



# Human Resource Management Strategies and Research in the Internet+ Era

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**Abstract.** The advent of the Internet+ era has brought disruptive transformations to human resource management (HRM). This study explores strategies for optimizing HRM in this evolving digital landscape. First, it analyzes emerging trends in HRM under the Internet+ environment and identifies key challenges. Subsequently, targeted strategies are proposed to enhance HRM practices in the digital age. The findings provide valuable insights for enterprises seeking to improve HRM efficiency and foster sustainable growth.

**Keywords:** Internet+, human resource management (HRM), trend analysis, problem identification, optimization strategies

## 1 Introduction

In the digital economy era, technological transformation serves as a critical driver of corporate evolution and development. As a vital component of organizational success, HRM significantly influences business operations and long-term growth. Employees, being the cornerstone of any enterprise, play a pivotal role in achieving performance targets, driving innovation, and realizing strategic objectives. The rise of digitalization has expanded communication channels and management approaches in HRM. However, organizations continue to face multifaceted challenges in implementing effective HRM practices [1]. Consequently, examining the obstacles and opportunities of HRM in the Internet+ environment and formulating evidence-based solutions has become a pressing academic and practical imperative.

## 2 Trend Analysis of Human Resource Management in the Internet+ Era

### 2.1 Employee Training

Traditional employee training in enterprises has predominantly relied on offline methods. However, with the advancement of digital transformation, corporate training is shifting toward digitalization and intelligence [2]. Enterprises must design targeted

training programs for employees and teams based on operational requirements and organizational objectives, addressing existing challenges while aligning training content with job specifications to effectively support business growth.

The evolving business landscape presents unprecedented challenges for enterprises in their future development. To cultivate talent, managers should foster a harmonious work ethic among employees by creating a positive work environment and relationships. Enterprises can assign challenging tasks with a degree of autonomy, enhancing employees' sense of responsibility and unlocking their potential. This approach not only strengthens employees' ability to handle complex tasks in flexible work settings but also elevates their professional value, thereby expanding the enterprise's competitive advantage.

## **2.2 Recruitment**

The application and development of emerging digital technologies—such as artificial intelligence, 5G, big data, blockchain, and cloud computing—have accelerated the transition into the digital era [3]. Enterprises increasingly adopt online resume submission and virtual interviews, with many leading companies establishing proprietary recruitment systems. These platforms automatically screen resumes based on predefined criteria and provide detailed recruitment information to hiring managers and candidates, significantly improving efficiency. Additionally, precision data-driven recruitment technologies enable enterprises to identify and attract top-tier talent that aligns with their operational needs.

## **2.3 Performance Management**

Digital transformation in performance management has become a prevailing trend. Enterprises are optimizing and streamlining performance management processes by implementing effective communication systems, restructuring workflows, and enhancing overall efficiency. For instance, HR systems integrated with platforms like WeChat Work can handle dynamic tasks, facilitate real-time data updates, and generate accurate performance plans. Such systems reduce time costs for HR personnel and improve organizational productivity, laying a solid foundation for efficient performance management.

## **2.4 Compensation and Benefits**

Amid the Internet+-driven evolution of HRM, most enterprises have digitized their compensation and benefits systems. By establishing digital management platforms, organizations have transformed payroll and benefits administration into transparent, data-driven processes. This ensures fairness in salary distribution and enhances employees' understanding of their compensation structure. Furthermore, it helps employees recognize the impact of their contributions on organizational outcomes, thereby improving work-related awareness and ultimately boosting management efficiency.

### **3 Analysis Of Human Resource Management Issues in the Internet+ Era**

#### **3.1 Breakdown of the Closed-Loop Communication and Feedback System in Enterprises**

Currently, deficiencies persist in the communication and feedback mechanisms of human resource management (HRM) within Chinese enterprises [4]. The level of informatization and digitalization in HRM remains suboptimal, primarily due to low employee engagement in digital enterprise management [5]. Firstly, managerial communication channels predominantly follow a pyramid model, wherein employees encounter significant barriers in conveying actionable HRM suggestions to corporate leaders. This structural impediment hinders the establishment of a dynamic closed-loop feedback system. Secondly, in the digital economy era, some managers lack proficiency in leveraging information technology to enhance operational efficiency, often relying on empirical approaches rather than scientific methodologies to address practical issues. Furthermore, inherent flaws in performance feedback and communication channels undermine effective workforce supervision. Employees subjected to inequitable treatment face difficulties in providing constructive feedback conducive to organizational development. Compounding these challenges is the absence of systematic IT management training for mid-to-senior managers, coupled with cognitive biases at the individual level. Consequently, many executives lack an objective understanding of digital HRM, impeding the formation of strategic thinking oriented toward digital transformation. The gradual deterioration of corporate communication channels not only exacerbates internal inefficiencies in HRM but also adversely impacts long-term strategic planning.

#### **3.2 Lack of Employee Engagement and Insufficient Corporate Responsibility Awareness and Risk Prevention**

Employee engagement refers to a strong inclination or preference toward work. In the digital economy era, the increasing urgency and constraints of job demands may lead to the oversimplification of job roles, causing human resource management (HRM) practices to trend toward deskilling. Consequently, employees lack proactive career planning, which suppresses their work motivation. Currently, enterprises face the dual challenge of adjusting performance strategies and sustaining innovation, making employee enthusiasm particularly crucial. However, most employees operate under a state of "forced passion," where they constrain their behavior to meet managerial expectations and adapt to corporate changes, ostensibly for organizational development [6]. Such a coercive work environment contradicts the original intent of HRM, weakens the employer-employee relationship, and diminishes employee satisfaction and loyalty, ultimately impairing organizational performance. Additionally, corporate HRM training often neglects the cultivation of responsibility awareness and risk prevention. Effective HRM is not merely about interdepartmental coordination but also about fostering managerial accountability and systematic risk mitigation. Presently,

some enterprises struggle with democratic decision-making, suffer from chaotic governance structures, and exhibit weak accountability. Their inadequate awareness of potential risks and lack of preventive measures undermine HRM performance, increase unforeseen costs, and hinder long-term growth.

### **3.3 Malicious Competition for Knowledge Workers**

With the advent of the digital era, China's national economy and corporate import-export trade have expanded significantly, leading to increased talent mobility. The loss of knowledge workers severely impacts organizational survival, development, and innovation. Currently, China faces a severe shortage of digital talent, failing to meet the growing demands of digital enterprises [7]. However, due to complex corporate knowledge environments and interpersonal dynamics, employees often prioritize self-interest over knowledge sharing. Talent scarcity is an unavoidable challenge in digital transformation, as skilled professionals are the primary drivers of this transition[8]. Enterprises must adopt a talent-first strategy, prioritizing human capital development to sustain HRM digitalization and overall progress. Presently, many firms lack hybrid professionals with both managerial and digital competencies. HR leaders often lack data literacy, leading to unclear digital talent acquisition strategies. The scarcity of such versatile experts fuels fierce competition among enterprises, sometimes escalating into unethical talent poaching practices.

### **3.4 Outdated Human Resource Management Policies**

The digital economy has diversified employment relationships, posing new challenges for HRM. A critical issue lies in effectively motivating both management and employees [9]. Yet, current corporate practices exhibit disconnects between operational management and performance evaluation, inefficient recruitment methods, and flawed reward-punishment systems. Prolonged adherence to outdated HRM policies will inevitably reduce operational efficiency and constrain growth. Talent remains the cornerstone of corporate competitiveness. In China, for instance, state-owned enterprises struggle to eliminate nepotism in hiring. Archaic recruitment standards and poor person-job matching leave overqualified employees underutilized, disrupting HRM frameworks. Disparities in training opportunities across departments create skill imbalances, stifling workforce vitality and sustainable development.

Furthermore, most incentive mechanisms remain financially driven, with underdeveloped compensation structures failing to boost motivation. Without comprehensive performance-linked rewards, HRM policies lose effectiveness, weakening leadership-employee relations and overall productivity.

## **4 Strategies For Human Resource Management in the Internet+ Era**

### **4.1 Enhancing Communication Feedback Techniques and Optimizing Work Scheduling**

Leadership's digital task allocation exerts a significant impact on employee performance management. Consequently, enterprises must recognize the potential adverse effects of HRM in the digital economy. The nature of work in this era has elevated instant communication as a critical factor, where managerial tone and attitude directly influence employee motivation. To address this, corporate leaders must refine their communication methods, ensuring closed-loop feedback and rational time allocation. Strengthening leadership training in communication skills can foster a more relaxed and productive work environment. When addressing urgent tasks, managers should adopt a considerate tone and precise language to alleviate employee stress and anxiety, thereby reducing psychological strain. This approach not only enhances task execution but also contributes to overall organizational performance [10].

### **4.2 Cultivating Harmonious Work Passion and Fostering a Positive Work Environment**

The evolving business landscape presents unprecedented challenges for enterprises, necessitating a focus on talent development. Managers must inspire harmonious work passion among employees while nurturing a collaborative atmosphere. First, enterprises should design challenging tasks coupled with autonomy to instill responsibility and unlock employee potential. By exposing staff to complex assignments in flexible work settings, organizations can broaden their skill sets, enhance job meaningfulness, and ultimately secure greater competitive advantages.

Second, cultivating an open and supportive workplace is essential. This can be achieved through diversified work arrangements and tailored innovation incentives that address employees' core psychological needs: autonomy, competence, and relatedness. Such measures mitigate digital economy-induced stress, counter negative emotions, and enhance proactive engagement—key drivers for successful organizational transformation and performance improvement. Finally, fostering a sense of professional purpose elevates both mental well-being and job satisfaction, igniting genuine work passion. Enterprises that prioritize these aspects will benefit from a more committed and high-performing workforce.

### **4.3 Facilitating Enterprise Knowledge Resource Integration and Promoting Knowledge Exchange Activities**

In the innovation-driven digital economy era, fostering efficient and collaborative knowledge-sharing among employees, enhancing the integration of knowledge resources across teams, and leveraging the role of internal knowledge synergy have become critical issues in corporate human resource management (HRM) practices.

Against the dynamic external environment shaped by the "Internet+" wave, organizations now face trends such as diversified employment relationships among the new-generation workforce, labor heterogeneity, and heightened employee compatibility. Consequently, cultivating employees' knowledge integration capabilities to improve performance has emerged as a key research focus.

#### **4.4 Optimizing Corporate HRM Policies to Enhance Adaptability to External Environments**

Enterprises should emphasize the role of HRM training in strengthening employees' environmental adaptability within the digital economy context [11]. Management must refine talent acquisition and development policies, particularly by establishing a high-quality HRM system. This includes updating recruitment criteria aligned with organizational transformation goals, unlocking employees' proactive potential, and providing pre-job technical training, knowledge enhancement, and interpersonal skills development to achieve optimal person-job fit. Flexible work arrangements should be prioritized. Additionally, a refined management system is essential to mitigate employee emotional exhaustion, boost engagement, and implement safeguarded labor policies alongside performance evaluation standards. Such measures can heighten employees' performance awareness, improve their adaptability to external environments, and stimulate innovation capacity.

## **5 Conclusion**

The "Internet+" era has brought disruptive transformations to human resource management (HRM). This study first analyzes the emerging trends in HRM under the Internet+ environment, focusing on four key aspects: employee training, recruitment, performance management, and compensation & benefits. Building upon this analysis, the study systematically examines prevalent organizational challenges in the Internet+ environment, identifying five critical issues: (1) the breakdown of closed-loop communication and feedback mechanisms, (2) prevalent employee demotivation and diminished work engagement, (3) inadequate corporate accountability coupled with insufficient risk management protocols, (4) cutthroat competition for knowledge workers leading to talent market distortions, and (5) Outdated HRM policies. In conclusion, in the digital economy era, enterprises must enhance their talent management strategies. From the employee perspective, organizations should boost engagement, foster forward-thinking mindsets, and strengthen innovation-driven performance awareness. From the management perspective, leaders must reinforce accountability and risk prevention, formulate tailored HRM policies based on corporate capabilities, attract knowledge-based talent, optimize dynamic communication and feedback mechanisms, and refine the HRM system to improve efficiency and ensure long-term organizational growth.

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