

A Brief Analysis of Enterprise Human Resource Management in the Era of “Internet+”

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Abstract

For a long time, human resource management of enterprises has an extremely important impact on the long-term development of enterprises. At the same time, the popularization of Internet technology has brought a new model of "Internet + human resource management". However, at present, the human resource management in China is still faced with the shortage of middle and high-end talents, the lack of innovation in the incentive mechanism, weak construction of network infrastructure, and other practical problems, which need to be effectively solved. To comply with the development of “Internet+” era, in view of the development status of human resource management in China, this paper starts from the three aspects of attracting high-end managerial and technical talents, internal system and mechanism, construction of network infrastructure, and proposes effective countermeasures for enterprises to improve the efficiency of human resource management.

Keywords

"Internet +"; Human resource management; Development status; Coping strategies.

1. Introduction

Human resource management has always been one of the issues that enterprises attach great importance to in the process of long-term development. The so-called enterprise human resource management is to achieve the ultimate goal of a group and an organization by using the least amount of human resource investment. As pointed out by Liang Xinghui, Hay Group’s vice president for Greater China, “Human resource management means that people need to be placed above strategy, and people are much more important than strategy. If people are well cultivated, strategy will be better.” This shows that human resource management is of great importance to an enterprise. As early as the end of 2014, China’s Ministry of Human Resources and Social Security, the National Development and Reform Commission (NDRC) and the Ministry of Finance jointly issued the “Opinions on Accelerating the Development of Human Resource Services industry”. It shows that the Chinese government also attaches great importance to the human resource management of enterprises.

With the rapid development of the Internet, Internet technology has been widely used. In order to give full play to the optimization and integration of the Internet in the allocation of social resources, people have applied the Internet to multiple traditional industries. Therefore, "Internet + human resource management" has come into being. The so-called "Internet + human resource management" is to use the Internet platform to combine the Internet with traditional human resource management through information and communication technologies to create a new model in a new field. In the current era of "Internet +", the form of enterprise management is also undergoing a positive transformation. As a result, for enterprises, how to make innovations based on the “Internet+” era and how to innovate the system of human resource management is a major problem to be solved.

Based on this, this paper will analyze and sort out the current development status of human resource management in Chinese enterprises. In view of the existing problems, we propose reasonable and effective countermeasures for enterprises from three aspects: the introduction and training of high-

end managerial and technical talents, internal system and mechanism, and construction of network infrastructure, to improve the efficiency of enterprise human resource management, and further the long-term development of enterprises in the "Internet +" era.

2. Case Selection and Analysis

2.1 Case Selection

Ford motor company: founded in 1903, the famous automobile giant, is the largest industrial monopoly organization in the United States and one of the world's major multinational enterprises.

2.2 Case Description

In 1913, Ford began experimenting with assembly-line production. Over the next decade, Ford Motor Company's output doubled almost every year, and the price of the T-type car dropped to two-thirds. As an example, in the production of chassis, the application of assembly line shortens the production time of chassis from the original 4 hours to 1.5 hours. Assembly-line production has changed the management mode of enterprises for employees. The use of assembly lines has turned employees into accessories of machines. Meanwhile, the whole industry put forward revolutionary requirements for labor market and training of human resources. At the same time, assembly-line production also caused a lot of problems. Between 1912 and 1913, for example, highland park had a daily absenteeism rate of 10% and an annual turnover rate of 380%. That is to say, each worker spends less than three months in the factory (including Sundays), which indicates that the turnover rate of employees is high. Moreover, the adoption of assembly line also has increased employees' aversion to work, resulting in low productivity.

2.3 Implementation Effect

(1)Improve the environment of production: Ford Motor Company has shown the world industry a way to improve efficiency in a factory with high work intensity and boring work content: to make employees feel more comfortable and convenient by improving their working environment, to provide a good objective environment for their work, and to let them have a better mentality in this environment.

(2)Improve employee benefits: Ford found that employees not only had lower productivity, but also less adaptable and willing to learn. Later, Ford proposed "\$5 wage" to improve employee benefits as a way to improve efficiency. He reduced working hours from 9 hours to 8 hours and provided a profit sharing for each employee. After that, the first thing that Ford gained was the huge advertising effect and unrivaled competitiveness in the labor market. The new policy made employees more willing to work hard in Ford, which not only reduced the turnover rate of employees, but also improved their recognition and loyalty to the enterprise. The "\$5 wage" is the biggest commercial innovation in the history of human resource incentives innovation throughout the 20th century. That's the reason why Ford Motor Company changed from labor dispute to labor harmony in 1920s-1940s.

(3)Employees' participation in management and the pursuit of enterprise democracy: Later, in order to further inspire the morale and self-confidence of employees, Ford Motor Company in the new era put forward an extremely important concept - Corporate citizenship, that is, an enterprise like a citizen, can not only consider the claim of rights, but also take the initiative to assume responsibility. Therefore, employees should firmly believe that they are not only working for the enterprise, but also contributing to the whole society. From the perspective of human resource, to achieve a new level of employees' sense of achievement, the enterprise should develop not employees' business owner mentality, but their "society owner mentality".

In the background of the great era, Ford Motor Company has been constantly changing the management mode of employees since the first change of the environment of production. Enterprises pay more and more attention to the incentive of employees, from simply raising their wages to a poly-motivation mode. Employees are pushed to work hard step by step under various incentives, and human resources are developed over and over again. It makes the relationship between enterprises

and employees more and more equal, industrial democracy has become the historical trend of human resource management, from employee recruitment to employee retirement, from employee self-management to entrepreneurial spirit, to achieve a win-win cooperation.

3. Development status of enterprise human resource management

With the advent of the "Internet +" era, China's major enterprises have accelerated the pace of exploration and reform of human resources management in Internet era, and they gradually established an employee management system that is in line with "Internet + Human Resource Management". Although currently the human resources management of Chinese enterprises has been significantly improved, there are quiet a few problems which need to be effectively solved.

3.1 The lack of middle and high-end talents

With the popularization of Internet technology, major enterprises (especially Internet enterprises) have a greater demand for professional talents and higher requirements. However, as far as China's current situation is concerned, the majority of the middle and high-end talents are gathered in the top Internet companies in the country, which causes the serious lack of professional high-end talents in small and medium-sized enterprises, especially in startups even through the state has issued a number of policies to support and encourage people to do business creatively and drive innovation. In the final analysis, the shortage of middle and high-end talents results in the low quality of human resources management personnel in enterprises, which consequently leads to the slow development of enterprises in the Internet era, and it is not conducive to the long-term development of enterprises.

3.2 The lack of innovation of incentive mechanism

In order to increase the enthusiasm of the employees, the majority of enterprises just simply copy the employee incentive mechanism of famous enterprises. In addition, most of them are based on material incentives, which leads to the serious homogenization of incentive mechanism. It is not practical and has poor operability. At the same time, enterprises lack innovation awareness in human resource management in the Internet era. Incentives that are not set according to the actual situation of the company often lack certain pertinence. They pay little attention to spiritual motivation for employees and the value of teamwork, which leads to staff's neglect of duty, lack of enthusiasm and teamwork spirit. Enterprise human resource management should be combined with its own mission and their value system to achieve the goal of enterprise human resource management. Therefore, the institutional mechanism that has been separated from the enterprise's own value system and the actual situation within the enterprise is meaningless.

3.3 The weakness of the construction of network infrastructure

In the current era of "Internet +", Chinese enterprises have higher requirements on network infrastructure, and it is more intelligent. Although major enterprises are fully promoting the coverage of 4G networks in the construction of information infrastructure systems, at the same time, actively promoting the construction of 5G networks, "the 13th five-year plan on China's national informatization" has pointed out that the development level of high-speed broadband network infrastructure of many enterprises in China has not yet reached the national average level. Therefore, we can say that the construction of network infrastructure in China is relatively weak, which leads to the incompleteness of institutional facilities of human resource management in enterprises, which is not conducive to the full integration of human resources management and Internet technology. As a result, Internet technology is difficult to give full play to its advantages, and such enterprises are also unable to cope with the opportunities and challenges in the "Internet +" era.

4. Countermeasures and suggestions for human resource management in the era of "Internet +"

According to the actual problems existing in the human resources management of Chinese enterprises, this paper puts forward the following three reasonable strategies to help Chinese enterprises properly

adjust and reform the work of human resources management so that the enterprises can develop in a favorable direction.

4.1 Introduce and train middle and high-end talents of science and technology

In the era of Internet, the competition of enterprises is actually the competition of talents. The most essential thing for the long-term development of an enterprise is to concentrate on introducing professional talents from the outside, and cultivating people with both ability and political integrity from inside. Therefore, according to the demand of actual production, enterprises can vigorously introduce domestic and foreign managerial talents and technical talents by adjusting the subsidy standard and adding preferential conditions such as talent settlement. In order to improve the overall quality and the knowledge level of the employees, and to lay a good talent reserve system for the long-term development of the enterprise, we should regularly carry out a variety of activities such as special training for employees and training for new employees.

4.2 Innovate employee management system by using "Internet" thinking

Enterprises should learn to use the "Internet thinking" to innovate the internal employee management system, and flexibly transform the traditional talent management model toward the innovative talent management model. According to the reality of the enterprise, establish a reasonable and comprehensive employee incentive mechanism to fully mobilize the initiative of employees and cultivate their enthusiasm for work. At the same time, enterprises need to constantly improve the internal reward and punishment system to tap the intrinsic value of employees and stimulate their potential. Moreover, the cultural construction contributes a lot to a nice business. Through the Internet, the social platform between employees can be established, the interaction between the company and internal employees can be increased, the communication between various departments can be strengthened, and the cohesiveness of the enterprise can be enhanced, so as to form an interactive and synergistic relationship within the enterprise and achieve a win-win situation.

4.3 Strengthen the construction of network infrastructure

Promote enterprises to strengthen network infrastructure construction, encourage enterprises to build Internet management systems, and establish big data compensation management systems. With the great opportunity brought by big data intelligence, improve the efficiency of human resource management and promote the high-quality development of enterprises. In the era of "Internet+", enterprise human resource management should give full play to and make use of the platform function of the Internet, create a good internal Internet interaction mechanism for employees, fully integrate human resources management into the Internet, and let the Internet platform play the biggest role in human resource management.

5. Conclusion

We could safely draw the conclusion that, with the popularization of Internet technology, major enterprises have shifted to the "Internet +" model in human resource management, and actively promoted the new model of "Internet + human resources management" to conform to the development of this era. Although some enterprises in China still use the traditional model, and they have not fully integrated human resources management with the Internet to take advantage of Internet technology, the development of enterprises is inseparable from innovation. Enterprises should actively explore the innovation path of human resource management in the Internet era, learn to use the "Internet thinking" to innovate the human resource management system. At the same time, vigorously introduce and train managerial talents and technical talents, and pay attention to strengthening the construction of enterprise network technology facilities. Through the rational reform of the organizational structure of the enterprise, the original human resource management system of the enterprise is innovated, a practical and effective human resource development plan is formulated for the enterprise itself, so as to save more investment for the enterprise and effectively improve the efficiency of human resource management, create benefits for the organization, and promote the long-term development of the enterprise in the Internet era.

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