

# New Development of Enterprise Human Resource Management in the "Internet+" Era

Xing Wang\*

School of Economics and Management, South China Normal University, Guangzhou, China,  
510631, China

\*W\_1874@qq.com

## Abstract

The development of "Internet +" has promoted changes in various types of enterprises, and has also accelerated the speed of talent iteration. Only by keeping pace with the development of information technology in the era of the Internet economy, by updating the concept of talents and management, and building a new human resource management system that is compatible with the "Internet +" environment, can the company optimize its human resource allocation and successfully achieve its development goals.

## Keywords

**Internet +; Enterprise Development; Human Resource Management; Innovative Thinking.**

## 1. Introduction

With the continuous innovation of Internet technology, the "Internet +" era has also continuously promoted the transformation and improvement of corporate human resource management models, and also proposed various human resource management tasks in modern enterprises. It has shown us plenty of newer and higher requirements. However, the application of Internet technology to human resource management can continuously promote and further improve the efficiency and benefits of modern human resource management.

## 2. "Internet +" Overview

### 2.1. Concept

"Internet +" is a new format for the development of the Internet under Innovation 2.0. It is the evolution of the Internet form driven by Knowledge Society Innovation 2.0 and the new form of economic and social development it has spawned. "Internet +" is the result of the further practice of Internet thinking. New technology and development provides a broad network platform. Only with a deep understanding of its connotation can we know its role in human resource management, and continuously optimize and innovate the human resource management model of the enterprise with its advantages, so as to continuously promote the stable and healthy development of the enterprise. At present, the Internet is highly integrated with informatization, industrialization, manufacturing, and service industries. The proposal of the "Internet +" plan is also in line with historical trends. In November 2014, when Premier Li Keqiang attended the first World Internet Conference, he proposed that the Internet is a new tool for mass entrepreneurship and innovation. In March 2015, Li Keqiang first proposed the "Internet +" action plan in the government work report, pointing out the formulation of the "Internet +" action plan, promoting the integration of mobile Internet, cloud computing, big data, the Internet of Things, etc. with modern manufacturing, and promoting electronics The

healthy development of business, industrial Internet of Things, and Internet finance has guided Internet companies to expand international markets.

"Internet +" is to use the leading Internet power to accelerate the relatively backward manufacturing and service industries in China. It is to make full use of modern communication technology and network information technology to develop other industries and promote efficiency, quality, innovation, cooperation and marketing capabilities. Upgrade and promote the overall industry and international competitiveness and influence. In all areas of social economy, the new business models and business formats brought by Internet technology, the emergence of the Internet is not a complete subversion of other industries, but has promoted the transformation and upgrading of related businesses, and stimulated the potential and vitality of society and the market.

## 2.2. Features

### (1) Cross-border fusion

Cross-border integration refers to the "Internet +" to a certain extent the integration between different industries. The main manifestation is that Internet technology can help certain users to convert consumption into investment, thereby achieving effective integration of partners and corporate innovation. There are also integration of manufacturers and sales staff, integration of designers and sales staff.

### (2) Restructuring the structural system

"Internet +" relies on innovation to drive the optimization of the economic structure and the adjustment of the direction of industrial service, which is a common upgrade process for the primary, secondary and tertiary industries. The traditional economy is shifting from a non-optimized structure with homogeneity, low added value, and the low end of the industrial chain to an optimized structure that improves quality, pursues high added value, and enters the high end of the industrial value chain to meet the diverse needs of people. Therefore, "Internet +" does not only mean technology, but also a new production method and new structural system.

### (3) Innovation and tolerance

With the continuous update and development of "Internet +", its inclusive features have been more manifested, which are mainly reflected in respect for human nature, objective practice of the people-oriented concept, and respect for human creativity.

### (4) Creative Thinking

The emergence of "Internet +" is a concentrated expression of people's creative thinking, which encourages more people to explore their creative thinking to change the existing lifestyle. In addition, reducing traditional constraints and increasing the initiative of R & D personnel is also another purpose of "Internet +", in order to effectively promote the innovation drive of the market and promote more and more innovators to realize their own life value. Five Peking University youths started the era of "shared bicycle" is a typical case.

## 3. Characteristics of Human Resources in the Context of the "Internet +" Era

### 3.1. Talent Update Speeds up Significantly

"Internet +" promotes the integration of information technology and traditional industries, and the production model and business model are constantly updated. With the advancement of technology, industrial adjustment and upgrading of products, various industries have put forward new requirements for staff in all positions. Staff must constantly update their knowledge structure as the industry and this position develop, and master the ability to apply new technologies. The emergence of new industries and new models has impacted the

originally balanced human resources and talent structure. The talent reserves of industry companies are obviously insufficient, and the rate of talent replacement is far behind the speed required in the "Internet +" era. This situation has further exacerbated the structure of the existing talent knowledge capacity of the human resources market that does not meet the requirements of new technologies.

### **3.2. Development Potential becomes a Key Factor in Human Resources**

For a long time, the factors of production have occupied a very important position in economic development. The requirements of society for various types of talents are to have good physical fitness, solid basic skills, necessary knowledge and skills, and rich work experience; when selecting and employing people, it is generally tends to hire highly-educated personnel who are professional counterparts and have relevant skill level certificates. In the context of "Internet +", the aforementioned talent selection standards are no longer applicable in today's era. Information technology literacy, learning ability, cross-disciplinary knowledge background, innovative thinking and ability, teamwork spirit, etc. are the core of measuring talent in today's society factor. Talents in the "Internet +" era are characterized by high levels, specialization and diversity. Whether an enterprise can be invincible in the rapidly changing market competition depends largely on whether it has a large number of specialized and innovative talents. Employers value the development potential of talents more, and those who are composite talents who can continuously improve their ability to adapt to social development and changes.

### **3.3. Normalization of Talent Flow**

With the maturity of China's market economy, the successful integration of different social security systems of enterprises and institutions, and the development of emerging industries, the conditions for vertical and horizontal mobility of personnel have become more mature, coupled with the development and growth of the private economy and the significant remuneration of employees of private enterprises. These positive factors are spurring new hires to start-ups. Employees in the system with a skill also appear in the army of talent mobility across regions, systems, and industries. The highly-qualified professionals favored by employers have joined the army of talent mobility because of their personal value orientation, and their mobility is obvious. The new generation of employees whose main body is "post-80s" and "post-90s" was born in a period of rapid economic growth in our country. Their growth stage coincided with a period of significant improvement in people's living conditions. The education they received was very different from previous generations. They are more autonomous, pursuing the realization of personal values and their own development, and are accustomed to changing work units and jobs. The normalization of talent flow requires that human resource managers in enterprises must attach great importance to the social phenomenon of talent flow and take effective measures.

## **4. New Development of Human Resources in the Background of "Internet +"**

Human resources management includes four major blocks: recruitment, training, salary management, and labor relationship management.

### **4.1. Networked Rapid Recruitment**

Recruitment is one of the important ways to transfer talents for enterprises. Now, with the rapid popularization of the Internet, it has also brought convenience to Internet recruitment. The human resources department can not only conduct classified recruitment according to the different needs of the department, but also it is faster and more convenient than traditional newspaper recruitment. Based on the web-based recruitment method, the human resources

department can quickly find high-quality talents, and also provides a convenient job search channel for job seekers. In addition, with the rapid development of "Internet +", recruitment is no longer limited to computers. Mobile phones can also provide a platform for companies and candidates to communicate, realize modern recruitment processes, and help accelerate the construction of enterprises.

#### **4.2. Networked Training System**

Nowadays, most companies still use traditional training methods, such as lectures or offline classrooms. This traditional method wastes a lot of corporate resources and the training effect is not good. The advent of "Internet +" has also brought new opportunities to the training of human resources departments. Enterprises can put the training content on the work platform, allowing employees to choose the training time on their own, without delaying work, and saving part of the training costs for the enterprise. At the same time, the human resources department can also update the training content in real time, in keeping with the rapid pace of social development, so as to keep pace with the times in the information age.

#### **4.3. Networked Management System**

In the "Internet +" period, human resources management departments can use the network to improve work efficiency and achieve rapid completion of human resources department goals. In traditional corporate management in the past, there were various restrictions on the communication between leaders and employees, employees and employees, and enterprises and consumers, and "Internet +" provided a convenient and powerful communication platform for these three. Leader's instructions can be quickly communicated, and employees perform efficiencies; communication between employees and employees is no longer limited by space; companies can see consumer feedback and so on.

### **5. New Trends of Human Resource Management in the "Internet +" Era**

#### **5.1. Big Data as a Tool for Human Resource Management**

In the human resources work of modern enterprises, data is ubiquitous from the time of recruitment. Reserve talent information, academic degree information, working ability and measurement standards, quarterly, annual performance, and every job is inseparable from data. In recent years, with the emergence of various human resource management software, the management efficiency of human resources has been greatly accelerated. In the future development process, the storage, processing and analysis of various types of human resources data will become a major challenge for human resources management and an opportunity. Using "Internet +" big data technology, abandoning the traditional extensive human resource management model based on results management only, and improving the ability of human resource strategy formulation and execution tracking through business data and human resource combat process analysis to achieve business New model of human resource management based on data analysis and tracking. In addition, it is not only the optimization within the company. In government departments, human resources consulting, intermediary and other personnel departments, professional managers are arranged to investigate, analyze and integrate the data of job seekers to achieve data sharing and talent selection and reserve.

#### **5.2. Networking of Employees' Daily Social Activities**

The daily socialization of employees has gradually affected the organizational form of the company with the continuous updating of network technology. For example, the company promotes and promotes corporate culture through social platforms such as Weibo Show and WeChat Hot Search, which in turn expands the company to a certain extent and recruitment channels. At the same time, with the diversification of employee recruitment forms, it has also

promoted the promotion of corporate cultural activities to a certain extent, and recruited more excellent talents for the development of the enterprise. At the same time, corporate employees also have new ways of teamwork, such as the use of corporate collaboration software such as Dingding and Zhishang, which provides a new platform for corporate employees to cooperate and exchange, while simplifying procedures such as notification, leave, and sign-in. Great contribution has been made in improving personnel efficiency.

### 5.3. Transboundary Thinking Requires more Professional Human Resources

The main feature of "Internet Plus" is cross-border integration, so its requirements for human resources have gradually increased. With the continuous advent of the "Internet +" era, the online model of recruitment apps such as hunting and recruitment, and Zhilian has been continuously promoted. Although it is still difficult to completely replace the traditional recruitment model of the job fair, we can also gradually realize that in the company, the convenience of receiving countless job resumes. Therefore, human resource management should continuously improve itself, enrich its own knowledge structure, master the knowledge structure to effectively evaluate and predict talent from multiple aspects, and then judge the skill level and potential space of talent from multiple levels. If the current human resources managers still maintain a single knowledge structure, they will have difficulty adapting to market-oriented changes and management needs and will eventually be eliminated.

### 5.4. Real Employee Experience is more Important for Management

The true experience of employees about the workplace atmosphere is an effective reference for managers' decision-making. With the advent of the "Internet +" era, more diverse and flexible employee relationships have made human resource management more difficult. Understanding the true thoughts and experiences of employees can help relevant human resource managers to update management models, thereby effectively optimizing the human resource structure of the enterprise and promoting the long-term stable development of the enterprise.

## 6. Conclusion

The rising tide of the "Internet +" era has affected the position of human resources management in enterprises to a certain extent. We can see the necessity of the current human resources management system innovation. The core of personnel company organization development, the innovation of the management system and model of traditional companies is an inevitable requirement for the development of the new era. Human needs are unlimited, but human potential is also unlimited. Only by truly utilizing the Internet thinking and establishing new human resource management methods to stimulate the work enthusiasm of employees and consolidate the company's centripetal force can they better adapt to the times' development and change.

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