

On Human Resource Management and Development From the Perspective of Management Psychology

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ABSTRACT

In the field of psychology, management psychology, which was put forward at the beginning of last century, is of great use in the management and development of human resources. Nowadays, the management and development of human resources is an important project in many fields, and the theoretical basis of human resources development has become a new theory and viewpoint put forward by management psychology on the management and development of human resources. This article mainly through the analysis of the relationship between human resource management and development and management psychology, and on this basis, in order to make the enterprise human resource management and development more effective, management psychology in the enterprise's human resource management and development for the selection, use, cultivation, retention of talents.

Keywords: *Management psychology, human resource management, development*

1. INTRODUCTION

Now all fields of society are paying attention to the problems of human resource management and development in enterprises. In an enterprise, the staff's enthusiasm and enthusiasm for their work deeply affect the completion and efficiency of their work. Management psychology is a discipline that studies people's psychology and behavior in the organization, so many scholars and enterprise managers pay more attention to the research and study of management psychology, so as to apply the research results of management psychology in the practical operation of enterprise management, especially the management and development of human resources, so as to make the management of human resources more useful.

2. BACKGROUND

Management psychology is a branch study of human psychology and behavior on the edge of management and psychology. In 1927, the Hawthorne experiment led by Mayo promoted the emergence of management psychology. But it was not until 1960s that management psychology became an independent discipline and was widely used. Management psychology mainly studies the behavior of individuals, groups and organizations in the work environment and its influencing factors. It emphasizes the role of human factors in the management environment.

3. ANALYSIS OF MANAGEMENT PSYCHOLOGY

3.1. Definition of management psychology

Management psychology is a discipline that mainly studies the behavior rules and potential psychological mechanism of people in organizational management activities, also known as "industrial and organizational psychology" [1]. Management psychology is a branch of psychology, but in recent years, its theoretical basis has been constantly improved and its application scope has become more and more extensive. Therefore, management psychology has become an independent discipline and plays a very important role in enterprise management. Management psychology plays an important role in modern productivity, and social mass production is closely related to production technology. Nowadays, the progress and innovation of science and technology are more and more rapid. Correspondingly, entrepreneurs and scholars have made new proposals on management theory and method, which is of great benefit to reduce the contradiction of production relations and avoid the interpersonal conflicts caused by it. Therefore, the modern management psychology has played an important role in solving the contradictions in social production relations, and the

emergence of rational management model theory has laid a solid theoretical foundation for management psychology. The research object of management psychology is the law of human behavior, emphasizing the role of human factors in the management atmosphere, aiming to study and explore the management objectives of people.[2] In order to improve efficiency and arouse people's enthusiasm, it can be achieved by improving the structure and work efficiency, and the development of management level is also improved by improving work efficiency, so as to achieve the results of improvement in both aspects.

3.2. The significance of management psychology

The most important two parts of management psychology are to improve the productivity and operation efficiency of enterprises and the work efficiency of staff, and to train the staff psychologically. Only by mastering the psychological activities and basic needs of individuals in work can we formulate corresponding management policies and methods, and only in this way can we effectively improve the work efficiency of employees and the fundamental productivity and business efficiency of enterprises [3].When we master and understand the subject knowledge, we can really apply it to the work, which has a very positive role in improving the working enthusiasm, adjusting the interpersonal relationship and improving the overall level of the enterprise.

With the rapid development of science and technology, the competition among enterprises has gradually shifted from the market share to the competition for higher talents. Therefore, entrepreneurs should carefully study the enterprise's incentive mechanism, staff needs, career development and other human resources issues, innovate and develop the system mechanism from the aspects of post analysis, selection, training, incentive, assessment, flow, etc., and establish a set of human resource management and development mode suitable for China's national conditions, and conform to the actual situation of enterprises [4].Reasonable use of the principles of management psychology to manage and discover human resources has become a very important topic in the world.

4. APPLICATION OF MANAGEMENT PSYCHOLOGY IN HUMAN RESOURCE MANAGEMENT

4.1. Application of management psychology in selecting talents in Enterprises

4.1.1. Manual interactive assumption generation

Through the analysis of the occupation, we can efficiently solve two problems: one is to be able to obtain work information, such as the working environment, work responsibilities and working conditions; on the other hand, we can obtain the information of relevant staff, that is, job requirements and behavior, ability level, knowledge structure, personality and psychological characteristics. Compared with the traditional job requirements, it pays more attention to the quality of personal knowledge, experience and skills, but does not include the quality requirements of personal personality, values and self achievement. At the same time, career design based on ability and quality analysis will affect employees' enthusiasm and enthusiasm for work because of the impact on staff's psychology and potential ability.

4.1.2. Staff allocation and selection

How to recruit excellent and suitable talents for enterprises is a big challenge in human resource management and development. When selecting employees, if an enterprise can use the knowledge management psychology to master the psychological characteristics of a person, such as emotion, cognition, values, personality and temperament, several methods are adopted to test the recruiter, so as to master the ability and quality level of the recruiter, and according to the description of the work demand, provide the appropriate job for the recruiter, so as to improve the success rate of recruitment and save the recruitment cost [5].Finally, the goal of "matching personnel with posts" is realized.

4.2. The application of management psychology in using talents in Enterprises

4.2.1. Post adaptation

The adaptability of the staff to their jobs is consistent with the enterprise culture, working environment and post of the enterprise, and whether the psychological quality and physical quality of the staff are consistent with their own personality and working ability. Because people's plasticity is not weak, people can change and grow through training and learning. Therefore, in the practice of human resource management, enterprises should strengthen the training and communication of staff according to their physical, physiological and psychological needs, so that the staff can adapt to their work.In addition, enterprises should make employees satisfied with their work and treatment. The enterprise should correctly evaluate the workload and work remuneration, give the staff the remuneration matching with their workload, and create some conditions to meet the needs of the employees as much as possible, so as to

stimulate the enthusiasm of the staff and make the staff more actively adapt to the work and the enterprise.

4.2.2. Motivate and develop the ability of employees

Through the study of the staff in the society, it is found that the reason why many employees work in an enterprise is that their working ability can be reflected and improved, and their potential ability will also be inspired. Therefore, if the enterprise can make the staff's ability reflected and developed in the work, it is easier to retain the staff to work in the enterprise.

If an enterprise wants to develop the ability of its staff, it can make the staff willing to learn and work by improving the salary conditions, and gradually improve their ability with the work going on, so as to improve the learning atmosphere of the enterprise, so as to promote the learning of the staff, improve the working ability, and make the enterprise culture develop to the innovative type, so that the staff can improve their work ability in the continuous innovation and exploration .

4.2.3. Make full use of the incentive function of work itself

Herzberg believes that the sense of achievement, recognition of others, job responsibility, personal growth and other incentive factors are related to job satisfaction. As long as they have, they can motivate the staff. In another way, the work itself has a great incentive effect, especially for some jobs with multiple skills, autonomy and importance, motivating staff is more effective than other jobs. Therefore, in the practice of human resource management, enterprises can explore and stimulate the potential ability of employees by enriching their work and expanding their work.

4.3. The application of management psychology in cultivating talents in Enterprises

4.3.1. Do a good job in the training of talents

The training and development of talents is the key to increase the value of human resources. Its purpose is not only to improve the performance of employees, but also to improve the overall efficiency and economic benefits of the enterprise. In contrast, the traditional human resource training is only to cultivate and improve the knowledge and skills of staff. But in fact, in addition to knowledge and skills, employees' positive psychological quality and self satisfaction play an important role in performance. Therefore, as a very key work to implement the development strategy, training must pay attention to the psychological quality and potential quality of staff, which

has become a key way to realize the psychological needs of employees [6].

4.3.2. Formulate reasonable code of conduct

The purpose of traditional human resource management is to standardize and change the behavior of employees. But the actual operation proves that this management method not only consumes a lot of energy, but also achieves little effect. Therefore, the modern human resource management model often uses the performance appraisal, the enhancement welfare and so on policy to enhance the staff's enthusiasm. If these policies can be reasonably formulated and applied, the staff's working ability can be improved more quickly. On the contrary, if the policy is abused, it will damage the vitality of staff, lead to slack work and hinder the operation of the enterprise [7]. Therefore, in the modern human resource management, the code of conduct should not only be reasonable, but also flexible, so as to give the staff greater freedom and trust.

4.3.3. The educational function of using the talent structure of enterprises

The talent structure of an enterprise plays an important role in the cultivation and education of talents. The cooperation of different talents has the potential of education. As the so-called "close to the red", the exemplary role of excellent staff and the influence of innovative staff on ordinary staff are good ways of low-cost education.

4.4. The application of management psychology in retaining talents in Enterprises

4.4.1. Reasonably meet the different needs of talents

From the perspective of management psychology, the key to the success of an enterprise lies in the close relationship between the enterprise and all its members. If an enterprise can achieve the requirements of the staff as much as possible, then the employees will try their best to meet the needs of the development of the company. As everyone's needs and motivations are different, enterprises must understand the requirements of different employees, create an atmosphere that can meet the needs of employees at a higher level, and reasonably meet the various requirements of staff, so as to make employees sincerer and satisfied with the company and the enterprise, so as to strengthen the employment relationship between enterprises and employees.

4.4.2. Strengthen communication and improve interpersonal relationship

A variety of interpersonal relationships will lead to different psychological experience, which will affect people's behavior and work attitude. There are also different interpersonal relationships in the enterprise, which are leaders and employees, employees and employees. In these two relationships, the relationship between employees and leaders have a greater impact on the enterprise personnel system. To improve the relationship between employees and leaders, it depends on the attitude of leaders [8]. Therefore, leaders should talk to employees more, fully understand the needs of employees, and use appropriate incentive means.

4.4.3. Using incentive mechanism

In management psychology, the incentive mechanism reflects the interaction between the motivator and the incentive object through a set of reasonable system, so as to realize the function of motivating staff. The level of staff's enthusiasm in work directly affects their work efficiency, and motivation is the best way to improve their work vitality. Enterprises must start from demand and motivation. Human needs are not a simple subjective state. These demands lead to different motivations to control behavior.

5. CONCLUSION

To sum up, today is the era of talent competition, enterprises must pay attention to the importance of management psychology on the development and management of human resources, so as to achieve more effective development and training of talents, so that enterprises can progress and the country can be more prosperous.

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