

# Study On Optimizing Enterprise Human Resource Management Mode in Network Economy Era

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**Abstract.** In current stage, the level of Chinese society and economy is on the rise, which to some extent drives development of network economy. In such background, information-based human resource management mode appears. However, such management mode gradually presents defects in practical application process and lacks development awareness. Besides, development ability is low, and there is seriously short of scientific planning. To better excavate the potential of human resource and enhance core competitiveness of enterprises, it is necessary to value and concern human resource cultivation and management in network economy era, actively establish people-oriented management philosophy which advances with the era, continuously enhance self-competition and crisis awareness of enterprise talents and improve quality of management personnel. Meanwhile, it is also required to actively formulate scientific and rational human resource planning and achieve the objective of optimizing human resource management mode.

## Introduction

As network and information technology develop rapidly, Chinese economy also gradually ushers in network economy era. Enterprises also start to deeply understand and value human resource management and gradually realize the importance of human resource in sustainable development process. However, most enterprises still fail to fully and deeply understand human resource management work, so it is very difficult to combine social and economic development with improvement of human resource level and especially regard network economy as the core for human resource development. The reasons for the above problems are as follows: firstly, enterprise human resource management department fails to deeply understand network economy; secondly, enterprise human resource management department is restricted by original knowledge structure and thinking, so it is hard to improve in terms of network economy.

## Overview of Network Economy

### Concept of Network Economy

Network economy is a new economic form which forms by regarding modern information technology as a key technology on the basis of computer network<sup>[1]</sup>. Network economy not just refers to the rise and development of information technology industry which regards computer as the core and also involves the rise and development of high and new technology industry which deems modern computer technology as the foundation. Moreover, network economy also includes reform and breakthrough development of traditional industry and economic sector which rise under the promotion of high and new technology. It thus can be seen that network economy is neither virtual economy nor the opposite economy which is different from traditional economy.

### Form of Network Economy

In essence, network economy emerges and develops on the basis of traditional economy, and improves by taking the computer as the core and applying modern information technology. Then, an advanced economic development form forms. Besides, network economy is established on the basis of national economy informatization. Different types of enterprises will apply network technology and information technology to integrate abundant information resources, and carry out dynamic commercial activities on the basis of internal and external information network. Network economy forms during research, development, manufacture and management activities. Meanwhile, network

economy is also based on information flow, material flow and capital flow and needs to be achieved by supporting network. It thus can be seen that for enterprises, network economy fundamentally changes original traditional operation mode and management philosophy.

## **Current Situation of Enterprise Human Resource Management in Network Economy Era**

### **Lack of Human Resource Development Awareness**

Enterprise human resource management mainly applies specific methods and means to strictly select and rationally allocate the persons engaging in different work, correctly guide human resource behavior and psychological thoughts. On this basis, system and activity measures are adopted to continuously improve subjective initiative and enthusiasm of human resource so as to finally achieve organization goal of an enterprise. Thus, enterprise human resource is an important resource and constituent part and should not be regarded as enterprise cost. On the contrary, enterprises should better develop and utilize this renewable resource. But, most enterprises pay more attention to human resource recruitment and performance appraisal and seriously lack development and management awareness<sup>[2]</sup>. On the one hand, enterprises input plenty of money for talent recruitment and always pursue recruitment of highly educated talents. Hence, they fail to overall consider combination of actual demand of talents with enterprise development state. On the other hand, after enterprises finish recruitment, they do not own sound training system, and it is very hard for them to plan the career of talents and achieve unification and coordination of development objective of enterprises and human resource. Therefore, the potential of enterprise human resource cannot be motivated.

### **Weak Human Resource Development Ability**

Human resource development is that enterprises comprehensively check and analyze human resource on the basis of existing human resource and according to specific strategic objective and organizational structure change, formulate rational planning, make proper adjustment, continuous improve resource management level and human resource management efficiency of enterprises and create value for enterprises. However, human resource development needs to be conducted by training and scientific management. Under the background of network economy, enterprise human resource development needs to attach importance to training in the aspect of professional knowledge and technology of network economy. On in this way, enterprise human resource can more deeply know and participate in the development process of network economy and enjoy the achievements of scientific and technological progress. In present stage, knowledge structure of enterprise human resource is influenced by historical factor. Most personnel engaging in human resource management neither understand nor value network economy. But, human resource management personnel play a critical role in enterprise development process and undertake the responsibility of participating in training. If enterprises seriously lack network economy knowledge and technology, it is hard to assume such task. Finally, competitiveness of enterprise human resource declines, which generates adverse influence on core competitiveness of enterprises<sup>[3]</sup>.

### **Unreasonable human resource management planning**

Human resource planning mainly means that enterprises consider internal and external environmental changes to predict the demand of future development for human resource from the perspective of their strategic planning and development objective. At the same time, enterprises also should take to account of human resource activity needed to meet the above demand. Hence, only when human resource is rationally planned can it really give play to its management function. However, under the background of network economy, certain impacts are generated on enterprise human resource, but enterprises fail to pay attention to this so that human resource planning is seriously deficient. In current stage, although an enterprise sets up the network department, it only pays attention to enterprise website construction and fails to combine employees' informatization office ability with enterprise production and marketing process. Under the guidance of future network economy, all departments and employees in the enterprise will encounter networked and informatized working environment. If they cannot better adapt new environment, it will be cruelly eliminated. An enterprise is also the case.

## **Innovation of Enterprise Human Resource Management Mode in Network Economy Era**

### **To Establish People-oriented Management Philosophy**

In the process of enterprise survival and development, human is the most important element and also an essential condition for survival and development. Thus, it is necessary to realize the important function of human resource management department in an enterprise, offers development opportunity and platform for human resource, then mobilizes and stimulates enthusiasm and creativity of human resource. Furthermore, corresponding measures or methods should be taken to make human resource activity learn, improve knowledge mastery ability and enrich knowledge reserve under the background of rapid development of network economy. When economic development develops, human resource quality requirement also improves. Thus, to better boost enterprise human resource quality, it is not only necessary to recruit qualified talents, but also to attach importance to education and training of existing employees and better develop potential of human resource<sup>[4]</sup>. In current stage, network economy permeates in each field. Hence, the essential quality of modern human resource has increased to the level of knowing well and mastering network economy knowledge and technology.

### **To Formulate New Standards of Human Resource in Network Economy**

Under the background of network economy era, evaluation criteria on enterprise human resource quality are also different from traditional economy era. Hence, this has positive guiding significance for human resource management to carry out different work. According to the nature of working position, enterprise human resource standards may be divided into three categories. Firstly, the department specially responsible for network technology. This department should proficiently master the most advanced network technology and apply it to make enterprise network technology keep pace with development demand. Secondly, human resource management department. Human resource management personnel should be able to accurately screen the talents needed by the enterprise and directly participate in human resource development activity. Thirdly, other departments. They also need to know well and master basic knowledge and technology of network economy and combine routine work and network technology to continuously create forms and effectively improve working efficiency.

### **To Improve Self-competition and Crisis Awareness of Enterprise Talents**

After the enterprise completes talent orientation and career planning, human resource management needs to help the employees continuously improve self-competition awareness and transform such awareness to practical learning behavior. The success of enterprise talent recruitment is reflected in stable employment relationship. Besides, the employees in long term are table. However, in this period, the employees need to own the sense of crisis, and major crisis the competition pressure. Additionally, the enterprise continuously improves the requirements for talents. But, in essence, talent competition awareness transforms to self-study behavior, which is also the most important method to ensure enterprise talent competitiveness.

### **To Boost Quality Level of Management Personnel**

Human resource management department should be fully responsible for enterprise talent recruitment, training and management. So, human resource management personnel must own high occupational quality and assess professional knowledge and skills according to specific recruitment objects. Most importantly, human resource management personnel should comprehensively and deeply realize demands and standards of talents under network economy background. Meanwhile, the personnel also need to continuously intensify study of knowledge and technology in this aspect<sup>[5]</sup>. Only in this way, management personnel can better choose talents and train more valuable talents for enterprises.

### **To Formulate Scientific and Rational Human Resource Planning**

To guarantee sustainable development, enterprises must formulate scientific and reasonable human resource planning which is relatively scientific human resource management means. Hence, when an enterprise formulates human resource planning, it must formulate planning scheme according to specific development strategy and make sure the scheme is implemented in actual implementation process. On this basis, the enterprise needs to specify long-term, mid-term and short-term planning of human resource under the background of network economy era. Before planning, it is required to overall investigate external and internal conditions of the enterprise and regard strategic guiding thought as an important foundation in actual planning, follow human resource planning formulation principle and then implement it strict accordance with the steps. At the same time, the enterprise should specify the framework of human resource planning, position it in enterprise development strategy, continuously promote enterprise development and improve market competitiveness. Based on the above statement, it is required to fully realize human resource planning should own certain pertinence in the background of network economy era, regard it as the emphasis of achieving strategic objective and become the key point of improving enterprise core competitiveness. Since development speed of network economy is fast, enterprise competition becomes fiercer. However, knowledge and technology competitions are most important. If the two are organically combined and integrated in talent cultivation, scientificity and rationality of enterprise human resource planning can be better ensured, and perfect connection with strategic goal of an enterprise is achieved.

### **To Create Enterprise Human Resource Data Information Center**

In the process of enterprise human resource management, collection, organization and analysis of all human resource data are important job contents of the department. After knowledge structure, recruitment management, training, salary and welfare of enterprise talents are deeply analyzed, human resource management personnel can deeply excavate and develop enterprise human resource, better manage human resource, and keep improving the probability of success of human resource strategy implementation to make management work more convenient and save cost.

## **Conclusions**

In conclusion, China has entered network economy era. In such background, emerging economy and traditional economy have entered the development track of network economy, which will become an inevitable trend of future economic and social development. However, in current network economy, the rapid development of computer and information technology offers opportunities for enterprises and also makes market competition become increasingly fierce. In such situation, enterprise human resource management also becomes more important. In such background, enterprises need to actively seek human resource management mode which complies with economic development. Therefore, it is required to intensively study practical and theoretical knowledge of human resource management, research future development trend and then facilitate its future development. This paper analyzes network economy and proposes effective measures for human resource management problems so as to drive sustainable development of enterprises.

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