Reflections on the Innovation of Human Resources Management in the Era of Big Data

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Abstract—**At present, China is in the era of big data. We should pay attention to this trend in the development of human resources management of enterprises. Relying on the convenience brought by big data, we can speed up the innovation of human resources management and change management thinking to achieve better development. In this article, the author proposes innovative development proposals for enterprise human resource management based on big data technology, and optimizes the content and efficiency of enterprise human resource management.**

Keywords—Big data, Enterprise development, Human resources management, Innovation strategy

Human resources are the core content of the development of modern enterprises, because a strong talent team in the era of knowledge economy can enable enterprises to have the power to overcome market competition. Therefore, in terms of human resources management, companies should rely on the convenience and advantages of big data to accelerate the innovation of human resource management concepts and methods, cater to the development trend of big data and promote the development of new heights.

I. THE IMPORTANCE OF ENTERPRISE HUMAN RESOURCES MANAGEMENT INNOVATION IN THE BACKGROUND OF BIG DATA

(1)Innovating human resource management is the inherent requirement of social economic development

At present, China is in the era of knowledge economy. Knowledge-based professionals have become an important force for enterprises to obtain market competition. Modern companies have also gradually become aware of the importance of introducing professional talents and have integrated this concept into human resource management. The development and application of big data technology provide an important data information platform for achieving this goal. On this basis, for modern enterprises, the internal talent exchange, the introduction of external talents, personnel recruitment and personnel changes will become important means of obtaining data output, so that the enterprise's human resources management work has gradually improved and adapted to the development of modern society.

(2)It is an important way to improve the core competitiveness of modern enterprises

Human resources are the guarantee and basis for the development of enterprises who are selected and cultivated as a large number of talents for enterprises and gradually form their core competitiveness. In the context of big data, the competition among enterprises is no longer a mere competition for products or services, but is more reflected in the talents. Having a high level of professional and technical personnel has become the key to winning competition among enterprises. Human resources management plays an irreplaceable role in this process. At present, the managers of enterprises must pay attention to the importance of innovating and transforming human resource management concepts and methods, and actively promote human resources management to improve their core competitiveness.

II. PART TWO CURRENT STATUS AND PROBLEMS OF HUMAN RESOURCES MANAGEMENT IN ENTERPRISES

Human resources are the basic guarantee for normal production and operation of enterprises. In the traditional human resources management mode, managers only pay attention to the maximization of the economic benefits of enterprises, leading to problems in human resource management and affecting the sustainable development of enterprises. With the advent of the era of big data, the problem of corporate human resources management has become increasingly significant, especially as the ideology and ability of managers is very important, which determines the development of the company and the management work.

(1)Poor ideology and lack of correct understanding of big data

The impact and positive effect of the era of big data on the development of modern enterprises is obvious to the industry, especially in terms of human resources management, providing important platforms and technical support. With the popularization of information technology and the application of the Internet, enterprise human resource management will inevitably continue to innovate and transform under the guidance of big data concepts. However, many managers of enterprises still have weak awareness and insufficient understanding of big data, which has gradually become an important factor affecting human resource management. Even the vast majority of enterprises still adopt traditional human resources management methods, lack human-oriented ideas, and have poor management thinking and work efficiency.

(2)Enterprise human resources management faces pressure of innovation

Compared with the traditional human resource management model, there are great differences, especially the development of big data has brought more advantages to the development of the enterprise, such as improving the efficiency of training personnel, but also for personnel recruitment, management and training providing a dedicated platform to optimize

the human resource management process. Therefore, the important role of big data in the human resources management of enterprises is significant, but in order to reflect its advantages, we must accelerate the innovation of management concepts and methods based on big data. At present, many companies are faced with the problem of insufficient innovation capacity and difficult development. This also makes big data less effective in human resource management and restricts the healthy development of big data in human resources.

III. PART THREE RELYING ON THE INNOVATIVE STRATEGY OF HUMAN RESOURCES MANAGEMENT IN THE BACKGROUND OF BIG DATA

In the context of big data, innovation will inevitably become a key factor for a company's long-term, healthy development, and it is also an important condition for effective human resource management. Relying on the background of big data, innovative strategies have been proposed for human resources planning, personnel recruitment, human resource allocation, personnel development and training and employee performance management.

(1)Human resources planning based on big data

The important advantage of big data is obvious. There are suggestions for the planning of human resources. The manager must establish the awareness of big data in human resource planning. Whether it is the employees or managers of the company, the ideology is very important. Only by establishing awareness of big data can we be able to work hard in the process of human resource planning, collect relevant data and provide important information data for human resource management. At the same time, for enterprises, a database or management platform should be established to understand the dynamics and information of each employee and effectively solve various problems encountered in the work. The establishment of a big data platform can share information and enhance communication among employees. In addition, through the analysis of human resources data information, combined with the company's future development strategic goals, it will help formulate a scientific human resources management plan and provide talent protection for the long-term development of the company.

(2)Realizing personnel recruitment innovation based on big data

Personnel recruitment is an important way for companies to introduce talents. Effectively using big data technology can solve the problems existing in traditional personnel recruitment, make the recruitment process more scientific and effective, and also help to improve the level of information. Using big data technology to select the right professionals for the company. In the personnel recruitment process, how to choose the best talent for the company has always been an important problem facing the company. In the traditional management model, recruiters select talents based on years of experience in recruiting. However, the application of big data requires only the analysis of the matching degree between the candidates and the positions to be provided, so that suitable talents can be selected, and a large amount of cost can be reduced, and the work efficiency can be greatly improved. The establishment of talent radar is to help companies to select the right talents and make the recruitment process more accurate and faster. It also helps to reduce recruitment costs, control recruitment risks and improve the quality of talent.

(3)Realizing the allocation of human resources based on big data

In the work of enterprise human resources management, in addition to the above work, we should also attach importance to the rational allocation of talents. Through reasonable allocation, people's posts can be consistent, and different talents and professional skills can be brought into full play, and the best interests of human resources can be realized. In the traditional work of human resources allocation, the workload is large and the process is complex, and the effect is not necessarily satisfactory. However, with the use of big data technology in enterprises, more and more refined human resource deployment models are emerging. Modern companies can rely on these models to fully grasp the technical requirements of each post, and then use big data collection and analysis to make staffing more precise.

(4)Developing and training employees based on big data

Development and training of employee is also an important responsibility of the human resources department of the company. It can ensure that employees can adapt to job functions within a short period of time, and find that talents within the company are trained. From a practical point of view, the process of employee development and training is more complex and involves more effort and cost. In this situation, big data technology has played an important role, greatly improving the efficiency of employee development and training. Staff training helps to improve business capabilities, understand job requirements and basic job content, and is an important part of forming a company's core competitiveness. In modern enterprises, special training departments will be set up. Combining big data technology can improve the efficiency of employee training and integrate them into jobs in the shortest time, and big data technology makes staff training easier. For example, before the training, a detailed training plan needs to be developed. During this process, the company can use big data to analyze the characteristics of employees and professional competence levels and organize targeted training plans. Using big data technology to the employee development process. The efficiency of employee development work directly affects the human resources work of the company. This requires the company to adhere to the principle of people-oriented development, attach importance to the discovery of outstanding internal employees, provide them with room for improvement, reduce the introduction of external talents and enhance employee loyalty to the company. For employees, this is also an incentive mechanism. Creating a healthy competitive environment and increasing room for improvement for employees is also an important means to reduce external recruitment costs.

(5)Innovating employee performance management based on big data

In the traditional employee performance management model, the record of performance evaluation is less, and the manager's subjective impression plays an important decisive role in the assessment process. There is an unfair problem in the assessment results. Combining big data technology with employee performance management, companies can collect and sort out data related to employee performance assessments and use them as a basis for employee assessments, and the assessment results are more scientific and fair. At the same time, the internal data platform for human resources is also an important way to promote employee interaction and communication. Employees can express opinions based on performance management indicators. Through the collection of employees' opinions, we examine the inadequacies of corporate human resources management plans and improve them to effectively improve the level of human resources management in enterprises. It can be seen that big data is an indispensable tool for modern enterprises and an important direction for enterprises to develop into modernization.

IV. CONCLUSION

At present, our country is in the era of knowledge economy. Talents with professional knowledge and skills have become an important content of the core competitiveness of modern enterprises, and the industry competition has gradually become the competition of talents has become the situation in the development of various industries. Therefore, in the era of big data, modern enterprises must re-examine the inadequacies of human resources management, actively introduce big data technologies and concepts, improve the big data platform, innovate human resource management concepts and models, strengthen the company's talent team and promote the company to a new height.

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