Research on the application of Neiman Economic Psychology in enterprise Human Resource management

Chen Jing
University of British Columbia, Vancouver BC, Canada

Abstract. Our country has entered the information age and the knowledge economy age, talent as important resources, not only relates to the development of a country, but also affects the survival and progress of enterprises. In the 21st century, the competition between enterprises is not only the competition of product quality and service, but also the competition of potential "human factors" in every detail. Neiman, who won the Nobel Prize in Economics in 2002, has made great contributions to the study of economics. He won a Nobel Prize for his work on human decision-making under uncertainty, largely because he was able to combine psychological research with economics. On this basis, this paper briefly introduces the concept and application value of Nieman economic psychology, analyzes the influence of Nieman economic psychology on enterprise human resource management, and puts forward the corresponding countermeasures.

Keyword: Nieman Economic psychology; Human factors; Enterprise human resource management.

1. Introduction

Daniel Kay Neiman was born in Israel in 1934, was one of the most influential social scientists of, in the aspect of academic contribution is large, the most important reason was awarded the Nobel Prize, is fused psychology and economics research, the outstanding of which is under the condition of uncertainty study how people make judgments and decisions, this is a breakthrough. Psychology is mainly through the study of human behavior, to explore a set of methods in line with people's internal activities. Enterprise human resource management can improve the enthusiasm of employees and guide their behavior by studying the laws of people's psychological activities. Its main role is to provide a reliable psychological basis for enterprise human resource management, and through effective methods, enhance the cohesion of enterprise employees, improve the enthusiasm and initiative of employees, so that they can play their role in the enterprise to achieve personal value. In a sense, we can think of psychology as the science of democratic decision making and effective management. In the application of human resource management, interpersonal communication, emotion and motivation are particularly prominent in psychology, and interpersonal communication is indispensable in interpersonal communication.

Human resource management refers to enterprise managers, according to enterprise's long-term strategic planning for human resource planning, to carry out the corresponding management activities in the work, adopt scientific management methods to the enterprise staff training, reasonable organization and coordination of enterprise's manpower resources, fully arouse the enthusiasm of the employees' work, and ultimately achieve the development goals of the enterprise. At the same time, all aspects of employees should be measured, and necessary decisions and adjustments should be made on the definition of wages, so as to promote the coordinated and efficient development of enterprises and employees. As the key content of enterprise management, human resource management is the premise of achieving good and sustainable development of enterprises. The main purpose is to recruit and select all departments of the enterprise and train new employees so that they can quickly enter the new environment, so as to meet the increasing development needs of the enterprise and achieve higher development goals.

Under the background of the continuous development of the current market economy, human resources have gradually become the key resources needed in the process of enterprise development and progress. Rely on various rules and regulations to manage people, is can't do a good job of enterprise human resources management, people-oriented is the core idea of enterprise human resources management work, with the help of Nieman economic psychology theory of human
resource management, to improve enterprise competitiveness, to realize the efficient management of human resources is of great importance.

2. Influence of Nieman's economic psychology on enterprise Human resource management

2.1 Influence of human resources in enterprise development planning

In the specific development planning of human resources, we should also pay attention to the development value of the whole enterprise. And values are also one of the manifestations in the field of psychology. The research object of Neiman's economic psychology is human, and human resource management also takes human research orientation. The research topics of psychology and human resource management are the same, which makes the connection between the two sciences closer. Therefore, in the process of selecting employees, it is important to select employees who are consistent with the company's values. The consistency of values can not only improve the satisfaction of employees, but also improve their work efficiency, which is conducive to the development of the company.

2.2 Influence in training talent management

In enterprises, the training of talents is the main channel to enhance the value of human resources. For enterprise human resource management, it can provide effective theoretical knowledge and method guidance. Nieman economic psychology can make a reasonable allocation of human resources in enterprises by studying individual personality characteristics and combining with the actual situation of each individual, so as to achieve the purpose of making the best use of people, help different employees find jobs suitable for their own development, and improve their work enthusiasm and initiative. In addition, the human resource management system can promote the scientific development and management of human resources in enterprises from talent selection to training and education to incentive assessment and promotion. The promotion system for fresh graduates as shown in Figure 1 is a typical talent promotion plan.

![Figure 1. Enterprise talent promotion plan](image)

2.3 Influence in teamwork

With the progress of market economy, the competitive pressure of enterprises is increasing. At present, teamwork is one of the fastest and best strategies to promote the progress and development of enterprises. To realize the maximization of team value, we can guide and manage employees through Neiman economic psychology, pay attention to the analysis and management of people's personality characteristics and behaviors, and finally make employee relations meet the needs of enterprise development through different guidance means such as incentive and coordination. In general, create a friendly and united company atmosphere to promote the healthy development of enterprises.
3. Human Resource management strategies from the perspective of Neiman's economic psychology

3.1 In the application of enterprise personnel recruitment

Recruitment is the first link, can inject new blood to the enterprise. The growth of an enterprise depends on talent, and the most common way to introduce excellent talent is through recruitment. In the process of internal structure change and talent introduction, enterprises need to formulate talent selection standards. Only by correctly selecting and applying this standard can enterprises absorb more excellent talents and enhance their competitiveness. According to Nieman's economic psychology, planning different corporate positions can more effectively combine the professional quality of employees, stimulate their enthusiasm and tap their potential. In the specific design of the post, the enterprise can also add certain post responsibilities to improve the challenge of the work and give employees more space for development. Only the enterprise talents with good psychological quality can advance and retreat together with the enterprise when the enterprise is facing development difficulties; When enterprises are faced with various problems, they can deal with them in a calm manner to prevent the situation from deteriorating further. When every employee of an enterprise has good psychological quality, it can improve the overall quality of the enterprise and drive the overall development of the enterprise.

3.2 Application in personnel training

In the current severe market environment, the development of enterprises and the improvement of competitiveness are closely related to the level of human resources management and personnel training. In the process of enterprise operation and management, the individual ability and comprehensive quality of employees have an important impact on the embodiment of group value. The basic functions of human resource management include the acquisition, maintenance, development, evaluation and adjustment of human resources, as detailed in Table 1. For the long-term development of enterprises, talent reserve is a crucial link. It is necessary to continuously cultivate employees' comprehensive intelligence, stimulate employees' imagination and creativity, and establish a perfect thinking mode. Whether an employee can adapt to a post is generally based on whether the employee's work skills, psychological literacy and social skills match with the content and responsibility of the corresponding post. In the process of employee training and ability improvement, Nieman economic psychology can educate and cultivate employees from the perspective of its own discipline, and continuously improve employees' sense of identity and belonging to the enterprise through long-term psychological reinforcement. Let the employees in compliance with the rules and regulations of the enterprise at the same time also feel the enterprise's personal care for employees. At the same time, attention should also be paid to guide employees to further innovation and development. On the basis of good corporate culture, we should give employees basic rights, truly trust them, and empower them with necessary decision-making rights, so as to promote them to work hard for the development and expansion of the enterprise.

<table>
<thead>
<tr>
<th>Basic functions</th>
<th>The main management activity content</th>
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<tbody>
<tr>
<td>Acquire</td>
<td>job analysis, recruitment, selection, recruitment and assignment</td>
</tr>
<tr>
<td>Development</td>
<td>staff training, staff career development planning, incentive</td>
</tr>
<tr>
<td>Evaluation</td>
<td>performance appraisal, job evaluation</td>
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<tr>
<td>Adjustment</td>
<td>staff promotion, demotion, transfer, retirement management</td>
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Table 1. Basic functions of human resource management
3.3 Application in employee relation management

Employee relationship plays an important role in enterprise human resource management and is an important aspect that enterprise managers cannot ignore. Human resource management practitioners should timely understand the psychological situation of employees in the enterprise, truly pay attention to employees from various aspects, and create a humanized enterprise culture, so that employees can work safely in the enterprise environment, so that the enterprise is like a big family, so that employees have a strong sense of belonging. As the main body of enterprise management, employees directly affect all links of enterprise development, so it is necessary to pay attention to the management of employees. In the process of employee relationship management, from the perspective of Neiman economic psychology, pay attention to the analysis and management of people's personality characteristics and behavior, with the help of incentive, coordination and other different guidance means, finally make the employee relationship in line with the needs of enterprise development. Pay attention to employees' psychology from work and life, and encourage employees to become good friends.

3.4 In the mediation of the relationship between team members

While cultivating employees' working ability and quality accomplishment, enterprises should also attach importance to team spirit and constantly improve employees' cohesion and centripetal force. The relationship between team members will directly affect the actual work responsibility and status of employees, and even has an indirect relationship with enterprise development. So, when managing an organization, pay closer attention to team members. Only harmonious employee relations can promote the cohesion of the enterprise and provide continuous power for the development and growth of the entire enterprise. Secondly, the attitude between departments and departments or within departments should not be to complete the task, but to have a sense of the overall situation, the spirit of cooperation and the spirit of service. In addition, human resource management in enterprises is actually a job that needs to deal with interpersonal relations. From the perspective of Nieman's economic psychology, it can be found that interpersonal relations are a dynamic relationship. In the process of dealing with interpersonal relations in enterprises, there exists a certain cooperative relationship and a certain competitive relationship between employees, and these external manifestations are derived from human psychological activities. Therefore, in the management of human resources, it is necessary to integrate the theoretical knowledge of the field of Neiman economic psychology, so as to effectively adjust the relationship between members of the entire enterprise team, so as to comprehensively improve the overall effectiveness and efficiency of internal staff management.

4. Conclusions

To sum up, with the development of the era, traditional human resource management model is difficult to solve all human problems, so you need to introduce nyman economic psychology, with its support, not only can further improve the system of human resource management, improve the level of enterprise personnel training, can also improve and mediation team personnel relationship, It has a positive effect on the improvement of enterprise competitiveness and economic benefits. Enterprises can also seriously analyze the current management of human resources, and timely improve and reform the management mode, give full play to the role of psychological knowledge, to ensure the stable and long-term development of enterprises. It is believed that under the in-depth study and application of Neiman economic psychology, the level of enterprise human resource management will be further improved.
References


