Optimization Analysis of Enterprise Human Resource Management in the Era of Big Data

Wang Xiaojing

Dianchi College of Yunnan University, Yunnan Kunming, 650228

Abstract: In recent years, big data technology has been widely used in enterprises. This paper makes an in-depth analysis of the optimization of enterprise human resources management in the era of big data, briefly summarizes the functions of optimizing human resources management in the era of big data, and puts forward some optimization strategies from the aspects of management concept, management mode and team building.

1. Introduction

The application of big data technology in human resource management can not only improve the quality and efficiency of management, but also promote the scientific development of enterprise management. Therefore, how to effectively integrate big data technology with enterprise management and further optimize the management work is a problem worthy of consideration by industry personnel.

2. The role of human resource management optimization in the era of big data

In the era of big data, optimizing enterprise human resource management can make the direction of management work clearer. When enterprises manage human resources, they can obtain more comprehensive and accurate human resources information through big data technology, and can analyze the professional ability and work efficiency of employees in depth according to this information, and tap its inherent potential, so that enterprises can obtain more valuable human resources information, which provides a basis for personnel management. Enterprises can also combine this information with their own development, clarify the direction of human resources management, and formulate scientific and feasible planning schemes for management work, so as to promote the precise development of enterprise human resources management. Besides, optimizing human resource management in the era of big data can also improve enterprise human resource information. Generally speaking, when recruiting personnel, enterprises can only rely on resumes and other materials to obtain basic information such as the age, educational background and work experience of the recruiter, and it is difficult to have a deep understanding of the deeper information, which adds obstacles to the human resources management of enterprises. However, the application of big data technology in enterprise management can effectively solve this problem. Through advanced technical means, managers can make a detailed and comprehensive understanding of the relevant information of recruiters, thus improving and optimizing the management work and promoting the scientific development of enterprise human resources management.

3. The optimization strategy of the enterprise human resources management

3.1 Changing the management philosophy

In the era of big data, the first step to optimize enterprise human resource management is to change the management concept and actively introduce advanced information technology, so as to accelerate the development process of enterprise human resource management. Enterprise managers should pay attention to the value of modern technologies such as network, big data and information technology in enterprise human resource management while changing management concepts. In the

process of management, aiming at the problems encountered in the work, the management methods are constantly improved and innovated. At the same time, the rapid development of information technology has also promoted the development process of all walks of life. Under this situation, the human resource managers of enterprises should constantly learn information technology and advanced management methods, improve their professional ability and comprehensive quality, and ensure that the applied management methods can adapt to the modern development of enterprises.

3.2 Optimizing a management mode

Scientific and reasonable human resource management mode can greatly improve the quality and efficiency of enterprise human resource management. Managers should combine advanced information technology with human resource management mode to promote the innovative development of enterprise management mode. In the traditional mode of enterprise human resource management, managers usually carry out human resource management based on the relevant rules and regulations of enterprises. Under this mode, it is difficult for managers to implement flat management mode if they want to ensure that the management work can be put in place in all aspects of the enterprise. But this problem can be effectively solved by scientific application of information technology. Enterprise human resources managers can carry out management work through network, big data, information technology and other means, which can ensure that all human resources management processes under the enterprise are under the control of managers, and managers can adjust and control the management work of all links in time, which is helpful to establish a flat human resources management mode in enterprises, make the whole work link more streamlined, and eliminate the tedious work under the traditional mode, thus promoting the efficient development of management work and providing a strong foundation for the comprehensive application of human resources management system in enterprises. It can be seen that the effective integration of advanced technologies such as enterprise human resources management and big data can build a flat management mode, and managers can directly obtain the relevant work information of employees and correct their bad behaviors in time, thus greatly improving the quality and efficiency of enterprise human resources management.

3.3 Establishing an incentive mechanism

In the era of big data, enterprises can effectively promote the innovation and development of human resource management by combining big data technology with incentive mechanism. Enterprises should establish a salary reward system, so as to improve the enthusiasm of employees, and comprehensively consider the positions of employees with the help of information platform, so as to continuously optimize the salary reward system. In the process of implementation, the principle of openness and transparency should be followed, so that employees can make clear the relevant standards of salary reward, and managers should carry out salary incentive work in strict accordance with the established standards. In addition, in the process of management, enterprises should use data and facts to make the salary reward system more targeted and fair. Through big data technology, human resources managers have a comprehensive and accurate understanding of the salary information of enterprises with similar strength in the industry, and then formulate a set of scientific and feasible salary reward schemes based on the actual situation of enterprises, and record the work quality, work efficiency and work performance of employees, taking them as the basis of assessment, and carry out salary reward work, so as to improve the fairness of management and make the promotion system of employees more scientific and reasonable.

3.4 Forming a professional team

In order to optimize the human resource management of enterprises, it is necessary to actively introduce professional management talents to ensure the scientific development of human resource management. Enterprises should pay attention to training and absorbing all-round professional human resource managers, so that their human resource managers can fully meet the requirements of enterprise management development in the era of big data. Human resource managers should not only have excellent professional management ability, but also have the practice and analysis ability

of big data technology, so as to promote the effective integration of enterprise management and advanced technology, and improve management quality and efficiency. The competition of enterprises is also the competition of talents. Therefore, if enterprises want to enhance the level of human resources management team, they can improve the team ability and promote the healthy development of enterprise human resources management by carrying out vocational skills training and actively introducing professional management talents.

3.5 Building an application platform

Optimizing enterprise human resource management requires enterprises to build technology application platform, make full use of information technology, network technology and big data technology, build a technology application platform with rich functions and smooth operation, provide conditions for human resource managers to carry out modern management work, and replace the backward management mode under the traditional management mode with advanced management technology to improve the efficiency of human resource management work. When building the application platform of big data technology, enterprises should constantly improve personnel recruitment, staff distribution, training, assessment and other work, optimize the management effect, and ensure that managers can complete high-quality management and control processing through the application platform, thus promoting the smooth progress of enterprise management. In addition, when building the platform, it is necessary to strengthen the prevention and control of network security, ensure the security of enterprise human resources information, and avoid the losses caused by accidents such as information loss and leakage [2].

4. Conclusion

To sum up, in the era of big data, the optimization of human resource management plays an important role in the overall development of enterprises. Enterprises can improve the quality of human resources management by changing management concepts, optimizing management models, establishing incentive mechanisms and setting up professional teams, so as to promote the healthy development of enterprises.

References

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