

Analysis of the Reform of Human Resource Management Based on Big Data

MingXin Yu*

Department of Business Administration, Gachon University, Seongnam-si, 13120, Korea

ygg1832@163.com

*corresponding author

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Abstract: In the management of economy, managers in enterprises need to fully realize the importance of Human Resource Management (HRM) in the management of economy, analyze the deficiencies in the management of human resource, and take corresponding measures to improve the deficiencies. Managers in enterprises can manage human resource with the use of information technology to significantly improve the comprehensive quality of HRM. This paper mainly explores the method for HRM by using big data information technology.

In recent years, information technology has developed, and has gradually been used by many enterprises, so that how to effectively use modern information technology to improve the management level of enterprise significantly is the problem that managers need to think deeply. To some extent, the integration of enterprise management and modern information technology can promote the optimization of enterprise management level. Therefore, as a main part of enterprise management, HRM can make full use of modern information technology.

1. The Significance of Reform of HRM

1.1 To Improve the Core Competitiveness of Enterprises

At present, the pressure of competition in the market is increasing, and the needs of customers are constantly changing. At the same time, people can get a lot of information in the market. If an enterprise wants to stand in the market with high competitive pressure, it needs to be familiar with the law of market development, fully grasp the trend of market development, and well predict the future trend of the market. Part of the competition between the two enterprises is reflected in talents. Enterprises with more talents can obtain more economic benefits. Therefore, it is necessary for enterprises to pay enough attention to HRM in management. Managers should make full use of big data in HRM, and build a perfect talent mechanism to realize the good transformation of talents and capital ^[1].

1.2 To Meet the Needs of Market Expansion of Enterprise

If enterprises want to achieve good development, they need to rely on the market, and at the same time, personnel will affect the development of the company to a certain extent. At present, China has a larger market, and the scope of business can be more extensive, which requires more factors to be considered in the recruitment of talents and managers. Managers apply modern ideas of big data to manage human resources, which can reduce the uncertainty of talent recruitment and management staff mobility. In the management of talents, with the help of big data, a scientific talent resource data is created in the enterprise. The use of the talent resource data can break the space and regional restrictions of recruitment and management of employees ^[2], enabling managers to carry out personnel turnover in different places. In this way, it provides sufficient guarantee for the healthy and stable development of the company.

2. The Current Shortcomings in HRM

2.1 The Imperfection of System for HRM

Many enterprises have not yet established a perfect talent selection and management mechanism^[3]. Some enterprises lack clear criteria for employing people in the process of selecting talents, and when selecting talents, it relies only on the subjective impression of talents. This simple method of employing people is impossible to deeply analyze the talents and leadership of talents. It is likely that there will be inaccurate employment. The imperfection of selection mechanism of human resources can reflect the imperfection of modern technology from the side, and the use of big data technology in HRM can significantly improve the quality of HRM.

2.2 The Efficiency of HRM

In the context of big data, there are still many enterprises whose HRM can't be open and transparent. Leading cadres of some enterprises will arbitrarily select internal cadres according to their own preferences and grievances, which leads to some unscrupulous sinisters wooing leaders and results in harsh environment for talent selection. At the same time, some leaders like to introduce their relatives and friends in the use of people, which makes the former employees with strong ability and style can not be promoted and leads to the loss of talent. The effective use of big data technology in HRM can make enterprises comply with the principles of fairness and openness. In addition, the application of big data technology in HRM can also enable specialists to master some knowledge of big data, so that HRM specialists can recruit talents through multiple channels to provide a certain guarantee for the good employment of enterprises.

3. Strategies for Reform of HRM Based on Big Data Technology

3.1 To set up New Teams for HRM

In the era of big data, the first step of the reform of HRM is to change the concept^[4]. Managers need to lead teams for HRM to upgrade the concept, so that every member of teams can accept the modern concept of big data. And managers also need to require members of teams to learn more knowledge and skills related to big data to enable them to apply big data technology in HRM. In addition, managers also need to actively introduce new management talents to reform the team, so that it can be optimized, and finally form an excellent HRM team.

3.2 To Apply Big Data Technology Effectively

The traditional mode of HRM mostly uses the simple human resource mode, and does not use modern big data technology well. The development of big data technology has brought vitality to HRM. The effective combination of HRM with big data technology can achieve better results. HRM specialist constructs and improves the big data information system of enterprise in the work^[5], pays more attention to the application of big data technology, and adopts various ways in the work to significantly improve the comprehensive efficiency of the human resources. At present, a lot of software based on big data has been developed, and application programs related to HRM have been developed gradually. HRM specialists in enterprises should make full use of big data in their work to simplify the tedious process management in the past, promote the efficiency of HRM, and improve comprehensive management of human resources.

3.3 To Create a Good Talent Selection Atmosphere with Big Data

When selecting cadres, enterprises should follow the principles of fairness, justice, and openness which can provide a guarantee for the healthy development of social morality and quality to a certain extent. If enterprises want to achieve sound development in a highly competitive market environment, they need to build a good corporate management team who can make decisions in the size of the company and can drive employees to practice the core values and concepts of the company^[6]. The attitude of fairness, justice, and openness in the selection of talents can allow employees to convince managers. Only in this way can enterprises get good innovation and achieve

long-term development under the leadership of excellent leaders. When enterprises carry out human resource management, they actively cite Internet thinking, analyze talents by multi-dimensional analysis through big data, and break through the traditional thinking of employing people, so that enterprises can realize meritocracy.

3.4 To Focus on Collecting Information from Employees

In the process of assigning new employees, it is necessary to adopt a variety of methods to collect information of new employees, and to grasp the work attitude, work efficiency and quality of new employees through comprehensive information. With a comprehensive analysis of information, HRM specialist can judge the work strength of new employees accurately. They pay attention to the information gathering of employees, which makes it convenient for the enterprise managers to understand the professional level of employees^[7], so that the enterprise managers can distribute the work reasonably according to the actual working ability of the employees. At the same time, they can also use employee training or change positions to improve the efficiency of employees and achieve efficient use of the company. If the enthusiasm of the employees is low, the enterprise can adopt HRM mode based on big data. Managers can understand the working status of employees in recent days with the use of multi-faceted data analysis, and analyze the reasons for the low enthusiasm of the employees, and take effective measures to help employees to improve their enthusiasm for working, so that the efficiency of business is effectively improved.

3.5 To Broaden Human Resources with big Data Technology

In the process of recruiting talents, the enterprise HRM specialists can apply big data technology to recruit talents that match the needs of the company's work. In the context of continuous development of big data technology, enterprises should follow the development of times and apply big data exchange platform effectively when recruiting talents, and publish the recruitment information in the recruitment websites^[8]. The job demand, salary and treatment and other information can be specified in recruitment information, and talents can find jobs that suit them through the recruitment websites. The HRM specialists can also select from the recruitment website to meet the job requirements and further improve the recruitment efficiency of talents.

4. Conclusion

It is found that China has entered the era of big data. If enterprises want to gain a foothold in the changing market, they need to optimize enterprise management constantly. HRM is a key part of enterprise management, so enterprise managers need to pay attention to HRM. HRM specialist applies big data technology effectively to create a good talent selection atmosphere, collect employee information, and expand human resources for the enterprise to realize the effective reform of HRM, so that HRM can be optimized continuously and the enterprise can obtain talent security.

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