees, but extended to old employees, friends and relatives of employees and all other people with connections to their enterprises. Although these people are not working and creating values for enterprises, they are stakeholders of enterprises.

3.3 Total Involvement in Human Resource Management

With the “Internet+” thinking, human resource management personnel can use Weibo, Wechat, E-mail and other tools to achieve total involvement of employees in human resource management, develop recommendations and strategies for human resource management, and jointly build a human resource management system according to actual demands.

Enterprise customers can provide important information for human resource management activities, and can also get involved in human resource management activities. For example, they can offer

recommendations for designing personnel recruitment, selection and compensation plans. Moreover, enterprise customers may become buyers of human resource management “products”, and receive training of human resource departments. Being customer-oriented is to re-examine various functions of human resource management from the perspective of enterprise customers and re-identify responsibilities and roles of human resource management.

4. Conclusions

“Internet+” is not simply about a combination with traditional industries, but more of innovation 2.0 in the knowledge-oriented society to promote social development and spur collaborative innovation, mass innovation, open innovation and user innovation based on knowledge, data and computer. Precisely in this evolution process, China has gained more opportunities for its social and economic development. Enterprises should seize the precious opportunities to constantly make optimization and improve their overall working efficiency and level.

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