

# Research on Human Resource Management Countermeasures of Slash Youth

Xuanfang Hou<sup>1</sup> and Yanshan Zhou<sup>1,\*</sup>

<sup>1</sup> School of Business, Jiangxi Normal University, Nanchang, Jiangxi 330000, China

\*Corresponding author. Email: 201725404023@jxnu.edu.cn

## ABSTRACT

With the development of the times, slash youth has appeared in society. They often master a variety of skills, love new things, and dare to face challenges. They have a wide range of interests and are excellent in many fields, bringing unprecedented vitality to the enterprise. However, the emergence of slash youth has changed the traditional employment mode, and the traditional human resource management mode is also facing challenges. Nowadays, enterprise competition is talent competition. If enterprises want to grasp such talents and gain advantages in market competition, they must pay attention to the role of human resource management and fully tap the potential of slash youth. Therefore, this paper explains the concept and classification of slash youth, and analyzes the reasons for their appearance. Then, on this basis, this paper puts forward the countermeasures of human resource management, in order to provide beneficial reference for the enterprise management talents.

**Keywords:** competition; slash youth; multiple work identities; human resource management

## 1. INTRODUCTION

We live in a rapidly changing world, full of uncertainty and unpredictability. Anxiety seems to become a normal state, more and more people are separated from a stable social structure. One outstanding performance is the change of employment concept. Different from the old generation's concept of only one occupation in a lifetime, many young people today are new flexible workers with multiple work identities and income sources, and they aspire to a life of autonomy and diversity[1]. They are used to describing their multiple work identities with slashes, so we call them slash youth.

Slash youth is a new generation group that breaks away from the traditional single career, and advocates multiple careers and diversified experiences[2]. With the gradual expansion of the slash youth team, enterprises have to think about how to better manage such groups to attract and retain talents in the organization. Studies have shown that organizations that support diversified career concepts have the advantage of developing and maintaining multiple complementary skills in their workforce. These skills offer unique competitive and survival advantages in a rapidly changing and unpredictable world[3]. However, there are few researches on how to manage slash youth at present, so this paper will conduct an in-depth analysis on their classification and the reasons for their emergence, so as to help us better understand and grasp this phenomenon. On this basis, it discusses what human resource management countermeasures enterprises can take to attract and retain such talents.

## 2. THE CLASSIFICATION OF SLASH YOUTH

### 2.1. Passive Type

In most people's view, slash youth is the existence of elite people. They master a variety of skills, can feed back life with hobbies, and have the courage to pursue their own dreams. However, not all the slash youth are bright, and not all of them are willing to become slash youth. In fact, there are many young people who are forced to take several jobs because of financial pressure, and thus become slash youth. Social competition is increasingly fierce, and young people who lack resources and background can only get limited living space by working harder than others. For them, juggling multiple jobs is just a means to make ends meet, not out of interest or pursuit of life. These jobs may not be high in technical requirements, just need some time and energy. They think that one more job just means one more income, and their spare time is often filled with the busyness of multiple jobs. So once their financial situation improves, they may change their life of juggling multiple jobs[4].

### 2.2. Active Type

The active slash youth can be divided into hobby-driven and ability-oriented. First, they become slash youth because of their interest. Young people have the expectation of a stable life, but the 9-to-5 job cannot meet

the needs of most people to realize their self-value, so many people will take another job in addition to their main job according to their interests. After work, they may become dance teachers, fitness coaches, network writers and so on. They do not simply want to increase their income. They want to obtain satisfaction from their truly loved work and realize the value of life in different career transformations. At present, most people believe that slash youth refers to this kind of multi-skilled group.

The second is that they become slash youth because of their ability. Firstly, they have excellent professional skills and can be engaged in many professions related to their major. For example, a college teacher can be an executive of an enterprise, and a designer can also be an illustrator. These jobs are linked and skills can be transferred. Secondly, they have enough time and energy to do another job. They engage in various occupations to meet the needs of self-survival and development, and also find the meaning of work.

### **3. THE CAUSE OF SLASH YOUTH**

#### **3.1. Objective Cause**

##### *3.1.1. Transformation and upgrading of industrial structure*

The transformation and upgrading of industrial structure provides more opportunities for the development of slash youth. On the one hand, the overall upgrading of consumption structure has promoted the development of consumer services and created a large number of career opportunities for slash youth. Consumption is characterized by individuation, diversification and customization, so many new occupations appear. For example, nursery teachers and space organizers. On the other hand, with the rapid development of Internet technology, the service industry has greatly increased the requirements for personal knowledge, technology and time, and the service is more flexible and shared. Service providers do not need to serve in fixed positions, and individuals can become independent service providers[5]. The change of industrial structure not only greatly increases the social demand, but also has a profound change in the way of employment, coupled with the developed network communication technology, which provide the material basis and background for the survival and development of the slash youth.

##### *3.1.2. Breakthrough development of information technology*

With the advent of the "Internet Plus" era, the combination of mobile Internet, cloud computing, big data and Internet of Things with modern manufacturing and

modern service industry is becoming more and more closely. Collecting large amounts of user information through new technologies can integrate social resources. This lays the foundation for the diversification of People's work and lifestyle[6]. At the same time, in the context of digital economy, employment patterns are constantly changing. Especially the rise of 'personal + platform' mode, they can publish information point to point, eliminate the problem of information asymmetry between supply and demand sides, and blur the traditional professional boundaries. And the new employment mode promotes the development of diversified occupations by virtue of scattered work content, flexible work system and flexible service relationship[7]. The development of slash youth is inseparable from the deepening and reform of the information age. Obviously, being slash youth is the inevitable result of adapting to the development of social productivity.

#### **3.2. Subjective Cause**

##### *3.2.1. The expectation of multiple incomes*

In today's commodity economy dominated, no personal income means it is difficult to survive. Personal income is the basic condition for people to maintain normal life, and is also an important factor for people to pursue freedom and adjust their psychological state[7]. At present, most young people are facing the dilemma of increasing living pressure and living costs. Multiple occupations mean multiple incomes. Increasing incomes can effectively alleviate people's sense of insecurity and uncertainty. So the desire for multiple incomes is an important subjective reason why people become slash youth.

##### *3.2.2. The accumulation of their own resources*

Competition in the era of knowledge economy is actually a competition for talents. In order to gain competitive advantages, individuals need to constantly improve their abilities in various aspects. Most people naturally have the desire to become powerful. After self-investment and self-cultivation, they show their unique advantages and talents to the society, so that they can become a member of slash youth. While achieving financial independence, they also make their lives more diverse and interesting<sup>[8]</sup>. In addition, with the accumulation of individual knowledge, experience and technology, their work efficiency has been continuously improved, and they can complete more work in a limited time.

## **4. THE HUMAN RESOURCE MANAGEMENT COUNTERMEASURES OF SLASH YOUTH**

### ***4.1. Innovative Human Resource Management Concept***

With the slash youth joining the workplace, the traditional human resource management model cannot meet the needs of enterprise management and development. The concept of human resource management lagging behind the pace of development of the times will hinder the potential of employees, which is not conducive to the development of enterprises. Therefore, enterprises should introduce new human resource management concepts and take human resource management as an important part of enterprise strategic management. Firstly, under the background of the development of the new era, enterprises should establish the management concept of keeping pace with the times. When employees have multiple work identities, enterprises should explore the potential of talents through various ways to maximize the role of such employees, so as to increase the competitive advantage of enterprises. Secondly, enterprises should consciously implement the people-oriented development concept in practice and pay more attention to talents. And comprehensive in-depth understanding of their real needs, and then according to the actual situation of the company to reasonably meet the expectations and needs of employees. For example, companies can adopt flexible working hours, work technologies that support telecommuting, and internal practices that encourage work-life balance.

### ***4.2. Scientific Human Resource Allocation System***

Human resource allocation is to put the right people in the right positions. For enterprises, it is necessary to allocate human resources reasonably in order to maintain the normal operation of the organization. Firstly, enterprises must establish standards to measure and employ talents to meet the needs of their own development. Secondly, the promotion of employees should follow the principle of fairness, justice and openness; Finally, companies respect competence and performance rather than seniority when selecting talent<sup>[9]</sup>. Moreover, enterprises also need to adjust the allocation of human resources according to the characteristics of slash youth. For slash youth, they are engaged in multiple jobs at the same time, so they prefer flexible working methods, such as flexible working hours and places. In addition, the slash youth master a variety of skills, enterprises should give them appropriate hierarchy positioning, in order to better play their talents. And because the ability of employees will change with the deepening of practice, enterprises need to implement dynamic human resource allocation.

### ***4.3. Scientific Human Resources Training System***

For enterprises, it is very important to establish a scientific human resources training system and realize a virtuous cycle of human resources. Slash youth is a group of people who follow the development trend of the times and seek career breakthrough in the post-industrial era<sup>[10]</sup>. They have strong self-awareness, dare to challenge and love learning. This requires enterprises to pay attention to the diversification and practicality of knowledge, and provide appropriate training to meet the needs of staff learning and development. At the same time, the slash youth have a wide range of interests, and have a large span of occupation fields. So enterprises can also consider interest training, such as photography technology, writing skills training, to meet the diverse needs of the spiritual world of employees. The enterprise creates a good learning atmosphere for employees, which can not only meet the desire of contemporary young people to constantly learn new knowledge, but also cultivate their interests, so as to achieve all-round self-improvement.

### ***4.4. Perfect Human Resources Incentive Mechanism***

To achieve better development, enterprises should improve the incentive mechanism of human resources, so as to stimulate the enthusiasm and creativity of employees. The reason why most people choose to become slash youth is that they are tired of the 9-to-5 working style, and they prefer the free and flexible working style. So when an organization can meet the needs of employees to coordinate work and personal life balance, they may be more engaged in work<sup>[11]</sup>. For example, companies can offer part-time jobs and foster a culture that emphasizes the importance of work-life balance. At the same time, the slash youth have the ability of self-determination. If the enterprise has always been as the control side in the work, once the conflict is difficult to mediate, it may lead to adverse psychology of employees, lightly affect the work efficiency, and seriously lead to turnover crisis. It is also important for enterprises to retain talents, so for this kind of employees, enterprises can give them some autonomy. For example, share incentive can be used to encourage employees to become "collaborators" from "executor". Enterprises can make full use of incentive mechanism to achieve multiplier effect of managers.

## **5. CONCLUSION**

Slash youth has become the trend of social career development. As a group with multiple work identities, whether they can keep a balance in several jobs and make contributions to the development of the enterprise is a problem that managers are currently concerned about. In fact, as long as managers can rationally treat this group,

and give them proper guidance and help in the workplace, it can achieve a win-win situation between individuals and enterprises.

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