

Application of New Human Resource Management Mode in Information Environment Based on Feed Enterprises

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Abstract. Feed enterprises with small production capacity and backward production technology gradually withdraw from the market, and the large-scale feed enterprises are facing more and more fierce competition, so they should obtain competitive advantage. It is necessary to improve the management level, attach importance to the accumulation of human capital, make full use of the technology and tools under the information environment, and construct a new mode of human resource management, so as to attract and retain the outstanding talents needed by the feed enterprises. In order to realize the long-term and healthy development of feed enterprises, this paper mainly studies the application of new human resource management mode based on the research information environment of feed enterprises.

Introduction

There are many literatures about human resource management of feed enterprises in recent years. Yue Jin (2016) proposed that human resource management can create applied value for feed enterprises and provide strength for feed enterprises to obtain sustainable development advantages. In the new period feed enterprises need to strengthen the accumulation of human capital to obtain competitive advantages. Guobao Dai (2018) pointed out that the main reason for the serious brain drain in small and medium-sized feed enterprises lies in the lack of modern human resource management concepts and perfect human resources management system in small and medium-sized feed enterprises. Medium and small feed enterprises need to perfect human resource management system. LiLi (2018) pointed out that the speed of development of feed enterprises is faster than that of human resources development, the human resource management of feed enterprises has some outstanding problems, and the managers of feed enterprises need to strengthen the awareness of human resources management. Strengthen the support of human resource management, attach importance to strategic human resource planning, and optimize the human resources of feed enterprises. The existing literature mainly focuses on the importance, problems and countermeasures of human resource management and development of feed enterprises. With the advent of information age, feed enterprises need to reform the human resources management mode, in order to reduce the management cost, improve the management efficiency and promote the benefit of the enterprises; this paper mainly studies the idea of constructing the new human resource management mode under the information environment.

Current Situation of Human Resource Management in Feed Enterprises

Development Status of Feed Enterprises

The industry concentration of the feed enterprise is increasing continuously. According to the development prospect analysis and development strategy research report of China's feed industry in 2017-2022, China's feed production is 20,918,000t in 2016, and the statistics are about 7047, and the average single plant capacity is only 2.97 million tons, which is well below the average level of the developed country's feed enterprises. Small and medium-sized feed enterprises have a disadvantage in scale, technology, brand, capital, service and so on, gradually withdraw from the

market, and the feed enterprises in the survival market are merged or merged to form a number of large-brand feed enterprises, including Twins, Tong Wei, Hamada, Camel, Big North, Zhengbang, Phefeng, and East Hope, belong to Zhengda (China) Investment Co., Ltd., New Hope Group Co., Ltd., Twins (Group) Co., Ltd., Tong Wei Co., Ltd., Tang People's Group Co., Ltd., Guangdong Haig Group Co., Ltd., Beijing Dabai Agricultural Science and Technology Group Co., Ltd., Zhengbang Group Co., Ltd., Liaoning Hefeng Holding Co., Ltd., and East Hope Group Co., Ltd.

Current Situation of Human Resource Management in Feed Enterprises

With the aggravation of industry competition and the periodical fluctuation of profit, the echelon of feed industry is formed, the large-scale feed enterprise presents the expanding trend, and the small scale feed enterprise's share is squeezed out. Therefore, this paper mainly studies the present situation of human resource management in large-scale feed enterprises. Most feed enterprises in our country belong to family enterprises and rely on traditional family management. Although feed enterprises belong to typical labor-intensive enterprises, feed enterprises pay less attention to human resource management. In the new environment, the innovation of human resources management is also insufficient, lack of systematic, modern enterprise culture construction, pay less attention to the psychological contract construction of employees; At the same time, with the continuous fierce competition in the industry, human capital has become the most precious factor of production and social wealth, and the source of economic and wealth growth, and human capital has become the most valuable factor of production and social wealth, and the competition for talents among feed enterprises is fierce. Because of the restriction of feed enterprises, it is difficult to attract outstanding talents, lack of talent development mechanism, and it is difficult to retain the talents needed by feed enterprises. At the same time, under the information environment, the management mode of feed enterprise is more traditional, and the level of informatization construction is not high because of insufficient investment in human resource management informatization.

Impact of Information Environment on Human Resource Management of Feed Enterprises

The human resource management of feed enterprises is greatly impacted in the information environment, the traditional human resources management is difficult to meet the needs of feed enterprises in the new environment, and the human resource management information consciousness of feed enterprises is relatively weak. Human resources management information construction is relatively backward.

Traditional Human Resources Management Is Difficult To Meet the Needs of Feed Enterprises in the New Environment

Feed enterprise belongs to the typical traditional trade, which should use the traditional human resource management method, take the matter as the center, the management form belongs to the static management, the traditional human resource management adopts the system control and the material stimulation and so on. In the information environment, the realization of human resource management functions of enterprises has undergone great changes, such as recruitment, traditional media to network media; Staff training, online, offline combination, more attention to network training system construction. Traditional human resource management cannot meet the needs of feed enterprises in the new environment.

Awareness of Information in Human Resources Management Is Weak

In the age of the internet, the human resource management of the feed enterprise requires high-quality management personnel, and also needs information tools to assist, and the human resource management e-management needs the high attention of the leaders and the managers, Aware of the inevitable trend of human resource management and its importance, for many reasons, the leadership and management of the feed enterprise are weak in the awareness of the information construction of human resources management, and the lack of strategic planning on the information construction of human resources management, The information is not used to establish a large

database of human resource management, so as to realize the real-time sharing of information.

The Development of the Informationization of Human Resources Management Falls Behind

In the information age, with the maturity of computer technology and network technology, the degree of information sharing within enterprises must be deepened, the organizational management and work efficiency must be improved, and the informationization of human resources management has become an inevitable trend. Improve the collection of human resources information, processing speed, to help enterprises make scientific and effective decisions. The fodder enterprise tradition is conservative, the working way is more traditional, the degree of dependence on the information management is not high, and the information construction of the human resource management needs a lot of investment, the information construction of the human resource management is backward, The business system of human resources management cannot be acquired, the network management of human resources cannot be realized, and it is difficult to adapt to the information competition.

Application of New Human Resource Management Mode in Feed Enterprise under Information Environment

In the information environment, feed enterprises cannot follow the traditional human resource management mode, feed enterprises need to reconstruct the function and positioning of human resources management, innovate the organizational structure design of feed enterprises, and establish 3D human resources management model. Build human resource management information system.

Reconstructing the Function and Orientation of Human Resource Management

Feed enterprises need to change the orientation of human resource management in the information environment. The function of traditional human resource management is to be a supervisor, controller or examiner in the new period. The value of human resource management lies in stimulating the passion of individual value pursuit of employees, and the enterprise pursuing innovation, unifying individual and enterprise organizational vision, activating individual employee and stimulating organizational vitality. Employees can effectively realize themselves, improve self-efficacy, and then achieve high organizational performance goals of feed enterprises. Therefore, the human resources department of feed enterprise needs to realize the high-value transformation of HR, to reconsider the human resource organization mode, to focus on the individual experience of employees, and to construct the enterprise culture system, to let innovation become the core strategy of feed enterprise human resources department.

Innovating the Organizational Structure Design of Feed Enterprises

The value realization way of the feed enterprise also has changed greatly in the information environment, it is necessary for the feed enterprise to have higher management level and work efficiency, the staff pay more attention to the equality, the democracy, the development space, the feed enterprise needs the innovative organization structure design, to strengthen the work analysis and position design, meet the new business development mode, strengthen the flattening of the organizational structure, the organization department should be simplified, the organizational structure design needs to pay more attention to the top-level design and the strategic management, the brand culture construction, etc., pay attention to the staff analysis, The new learning method is applied to build the learning organization and strengthen the knowledge management, so as to adapt to the changing times of the times.

Establishing 3D Model of Human Resources Management

In the information environment, feed enterprises need to embrace change, establish 3D model of human resource management, build human resource sharing service center, from dealing with the routine problems of human resource management to dealing with HR transaction, focus on strategic

leadership (focus on solutions), efficient delivery (shared services, focus on operational effectiveness), business collaboration (focus on customer management and intimacy), enhance the leadership of managers, attach importance to talent training and development, create a good organizational atmosphere, In order to improve the organizational performance of feed enterprises, the unity of organizational goals and individual goals of feed enterprises can be realized.

Establishing Human Resources Management Information System

The human resource management of the feed enterprise is improved, the human resource management information system is built, the manual operation and the manual error are reduced, the HR big data analysis is strengthened, a new type of personnel competency model is constructed, the personnel management process networking is strengthened, such as the recruitment of networking, and the e-learning system is established, Encourage employees to stay in real time. The feed enterprise needs to develop the human resource management information system, construct the human resource management integrated cloud platform, consolidate the digital infrastructure of the good human resource management for the feed enterprise, and develop a long-term human resource technical strategy, form the human resource digital team, improve that efficiency and level of the human resource management of the feed enterprise, and further help to organize the decision-making.

Conclusion

In a word, in the information environment, the human resource management of the feed enterprise has been greatly impacted. The leader of the feed enterprise needs to change the concept and innovate the human resource management mode; the human resource manager of the feed enterprise must stand at the height of the future development, adapt to the change brought by the information environment, and actively respond to the challenge brought by the information technology to the human resources management, Actively adapt to the development of information, master the frontier of the latest management technology, make full use of the information platform, and realize the real value of human resource management in the enterprise more fully and effectively.

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