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Research on the Effectiveness of Enterprise Human Resource Management Change in Big Data Age

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Abstract: Under the background of big data era, higher requirements are put forward for enterprise human resource management mode and concept. However, in the process of enterprise human resource management innovation and change, there are a series of problems, which have formed a certain obstacle to the development of the current enterprise human resource management reform. This paper analyzes the problems faced by the reform of enterprise human resource management in the era of big data, and puts forward several effective strategies for the innovation and reform of enterprise human resource management, and then promotes the efficient development of enterprise human resource management reform.

Key words: big data; enterprise; human resources; management change; effective inquiry

As the symbol of the new era, big data technology has brought different degrees of influence to the development of Chinese enterprises. As a key part of enterprise development, enterprise human resource management needs to update the concept and mode of human resource management in time in order to meet the trend of contemporary social development and promote the rapid and stable development of enterprises.

I. Problems in the Change of Enterprise Human Resource Management in the Big Data Age

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A. The traditional management mode is restricted and the innovation motive force is obviously insufficient

Based on the background of big data era, it is difficult to update the human resource management a common problem in enterprise reform. In the current enterprise human resources management, the traditional management ideas and models have been deeply rooted, so that in the face of the big data era to provide new models, new ideas and new means, it is difficult to transform successfully in a short time. At the same time, under the influence of big data environment, the traditional management concept is restricted and cannot meet the needs of the development of human resources in enterprises. This limitation is mainly manifested in the original human resources management team in the process of innovation and implementation, some staff work slack, fear of difficulties and other negative psychology, facing the new work model provided in the era of big data, Unable to skillfully apply modern information technology and the introduction of new technical personnel is insufficient, which seriously hinders the innovation development and reform of enterprises^[1].

B. The comprehensive quality of human resource management team is generally not high

Under the background of big data era, the general low comprehensive quality of enterprise human resource management team is another important factor hindering the reform of enterprise human resource management. Lack of modern management concept and information application skills of high-quality personnel. At present, most enterprises have a series of problems in human resource management, including complicated work flow, difficult expenses, complicated procedures and unreasonable distribution of personnel or departments. The existence of these problems can easily bring unreasonable disadvantages to the distribution of internal talent structure. The arrival of the big data era has brought new opportunities for the progress and development of enterprises, and at the same time put forward a more severe test for the innovation and reform of enterprises. Once the enterprise human resources management team does not have the modern management idea and the information application skill high quality talented person, causes the enterprise in the innovation development process innovation drive insufficient, lacks the innovation vigor, To the enterprise rapid and healthy development forms the huge obstacle^[2].

C . The human resource management work lacks the sufficient attention in the enterprise transformation

Human resource management is in the primary stage of enterprise development. Although the theoretical system of human resource management is relatively perfect at present, with the arrival of big data era, some enterprises lack enough attention to human resource management, which directly affects

the overall management level of human resources. If the level of human resources management is not improved effectively, it will inevitably affect the introduction of high-end talents, including complex technical talents, high-quality professionals and so on. At the same time, it also brings a certain degree of influence to the human resource management work in the aspect of superior development resources, including the introduction and application of funds, management technology, management concept and so on, which leads to the enterprise cannot effectively apply big data technology, which is not conducive to the development of enterprise human resource management innovation.

II. Effective Strategies for the Transformation of Enterprise Human Resource Management in the Big Data Age

A. To Improve the Integration and Utilization Awareness of Big Data

Based on the background of big data era, to realize the innovation and change of enterprise human resource management, we must start from the root. As an important decision maker of enterprise human resource management reform, human resource manager should change the traditional management idea in time, push the new and eliminate the old, so that his human resource management idea can keep pace with the times. Combined with the current social development trend and enterprise development characteristics, the enterprise human resource management model should be innovated and changed to meet the pace of contemporary social development. In order to ensure that the development of enterprises in the big data environment for a long time, human resources managers need to deeply understand and master the management concept of enterprises, in the process of enterprise development, Consciously integrate and infiltrate innovative ideas and ideas, encourage and organize employees to learn and interact with big data platform, thus further promoting the development of human resources management reform and innovation^[3].

B. Introduction of professional human resources management personnel

It is far from enough that human resource managers only have the corresponding professional skills, which is far from the development requirements of human resource management at the present stage . Human resource managers only have professional skills, without the support of modern management concept, still cannot guarantee the effectiveness of human resource management function. Therefore, in order to improve the efficiency and quality of human resource management, it is very important to introduce professional management talents. Professional human resource management talents not only have modern management concept, but also have super-high professional skills to

promote the efficiency of enterprise human resources management. In addition, in order to ensure the development of enterprises in the big data environment, the relevant staff of enterprises need to constantly innovate and optimize the management concept and work concept, in order to meet the trend of contemporary social development.

C. Improve the human resources management system

Based on the background of big data era, in order to improve the level of human resource management reform, enterprise managers need to combine the characteristics and needs of current enterprise development, and use network information technology to establish a perfect human resource management system. In the process of constructing the enterprise human resource management system, in order to ensure the rationality and effectiveness of the management system, the relevant managers of the enterprise need to combine the development background of the big data era, the market situation and the development situation of the enterprise itself to construct an integrated intelligent management work platform. Through this management work platform, the contents of enterprise talent training management, talent allocation management, talent information collection and processing management and enterprise business management are realized. In this way, it not only makes the human resource management system of enterprises more in line with the requirements of intelligent management and information development in the era of big data. It can also establish a close relationship between enterprise decision-making and business information and the actual work of employees, which can not only enhance the professional quality and comprehensive quality of employees within the enterprise, but also promote the overall quality of enterprise innovation and development^[4].

D. Strengthening the Personnel Team of Enterprise Management

Based on the background of big data era, the competition between enterprises is more intense. As the core content of improving the market competitiveness of enterprises, high-end talents can only strengthen the construction of enterprise management talents. Strengthen the comprehensive literacy of enterprise management personnel, further promote the core competitiveness of the enterprise market. Human resources management plays an inestimable role in the sustainable development of enterprises. Therefore, according to the needs of their own talent development, enterprises actively provide human resources management personnel with learning and new opportunities, including outside study, human resources management experience exchange, seminars and other forms. At the same time, we can carry out online teaching with the help of modern network science and technology to promote the comprehensive quality of human resources managers in enterprises. In addition, enterprises also need to combine the current information development standards, pay attention to the promotion of personalized

level of enterprise training, not only for enterprises to save a lot of training costs, it can also reduce the difficulty of innovation under the traditional human resource management mode.

E. Increase the attention and support of human resource management change

In the process of enterprise development, increasing the attention and support to the innovation and change of human resource management is helpful to improve the vitality and innovation driving force in the process of enterprise innovation and development. Based on the background of big data era, enterprise managers can formulate scientific and reasonable development plans according to the actual development situation of enterprises, aiming at the innovation and reform of human resources management, and strengthen the support for human resources management from many aspects, including funds, talent introduction and professional technology. At the same time, enterprises can also set up special support funds for human resource management reform according to their own development characteristics, which lays a solid foundation for ensuring the smooth development and implementation of human resource management development programs. On the other hand, enterprises want to obtain long-term development, in addition to increasing the attention and support of human resources management reform, it is equally important to improve the overall quality level of internal staff, so as to realize the simultaneous development of enterprise software and hardware facilities. In order to improve the cohesion and centripetal force of the employees in the enterprise, the managers of the enterprise need to organize the employees to participate in the activities of entertainment in the enterprise regularly, including professional knowledge competition, basketball competition and so on, so as to cultivate the comprehensive quality of the employees, improve their recognition and loyalty to the enterprise, and further promote the development and progress of the innovation in the new period^[5].

F. Optimizing Enterprise Human Resource Management Mode

Based on the background of big data era, optimizing the mode of human resource management in the process of innovation and development is the key content to promote the innovation and reform of human resource management. In the process of perfecting and optimizing the enterprise human resource management mode, in order to meet the needs of the development of big data era and ensure the accuracy and integrity of human resource management information system, it is necessary to create a scientific and perfect data management process. Because of the complexity of human resource management, in order to keep the enthusiasm and enthusiasm of the staff, we can give the staff appropriate material reward or appropriate treatment promotion according to their daily work performance. At the same time, employees with poor performance should be given appropriate sanctions, committed to the construction of a healthy, harmonious and fair competitive environment for

employees, so as to stimulate their awareness of hard work, promote them through continuous learning, improve and strengthen their own ability, Ensure that human resources management can achieve high quality and effective change and innovation in the big data era^[6].

Conclusion

To sum up, with the rapid development of big data technology, it brings new opportunities to the development of enterprises, but also brings great challenges. If enterprises want to obtain considerable and stable development, they must follow the pace of development of the times. So that management concepts and work concepts can be synchronized with the times. Human resource management plays an inestimable role in enterprise innovation and development. The arrival of big data era hinders and limits the traditional human resource management mode and management concept. Therefore, in order to ensure the sustainable development of enterprises, Enterprise managers must pay more attention to and support human resource management reform to ensure high quality and innovation in big data era.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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