

# Human resources management: Research on the trends of human resources management in the "Internet +" era

Zheng Lin\*

CHINA UNIVERSITY OF GEOSCIENCES (WuHan) School of Politics and Law, Wuhan 430074, China

\*Corresponding author: 18559102317@163.com

**Abstract.** With the advent of the era of Internet, human resources development as China's long-term considerations, this article will be to "Internet +" the tendency of human resource management under the age of the study found that in view of the management development and changes of the corresponding response to the decision, hope that through the corresponding human resource development to find out the corresponding response to the decision. Based on the development of human resource management in China to provide some guiding suggestions.

**Keywords:** Internet +; Human resource management; Development trend; Deal with the decision.

## 1. Introduction

Under the background of the "Internet +" era, it has gradually developed into features such as zero distance, barrier-free, abundant information, and wide coverage. Based on the research that combines the Internet and human resources, the management of human resources is gradually undergoing transformation under the current background, and more possibilities have emerged. The endless emergence of management thinking, management models, and management objects have undergone tremendous changes. The era background of "Internet +" has many advantages, including more big data, fast information dissemination and other characteristics. At the same time, in the process of human resources management, the integration capabilities of the Internet data era are very efficient and convenient. "Internet +" operates scientifically and rationally using a model adapted to today's development, gradually promoting the core competitiveness of corporate human resource management. It is true that in the context of the era when "Internet +" has been widely used, in order to ensure that human resource management adapts to the development situation of modern life, this article will conduct an in-depth study of the trends in human resource management.

## 2. Research Purposes and Methods

### 2.1 Research Purposes

In the construction process of human society, human resources are the most basic component of social resources. Under normal circumstances, the actual production activities of human social management need to be supported by human resources in society, which are called production factors in social management. In the context of the Internet era, in the process of human resources management, the traditional management model in the past is far from meeting the needs of reality, and it is necessary to conduct in-depth research on the current situation. The development of human resource management models in enterprises is a product of the times. It also creates opportunities for the development of enterprises. It also provides new ideas and directions for talent management in the development of human resources in enterprises. It is undoubtedly an epoch-making new research field. Regardless of the development of corporate human resources or the development in the context of the Internet era, they will be new opportunities and challenges faced by development in the new era. Under the background of the Internet era, the development of human resource management has produced new changes and trends. It is hoped that the analysis will provide some reference for the development of related fields.

## 2.2 Research Methods

(1) Literature research method: mainly through searching, reviewing, recording, and analyzing literature related to the research field to comprehensively form scientific research ideas. By in-depth research on existing literature and exploring the overall directions of different research fields, we can fully utilize our theoretical knowledge to support the writing of the paper.

(2) Inductive summary method: Combining existing published literature as the basis for research, summarize the development trends of human resource management in the context of the Internet era, and then conduct in-depth research. At the same time, we summarize the common problems existing in the existing relevant literature, reflect on the relevant problems and find solutions that can be solved.

(3) Intensive book reading method: Through intensive reading of books related to human resource management, provide sufficient theoretical basic knowledge for writing the paper, gradually form an inertial academic thinking system, select sentences related to the research direction and extract them into a book, so as to make the paper more comprehensive. The presentation is professional and academic.

## 3. Development and Changes of Human Resource Management

Human resources are elaborated from a traditional perspective, which is commonly known as personnel management. The related vocabulary of personnel management has already appeared around 1990, and it was not officially proposed until around 1980, and it is not well known to mankind. Peter Drucker pointed out in the book "The Practice of Management" that the concept of "human resources" is mainly people who manage different forms of production activities. However, White mentioned in the book "Human Resources Function" that the core management of human resources is mainly reflected in the functions of enterprise management. At the same time, the corresponding core management is divided into seven dimensions. Research on human resource management in the "Internet +" era has confirmed that changes in the development of human resources can be explained from multiple dimensions. This article will describe the development and changes of human resource management from the following aspects.

### 3.1 The Thinking Aspect of Management

The development model of "Internet" is an emerging cognitive concept that is highly respected today. Such related concepts are channels for promoting mutual communication among human beings. At the same time, the structural model of human communication is also undergoing tremendous changes. With the advent of the big data era, related information processing is particularly important. In the 21st century, the corresponding management in China is facing the further systematic and standardized development of human resources. Many companies are gradually shifting from the personnel strategy model to the development of talent strategy in the human resources management process. This will also make the management of human resources more systematic and standardized. The development of thinking becomes an important component of management. The development of the field of human resources management in our country is also gradually becoming diversified. At this time, the management and development thinking of human resources plays a prerequisite role. While the "Internet" era denies that management thinking has undergone tremendous changes, intelligence and technology, as the influencing factors reserved for the development of human resources, are pushing the development of human resources into a new era.

### 3.2 Functional Aspects of Management

In the context of the "Internet" era, the development of digital information has promoted the increasingly obvious role of human resources in related fields. At the same time, human resources in the era of the Internet follow the principle of "people-oriented". Compared with the traditional human resources management thinking, human resources in the Internet era have undergone major changes. The domestic government and judicial departments are gradually updating labor laws and gradually

improving the inviolability of human labor rights and interests. In the 1990s, the "Labor Law of the People's Republic of China" was adopted to provide powerful legal weapons for enterprise personnel. At the same time, the people-oriented concept played an important role in the development of enterprise human resources. The "humanized" management model is the management thinking pursued by modern human resources management. The development and transformation of the management model is based on improving the efficiency of human resources work management, thereby better improving the centralized management model.

### **3.3 Formal Aspects of Management**

According to the development trend in the context of the "Internet +" era, the management form of human resources in relevant enterprises has gradually changed. The human resources management model is based on "people-oriented" and tends to optimize the management level and make it easier to motivate personnel to work efficiently. Data The development of the era of modernization has been supported by the technology of the Internet. At the same time, most of the current managers are people born in the 1980s or 1990s, who have a strong sense of responsibility. This group of people will mainly act from the other person's point of view and respect other staff members. Subsequently, corporate personnel were gradually regarded as human resources, because humans are active higher animals and are also managed as the most special resources. Therefore, an orderly human resources management model is more convenient for the long-term development of enterprises, scientific and reasonable management, and good use of human resources within the enterprise. Managers in enterprises can make better use of incentive mechanisms to facilitate the enterprise to ultimately achieve sustainable development of human resources.

## **4. Trends in Human Resource Management**

Nowadays, the human resources department of most companies will conduct comprehensive screening of selected candidates, starting from the initial manual screening of resumes, job matching, psychological quality testing, and interview performance. In response to the development and changes of human resource management described in the previous section, this section will elaborate on the trend and development of human resource management from three aspects, namely the transformation of management objects, the transformation of management roles, and the transformation of management thinking.

### **4.1 Management Object Conversion**

In recent years, the management of human resources in most enterprises has developed in a diversified direction. At the same time, human resource management has also shown new development trends. The most obvious one is the transformation of human resource management objects, which has gradually become more "benevolent and harmonious". Transformation of management and operation models. In the context of the "Internet +" era, human resource management in the development of enterprises will continue to have "innovative" management innovation models, often resulting in the object concept of "customers are God". It is true that with the arrival of the 5G era. The platform for digital development is gradually becoming more universal. It is necessary to greatly simplify the management procedures of human resources to reduce the excess, waste and idle status of human resources. It is imperative to establish an employee relief plan. For example, establish a WeChat work group and elect representative members to serve as team leaders on WeChat to stimulate employees' enthusiasm for work. It can also transform employees' management functional identities and improve the company's comprehensive capabilities in human resources management. Through the transformation of employee functional management identities, the social structure of corporate personnel's interaction mode has been greatly improved. The human resources work group will become a place for employees to find their own value, thereby better promoting employees to adapt to open work. environmental change.

## 4.2 Management Role Transition

The transformation of the role of human resource management in the context of the "Internet +" era is one of the development trends. Human resource management is divided into two types: managers and decision-makers. Both managers and decision-makers will undergo mutual transformations at these two times. At the same time, the relevant human resources departments of the enterprise often start from the strategic or tactical point of view. The personnel of the human resources department in the enterprise gradually transform into decision-makers and managers, or directly rise to direct managers at the higher level, and have an overview of the overall situation. For example, the recruitment, registration, internship, etc. of employees in an enterprise all involve employees from outside the enterprise who gradually become employees within the enterprise. By using Internet technology to collect and organize employees' basic information, relevant personal information can be better directly retrieved for viewing. With such a huge Internet data information base, employees in the human resources department will be able to achieve a linear improvement in decision-making and management levels more efficiently. The company's human resources personnel gradually promote cooperation and exchanges between departments, using the company's daily activity schedule, employee gatherings, etc. as a platform for communication, which further enables employees to control the lifeblood of human resources management in the development of the company, and therefore gradually occupy an irreplaceable position.

## 4.3 Changes in Management Thinking

The management methods of Internet software platforms are gradually opening up. In the "Internet +" era, the application demand for recruitment platforms based on web Internet port software is gradually expanding. For enterprises, it can continuously improve recruitment efficiency and better adapt to "Internet +" In this era, companies need to gradually form a change in management thinking during the recruitment process, and analyze the talents needed by the Internet recruitment company. The change in management thinking requires managers to have comprehensive qualities, career potential and learning abilities from the applicant's perspective. Through the combination of big data technology, companies can recruit more scarce talents suitable for management positions. Management thinking has a long history of application in organization, management, motivation and talent development. At the theoretical level of enterprise organizational management, changes in management thinking should gradually guide enterprises to develop in a model that parallels development and management structure, explore diversified management concepts, and achieve more targeted human resource development. The application of changes in management thinking at the incentive level should be fully integrated with the theory of hierarchical needs, rationally use material funds to motivate employees, and mobilize employees' work enthusiasm. In talent training, management thinking should be combined with the actual situation of the enterprise and a series of information-based training thinking can be ensured that employees can better adapt to the needs of the enterprise and truly be demand-oriented and future-oriented.

## 5. Human Resource Management Strategies

In order to better adapt to the development model of human resource management in modern enterprises, human resource management needs to be placed under the big data platform, and human resource management should be used as a practical problem to solve the response strategy. Through the discussion of the development trends of human resource management, the corresponding response strategies in human resource management in enterprises will be elaborated on in the following aspects.

### 5.1 Apply Sound Techniques

Human resource management should also change its thinking model with the support of big data technology, and gradually realize the networkization of the training process and the digitization of incentive resources. By focusing on employees' career positioning and human resource construction,

and combining the development thinking of the Internet and people-oriented concepts to position employees scientifically and rationally, the intelligent level of human resources management can be gradually improved. Directly select suitable talents for recruitment by establishing a data database of the human resources department. At the same time, it should also be noted that the candidates selected by the human resources department management need to fully understand their own positioning and maintain a favorable attitude towards corporate culture concepts and job values. To change the way of thinking, we should make full use of WeChat, QQ, recruitment websites, education banks and other platforms, and try to explore the application of big data technology in them. The networking of the training process needs to be based on various new technologies, and human resources need to formulate reasonable employee plans in the early stage. The training plan is detailed and ensures that the corresponding personnel management system is strictly implemented during the training process, thereby improving the efficiency of employee training.

## **5.2 Participate in Employee Interactions**

Interactive participation in human resource management requires following the principle of focusing on corporate culture and striving to fully integrate corporate culture and human resource management. Human resource management based on corporate culture pays more attention to the acquisition of talents in the enterprise. By widely advertising the recruitment of talented personnel through the Internet, you can make a brief personal judgment on the corporate culture. At the same time, companies can also pay more attention to the practical skills, academic qualifications, etc. of the candidates. During the period when new employees join, the corresponding management reward mechanism is directly involved, and the salary of relevant staff is regarded as one of the prerequisites for the long-term development of the enterprise. It can be seen that the role of the team in the construction of the enterprise's human resources department has been significantly enhanced, and better implementation can be achieved. The optimization of human resource management and corporate culture require the behind-the-scenes support of senior corporate managers during the training process. Through the corresponding management development strategies listed above, employees and the company can "breathe together and share the same fate", ensuring that all employees in the human resources department can heartily identify with the company's cultural values, thereby reducing the problems caused by the management of the company's human resources department obstacle.

## **5.3 Guarantee of Human Resources Management**

Promote the transformation of human resources management by establishing a circle of friends and an interactive platform. The circle of friends here refers to the establishment of an interactive mechanism between human resource managers and ordinary employees based on the circle of friends model to achieve an intimate connection between employees and human resources, the human resources management department can strengthen the connection with employees through the circle of friends. The Internet client establishes a customer-centered mechanism to achieve employee work efficiency through a step-by-step training mechanism, thereby better utilizing the comprehensive performance of human resource management. Through the scientific and reasonable human resources management mechanism, it was found that the upgraded human resources management platform can better highlight the talent selection, and the management guarantee of the selection is more comprehensive and efficient, and the work performance of the gradual management transformation also shows huge potential effectiveness. The human resources interactive platform also enhances the realization of personnel's personal value. In order to ensure the smooth progress of human resource management transformation, the support of necessary safeguards is very critical. Therefore, enterprises must carry out strategic management of human resource management to ensure that human resource management can better adapt to the current era.

## 6. Conclusion

Through research on human resources management in the context of the Internet era, we have discovered the inspiration that big data brings to the management field: the arrival of the 5G big data era has brought new ideas and perspectives to the development of the field of human resources management. Any other area of enterprise management can achieve digital management. In view of today's massive big data processing, it is necessary to adopt an objective perspective for analysis. It is true that the most intuitive value of the emergence of massive data analysis is to improve management efficiency. In the era of big data, large Internet companies have effectively combined big data with human resource management and applied it to the field of human resource management in different ways, while creating unlimited value. In the "Internet +" era, human resource management needs to pay attention to many factors. On this basis, the research content of this article is a product of the times under the joint action of human resource management and the Internet. It explores human resource management through interactive participation and provides more feasible strategies for the development of human resource management. In order to maximize the advantages of human resource management, the concept of human resource management in enterprises should be gradually enhanced, the efficiency of online recruitment should be strengthened, and the means of processing massive information in a limited time should be realized. At the same time, any research field has certain limitations, and quantified research fields will not be accurate enough. It is also advisable to make changes based on relevant specific conditions.

## References

- [1] Su Fei. Application of human resources management in big data environment. *Modern Industrial Economy and Informatization*. 2019(11).
- [2] Lou Liping. Research on innovation of company human resources management model in the era of big data. *China Management Informatization*. 2019(22).
- [3] Feng Shuang. A preliminary study on the transformation of enterprise human resources management in the era of big data. *Small and medium-sized enterprise management and technology*. 2019(11).
- [4] Li Yongzhong. Thoughts on the application of big data in human resources management. *China Management Informatization*. 2019(20).
- [5] Xiao Yingdan, Lin Yi, Meng Yuanyuan. Application of big data in human resources management. *China Management Informatization*. 2019(19).
- [6] Han Yu. Analysis of new trends and countermeasures in human resources management in the "Internet +" era. *Modern Commerce and Industry*. 2019(16).
- [7] Zou Haibo. Opportunities and challenges faced by human resource management in the "Internet +" big data era. *Enterprise Reform and Management*. 2019(08).
- [8] Li Caijian. Analysis of the current situation of O2O development of human resources management in the "Internet +" era. *Shopping Mall Modernization*. 2019(06).
- [9] Chang Xiaohua. Analysis of new trends and countermeasures in human resource management in the "Internet +" era. *Science and Technology Economic Market*. 2017(08).
- [10] Chen Ye. New trends and countermeasures in human resources management in the "Internet +" era. *Human Resources Management*. 2017(06).
- [11] Fang Yiting. On the new trends of enterprise human resource management in the "Internet +" era. *The Economist*. 2017(06).
- [12] Wang Xia. Analysis of new trends in the development of human resources management. *Science and Technology Economic Market*. 2015(05).
- [13] Li Guojie. Big data research: a major strategic area for future science and technology and economic and social development: current status and scientific thinking of big data research. *Proceedings of the Chinese Academy of Sciences*. 2012, 27(6).
- [14] Feng Haijiang. The big data era has officially arrived. *Internet Weekly*. 2012(24).

- [15] (U.S.) Paul Green. Competency-based human resource management [M]. Higher Education Press, 2004.
- [16] Long Lirong, Li Ye (eds.) Career Management[M]. China Textile Publishing House, 2003.
- [17] Editor-in-Chief Li Baoyuan. Human Resources Management Case Tutorial[M]. People's Posts and Telecommunications Press, 2002.
- [18] Chinese enterprise international management research team. Enterprise human resources international management system [M]. China Finance and Economics Press, 2002.
- [19] Chen E, former editor-in-chief of Erjun. Intensive MBA Tutorial for Human Resources Managers[M]. China Economic Press, 2002.
- [20] Liu Xiangbing, editor-in-chief Deng Xinhua. Harvard Model Training Management[M]. People's Daily Press, 2002.
- [21] Editor-in-Chief Li Xiaochen. New Human Resources Management[M]. Petroleum Industry Press, 2000.
- [22] Edited by He Juan. Human Resource Management[M]. Tianjin University Press, 2000.
- [23] Cui Xiaoxiao, Han Qing. Let data speak: Management practice in the big data era [M]. Peking University Press, 2013.
- [24] Wang Yuanyuan. Research on human resources management of Internet enterprises in the era of big data [D]. Minzu University of China Press, 2017.