

## New Thinking of Human Resource Management in the Internet Era

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### Abstract

With the advent of the Internet era, the development of the economic market is more and more dependent on the support of information technology, the enterprise's own management model innovation has also played an important role in promoting. In other words, the development of the Internet era provides an important platform for the innovation of human resource management within enterprises. On this basis, as enterprise managers, in order to get a foothold in the fierce market competition and achieve sustainable development, they must apply innovative human resource management measures to improve the level of enterprise management. In view of this, this paper conducts a detailed study on the new thinking of human resource management in the Internet era. The purpose of this study is to help enterprises in the economic market to improve their human resource management level.

### Keywords

Internet era, human resource management, new thinking.

### 1. Introduction

Since China entered the 21st century, the Internet has gradually emerged and been applied to various industries. With the development of the economy, the Internet has been constantly updated and set off a global revolution. At present, the world through the application of the Internet, have entered the Internet era. In this new era of development, information technology is the core of the Internet era, with the help of information technology can quickly achieve the dissemination of information, so that people can achieve the sharing of information. At the same time, the application of information technology in the new era of the Internet is also a development opportunity for enterprises. In order to adapt to the economic development in this environment, the internal human resource management of various units must be adjusted according to the characteristics of the Internet era, so as to ensure the long-term development of enterprises. Now it mainly analyzes the human resource management under the Internet thinking.

### 2. Overview of Human Resource Management

#### 2.1 Definition of Human Resource Management

Human resources refers to the sum of all the workers and the labor ability of the people with certain labor ability within a certain scope of work. In other words, in the process of continuous social progress and rapid economic development, it is the sum of certain wisdom and labor ability that can effectively promote the development of the whole society and economy [1]. Therefore, continuous human resource management can effectively promote social progress and rapid economic development to a certain extent. In addition, human resource management in enterprises play a main role is: by understanding the development of the enterprise itself and the long-term goal of enterprise development, taking a certain staff recruitment, training, performance evaluation and incentive mode, the selection for the enterprise is relatively excellent employees, accomplish the rational allocation of human resources of the enterprise, in order to constantly improve the staff's working enthusiasm, thus for the development of enterprises to create more value and interests. Therefore, if the enterprise wants to achieve long-term and stable development, it must do a good job in the internal human

resource management, in order to constantly optimize and allocate the internal human resources, in order to constantly promote the long-term development of the enterprise. Among them, when carrying out human resource management, enterprises must carry out corresponding human resource management activities on the basis of ensuring the realization of strategic objectives of enterprises. Therefore, in order to ensure the effective realization of corporate strategic objectives, enterprises need to formulate certain human resource policies and carry out corresponding human resource management activities [2].

Human resource management activities mainly include staff recruitment and selection, training and development, performance and management, salary management and other management activities. Enterprise through a certain human resources activities, which can effectively promote enterprise knowledge of their own internal human resources allocation and understanding, and constantly using more scientific management method, to plan, the purpose of the acquisition, development and utilization of enterprise human resources, so as to continuously optimize and configuration within the enterprise human resources, the rapid realization of the goal in order to effectively promote enterprise development.

## **2.2 Main Contents of Human Resource Management**

With the continuous arrival of the Internet era and the continuous development of human resource management, the main content of human resource management has become diversified. The following is a detailed analysis and discussion on the main content of human resource management.

With the continuous update and development of human resource management concept, valuing chain management has gradually become the core of human resource management. In human resource management activities, value chain management mainly includes three aspects: first, analyze the elements that can create value for enterprises. Through the value analysis of human resource management, it can be concluded that in the past, what can bring value to enterprises is labor force and land. With the continuous progress of society and the rapid development of economy, entrepreneurs, knowledge, capital and labor have gradually become the value bodies of modern economic society. Secondly, analysing how much value the value elements create for the enterprise. By setting certain evaluation criteria and evaluation criteria, human resource management can effectively evaluate the relevant creative elements in the enterprise, and then effectively determine the value it brings to the enterprise. However, due to the complex aspects involved in value evaluation, there is no unified standard for the formulation of evaluation standards and how to evaluate. Therefore, the problem of value evaluation is the most difficult one in the current human resource management. How to carry out value distribution is also the main problem of value chain management, that is, how to carry out value distribution, what is the way of distribution, what is the standard of distribution, etc., are all problems to be solved by value chain management in human resource management [3].

## **2.3 Current Situation and Disadvantages of Traditional Human Resource Management**

At present, many enterprises are very backward in the implementation of human resource management mode. Most of them take the website as the medium. In the early stage, recruitment is mainly through the website to release recruitment information, send recruitment information, and receive resumes; in the later stage, training and management are mainly carried out in the form of training courses, technical lectures, and distribution of materials. However, with the development and progress of The Times, this mode of relevant management has been unable to meet the needs of The Times, and gradually exposed several problems. First, people have a single access to information, and the scope of relevant information release is also limited, which will eventually lead to not only the inability to recruit excellent talents within an effective time, but also cause a lot of resource loss. Second, the current stage of enterprise personnel training mode is relatively backward. Usually, some relevant experts or lecturers are invited to carry out some skills training. However, this training mode is often limited by the region, time and other factors when it is actually carried out. As a result, it is difficult for relevant training work to achieve good results. Third, at present stage each big enterprise's human resources management mode, the staff performance appraisal system is not perfect, and even

can be said to be very lack, so will lead to have the ability and contribution to the larger employees cannot be rewarded, in the long run, will cause the imbalance of psychological, extremely unfavorable influence on the work enthusiasm, at the same time, the development of the enterprise will be seriously affected [4].

### **3. Development of Human Resource Management in the Internet era**

#### **3.1 Influence of Internet on Human Resource Management**

##### **3.1.1 Development of Economic Globalization**

With the development of various Internet technologies, people are entering the era of economic globalization. The economic activities of enterprises not only face the domestic market, but also enter the competition in the international market [5]. Under the background of globalization, enterprises have realized the optimization of resources and capital. Human resources are the core resources of enterprises, which have also changed in the background of globalization. From a macro perspective, economic globalization has promoted the changes in the international economic pattern, boundaries between countries have been broken, human resource management is affected by this kind of trend, the flow of human resources within enterprises is very common, which has an impact on the occurrence of enterprises. From a micro perspective, to adapt to the development of globalization, enterprises need to improve human resource management and recruit all kinds of high-quality human resources, so as to enhance their core competitiveness. By drawing on a large number of experience, enterprises can make human resource management develop towards diversification and better adapt to the development of the market.

##### **3.1.2 Promote the Progress of Information Technology Means**

The rapid transmission of information and the sharing of knowledge have become the main means of expression of the development function of the Internet and have been widely spread and applied in real life. However, due to the diversity and complexity of information content, it is easy for people to make an impact on information collection and difficult to make a correct judgment [6]. Therefore, the human resource management department of the enterprise needs to put forward effective measures for the scientific and reasonable screening and requisition of information; In addition, various trainings should be set up to improve the professional comprehensive quality of the staff.

##### **3.1.3 Explosive Growth of Information Knowledge**

With the improvement of Internet technology, information and knowledge are more widely involved, and human resource management is facing changes in the external environment. As an important platform for the spread of new technologies and knowledge, the Internet has had a significant impact on social and economic activities. Information can be delivered to every corner within a short time. Human resource management should fully tap talents, cultivate talents and provide more training opportunities for employees, so as to continuously improve their business ability and meet the needs of enterprise development.

##### **3.1.4 It Improves the Deepening of Information Service Characteristics**

Affected by the Internet, human resource management requires enterprises to make innovative changes to the traditional human resource management, in order to realize the exploration and practice of new thinking of human resource management. At this point, the relevant departments of the enterprise should strengthen the implementation, to provide the relevant guarantee mechanism for the development of the new thinking of enterprise human resource management.

#### **3.2 New Characteristics of Human Resource Management in the Internet Era**

In the Internet era, the human resource management model has also undergone new changes, with three major characteristics.

First, the common cost of people in the Internet is smaller, mainly due to the low cost of time and the improvement of efficiency. Many companies use QQ, WeChat and so on for office work. At the same time, communication probability is also on the rise, data volume continues to rise. Now a lot of units

are in aggrandizement information technology construction, satisfy Internet times development through this kind of means.

Secondly, the sharing nature of the Internet makes enterprises attach importance to resource sharing in their development. In the Internet, people can complete the exchange and transmission of various data. Enterprises need to get more information in their development and operation. Information sharing plays an important role. Internet technology can also realize the reasonable judgment of information and formulate sound management policies.

Thirdly, the Internet pays more attention to human resource management. In the traditional development people also attach importance to human resources in the development of the Internet is indeed important content. Many organizations attach great importance to people-oriented management. In human resource management, enterprises attach more importance to the interests of employees and follow the people-oriented principle to realize continuous improvement of human resource management [7].

### **3.3 New Advantages of Human Resources in the Internet Era**

#### **3.3.1 Optimization and Innovation of Management Mode**

With the continuous development of the Internet era, the knowledge structure is also being optimized. In the new era, people learn knowledge and skills in a more diversified way. The requirements of enterprises on employees are changing with The Times, and corresponding management mechanisms need to be developed to meet the needs of The Times. In addition, in the Internet era, the value of individuals is highlighted, and the personal ability of employees becomes the main standard to measure them. Everyone has the opportunity to become the core of the enterprise, and everyone can create huge wealth for the enterprise. This change greatly improved the work enthusiasm of employees, and also improved the level of optimal allocation of human resources.

#### **3.3.2 Better Meet the Needs of Consumers**

An important feature of the Internet era is that people communicate and trade through virtual networks. Consumers can express their needs on the Internet, while merchants will provide different products to meet their needs. This online spending has brought great benefits. First of all, online consumption promotes the circulation and prosperity of the economy and greatly promotes the rapid development of the contemporary logistics industry. Secondly, online consumption promotes the optimal allocation of human resource management in businesses, with less labor force but higher efficiency. Finally, online consumption truly realizes the free circulation and transaction of commodities, breaks all kinds of invisible barriers existing in previous consumption, and better meets the needs of consumers. For example, Tmall, taobao, jingdong, jumei youping and other online business platforms that have sprung up in recent years can eliminate some low-quality products through the user evaluation of the product after-sales service, so as to better meet the shopping demand of consumers [8].

### **3.4 The New Trend of Human Resource Management in the Internet Era**

#### **3.4.1 Take Big Data as the Tool of Human Resource Management**

By using a large data technology, which can effectively improve the talent pool tracking system, and constantly promote the understanding and control of human resource management department within the enterprise human resources, constantly optimize the structure of human resources, thus for enterprise development fairly effective human resource configuration mode, promote the long-term stable development of the enterprise. In addition, the application of big data technology can also provide more scientific and effective data for government departments, human resources consulting, intermediaries, etc., so as to continuously realize data sharing, talent development concept sharing, and promote the realization of big data value [9].

#### **3.4.2 Cross-border Thinking Requires More Professional Human Resources**

The main feature of the Internet is cross-border integration. Therefore, its requirements for human resources are gradually improved. With the advent of the Internet era, it is difficult for a single knowledge structure to adapt to the changes of marketization and management needs. Therefore,

talent resource management should constantly enrich its own knowledge structure, effectively evaluate and predict talent's knowledge structure from multiple aspects, and then judge talent's skill level and potential space from multiple aspects, so as to effectively optimize human resources. In addition, along with the continuous renewal of information technology and the continuous development of human resources management, also put forward higher demand for human resources managers, not only to master certain knowledge and skills, but also should understand and grasp of the relevant strategic management thinking, and the Internet, in turn, can effectively improve the comprehensive quality of human resources managers.

#### 3.4.3 Real Employee Experience is More Important to Management

Process-based office behavior maximizes the role of business strategy in the enterprise, and can be timely implementation. But with the advent of the "Internet plus" era, the original model has been gradually weakened. Therefore, the internal management structure of an enterprise is almost gradually changed from a pyramid to a parallel structure. This prompts the enterprise in human resource management, not only to find ways to meet the needs of employees, but also to consider how to make the combination of employee goals and corporate goals, and can actively participate in the development of the enterprise.

#### 3.4.4 Young Professional Groups are More Inclined to Different Corporate Benefits

With the development of the Internet, employees begin to diversify their values. In terms of the welfare of the enterprise, the unified salary increase can not be fully favored by employees. There is a saying on the Internet: "twenty years ago, employees would work for you if you gave them money. Ten years ago, you had to choose your environment in addition to your money. Five years ago, employees had nothing to do but ask for money. Today, if you want to retain employees, simple salary increase has become a thing of the past and comprehensive welfare guarantee is the absolute truth. Relevant surveys show that comprehensive corporate welfare can indeed be favored by young employees [10].

## 4. Exploration and Research on New Thinking of Human Resource Management in the Internet Era

### 4.1 Strengthen the Analysis of Human Resource Management Network Data

First of all, before HRM, enterprises should conduct comprehensive analysis and collation of data and information according to the amount of Internet data of enterprises. Based on this, in the context of the development of the market economy system, from the overall perspective of mastering the Internet data, enterprise managers should be able to fully realize the scientific formulation of human resource management countermeasures, and improve the efficiency of human resource utilization through reasonable proportion of human resource management allocation. Secondly, enterprises need to pay more attention to the measurement data of human resource management according to the current situation of human resource management data. Through the scientific management of human resource value measurement data, the human resource situation in the current enterprise operation and development is mastered from the perspective of data information. Finally, data information is collected and integrated. With the help of Internet technology, the information left behind will be fully integrated and analyzed, which will serve as the basis for the scientific decision-making of enterprise human resource management in the future, and fully realize the rationalization of enterprise human resource management.

### 4.2 Further Strengthen the Reform of Staff Training

In strengthening the reform of enterprise staff training, on the one hand, Internet technology is used to create independent training files for enterprise staff. Enterprise managers should formulate the training file management mechanism and make clear the importance of training file management to enterprise human resource management. At the same time, during the establishment of training files, all employees are required to truthfully fill in their education background, training experience and work ability according to their actual conditions. Enterprise managers use the Internet technology,

the need of enterprise employee to fill in the authenticity of the content analysis, and collect all the employee information into the file, from the perspective of comprehensive control of enterprise staff graduated from professional, home address, the information such as the ability to work, for a specific training for enterprise employees in the future to lay the foundation. On the other hand, enterprises should provide more scientific and systematic training for employees. According to the existing work ability and work potential of enterprise staff, the comprehensive strength of enterprise staff is analyzed. Before the implementation of training, employees with basically the same abilities should be organized together to develop training programs from a scientific and normative perspective, optimize the training process, and conduct reasonable training for them.

#### **4.3 Establish the Model of Creating Value Between Employees and Customers**

In the Internet era, enterprises, employees and customers should be effectively combined to realize the value of each other through reasonable positioning in the market economy environment. At the same time, grasp the importance of enterprise employees and customers to the enterprise, from the actual situation, the construction of enterprise employees and customers to create value model, can achieve the optimization of enterprise human resource management model at the same time, fully enhance the economic benefits of the enterprise.

#### **4.4 Realize the Independent Operation and Management Mode of Employees**

Through the Internet platform, enterprise employees can give full play to their subjective initiative and superiority and give full play to their due role and value from the perspective of their own actual development. On the basis of the recognition of the enterprise, employees will also have the sense of ownership in the development of the enterprise. They can fully realize the publicity of the enterprise through the play of their own subjective initiative, and improve the visibility of the enterprise through the Internet, so as to provide a strong guarantee for the comprehensive development of the enterprise. In addition, under this development situation, enterprise managers, through the exploration of the new thinking of human resource management mode, can enable employees to operate independently according to their self-evaluation and management, so that employees and enterprises can maximize the benefits. Therefore, it can also ensure that enterprise employees, under this business model, regard themselves as the owners of the enterprise and conscientiously perform their duties at their posts, thus providing a strong guarantee for the sustainable development of the enterprise [11].

### **5. Conclusion**

In the current process of social development, although the Internet era has promoted the development of science and technology and social progress, it has also brought opportunities and challenges for enterprises. At present, the traditional human resource management model has been unable to adapt to the development of modern enterprises. Therefore, in the Internet era, how to adapt to the new era of human resource management model, has become an urgent problem for the development of enterprises to solve. In view of the current age of the Internet the development of human resources management, this article mainly from the strengthening of human resource management in the research of network data analysis and the realization of the autonomous operation and management mode of enterprise employees, etc., put forward the new thinking of human resource management, to improve the level of enterprise human resources management under the age of the Internet in the future to provide certain reference.

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