

Research on Enterprise Human Resource Management in the Era of "Internet Accelerated Speed Era"

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Abstract—Under the background of the Internet era, every industry has made great achievements in the informatization construction. The Internet is constantly integrating into all aspects of our life and becoming an indispensable part. In such a background, as an enterprise, in order to enhance their competitiveness, occupies a place in the fierce competition in the market, it should improve and innovate, to better meet the age characteristic, the management of human resources management mode, management idea and method to reform, only in this way can follow era, make the management be enhanced effect. Therefore, in practical work, new thinking must be explored to make new breakthroughs and innovations in human resource management.

Keywords—internet accelerated speed; human resource management; enterprise

I. INTRODUCTION

"Internet accelerated speed" is not only a new form of Internet development under innovation 2.0, but also a new form of economic and social development promoted by knowledge society innovation 2.0. "Internet accelerated speed" is the further practical result of Internet thinking, which promotes the continuous evolution of economic forms, drives the vitality of social and economic entities, and provides a broad network platform for reform, innovation and development. Generally speaking, "Internet accelerated speed" means "Internet plus various traditional industries" [1]. However, this is not simply the addition of the two, but the deep integration of the Internet and traditional industries by using information communication technology and Internet platform to create a new development ecology. It represents a new social form, that is, make full use of the Internet in the allocation of social resources optimization and integration, incorporates the depth of the innovation of the Internet in economic and social each domain, improve the creativity and productivity of the whole society, the formation of a wider range of internet-based facility and realize the economic development of tools for new form.

Enterprise human resources management is the human resources department according to enterprise's development direction and market positioning, planned development demand planning, and according to the actual need for personnel recruitment and give the corresponding to the worker training and assessment work, according to different employees

and post to take different incentives, the guarantor/issuer hillock matching, fully arouse the enthusiasm of employees, stimulate staff's work motivation, for the enterprise to create wealth, promote social development.

II. THE INFLUENCE OF "INTERNET ACCELERATED SPEED" ENVIRONMENT ON HUMAN RESOURCE MANAGEMENT

A. Management becomes more difficult

In today's "Internet accelerated speed" and big data environment, the difficulty of enterprise human resource management is gradually increasing. Because below Internet setting, can offer convenience for the enterprise each job. When building management platform in the enterprise, advanced Internet technology can be used, and various management work can also be carried out smoothly in the Internet platform. This can eliminate the middle-level control in the traditional enterprise human resource management. The logjam of authority in the enterprise will be broken and the management structure will be changed. In the human resource management work of the enterprise, it can further realize flat management, strengthen the communication and communication between various departments of the enterprise, and optimize the administrative hierarchy [2]. Although it brings some difficulties to human resource management, it can guarantee the flexibility and diversity of management work to some extent. Human resource management is no longer a command, but the mutual cooperation and service between each other, so as to form a good working atmosphere in the enterprise.

B. The organizational structure cannot meet the needs of The Times

With the continuous improvement of the market economic system, the control ability of enterprises on the market is gradually weakened. Most of the internal structures of enterprises are relatively perfect. The management methods adopted by the management team have a good effect on enterprise management, but have little impact on the market. Although it can improve the work efficiency of the enterprise and solve the internal problems of the enterprise in the first time, the enterprise must strengthen the communication with customers when the market is more and more ambiguous. At the same time, enterprises need to establish a good risk management awareness, fully understand their own

shortcomings, so as to make reasonable changes to enterprise management. According to the current development of enterprises, enterprises cannot follow the pace of the market, which requires enterprises to do a good job in the process of collecting consumer information and reasonably adjust the organizational structure of enterprises.

C. Accelerate the change of roles

Under the influence of the traditional human resource management mode of the enterprise, relevant management staff have strong management concepts and usually carry out various management work by command or command in the actual management work. Must ensure that each staff member carries on each work strictly according to the manager's command, completes each kind of task. In today's "Internet accelerated speed" and big data environment, the management concept and role of human resources have changed [3]. It needs to transform from the traditional and rigid human resource management mode to the management of corporate culture. Ensure that all employees are in equal positions in the management work. So that employees can feel the fairness and warmth of the enterprise, so as to give full play to their own value and role in their own posts, and create more economic and social benefits for the enterprise

III. SPECIFIC STRATEGIES OF ENTERPRISE HUMAN RESOURCE MANAGEMENT IN THE ERA OF "INTERNET ACCELERATED SPEED"

A. Rational allocation and innovation of enterprise resources

Enterprises should invest a lot of money in product research and development, product marketing and product promotion to bring more opportunities for enterprise development [4]. Therefore, in the management process, enterprises should effectively use Internet technology, simplify some links in their work, reduce their operating costs, improve their economic benefits, further improve their work efficiency, and promote their transformation and development. At the same time, reasonable allocation of existing resources, and innovation of resources, through the Internet technology to build a new business management mode.

B. Achieve enterprise management fine target

Although most of the enterprise management have begun to development in the direction of individuation and diversification, but the whole process is widespread fragmentation results, main is to point to in business management, use of the Internet technology change the communication mode of the corporate sector, thus producing language conflict, remarks, etc., to ensure the smoothness of the communication process, even appear the phenomenon of self, is not conducive to normal communication within the enterprise. In the face of this situation, enterprises need to adhere to the people-oriented principle, apply the "Internet accelerated speed" to enterprise management in a rational way, realize the staff management of the whole staff and the whole process, advocate independent management, and achieve the refined goal of enterprise management [5].

C. Implement flat management mode

In the traditional enterprise management mode, information is generally transmitted to front-line employees by means of layer upon layer transmission. In the whole process, information loss and distortion are easy to occur, which brings certain hidden dangers to the enterprise work and makes it difficult to guarantee the overall quality of the enterprise work. To solve this problem, improve the work efficiency of enterprise management and the quality of work, need innovation enterprise organizational structure in time, simplify the enterprise management level, work through the flat management model, to ensure that the leadership instructions can be passed to the fastest frontline employees, improve the efficiency of enterprise internal information exchange, arouse the enthusiasm of the employees' work, and improve the work efficiency of the enterprise. Meanwhile, in enterprise management, responsibilities and rights of different departments need to be clarified to ensure the normal operation of the enterprise, establish humanistic management concept, reduce the problem of brain drain, so that employees have a good sense of belonging to the enterprise and complete their work in a better state.

D. Innovation enterprise management concept

At present, enterprises are obviously affected by "Internet accelerated speed". Many enterprise management strategies are characterized by interactivity, timeliness, openness and other characteristics of the Internet. In order to improve the internal and external relations of enterprises, it is necessary to update enterprise management concepts in time, promote enterprise management innovation, and give full play to the application value of Internet technology in enterprise management. In specific work, meetings or lectures can be held to strengthen employees' understanding of the new management concept, and the prepared brochures can be distributed to all managers so that they can learn independently [6]. At the same time, in the process of using the Internet technology, enterprises should avoid blind, excessive use of the Internet technology, according to the actual situation, reasonable use of the Internet technology, through the use of the advantages of the Internet to improve the efficiency of enterprise management, solve the problem of the former enterprise management virtualization, to achieve the full process of enterprise management.

E. Innovative personnel training mechanism

In the era of "Internet plus", more attention is paid to stimulating the initiative of employees, relying on the individual development of employees and ensuring the coordinated development of enterprises and society [7]. The process of human resource management, management personnel to keep active ingredient of traditional organization incentive system, guaranteed effectiveness, strengthen the reciprocal relationship between enterprises and employees, meet the requirement of the diversification of staff own development, and ensure that employees can actively, actively participate in the enterprise management and development work, repositioning the enterprise human resources management and the correlation between employees function. With the help of "Internet accelerated speed", the enterprise continues to expand its career development space, which is

conducive to building a brand new management structure, enhancing the value of employees, enterprises and departments, enhancing the sense of responsibility and belonging of employees, and promoting the benign development of the enterprise and employees.

F. Use digital marketing

With the further development of "Internet accelerated speed" era, our country people's continuous development in the direction of diversification of consumer demand, to meet the diverse needs of the consumers, enterprises need to innovate the current marketing, make full use of the Internet technology in data mining, integration of consumer information, facilitate the marketing job for the enterprise to provide more accurate and comprehensive information, to achieve the target, improve the feasibility and effectiveness of the enterprise marketing. In the enterprise marketing work, through digital marketing means to improve the accuracy of marketing methods, can improve consumer satisfaction with enterprise products and services, for enterprises to attract more customers and promotion personnel [8].

IV. CONCLUSION

To promote the development of the enterprise management innovation, enable it to adapt to the needs of the development of the era of "Internet accelerated speed" enterprises should fully realize the importance of "Internet accelerated speed" to the enterprise management innovation, timely innovation enterprise management concept, implementing flating management mode, innovative human resource management,

realize the goal of enterprise management refinement and reasonable configuration enterprise resources and adopt digital marketing and innovation, through various ways to improve enterprise management level, build a good foundation for the long-term development of the enterprise.

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