

Research on the New Trend of Human Resource Management under the Mode of Internet+

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Abstract. In the era of Internet plus, the evaluation of the scientificity and effectiveness of HR management needs modern tools and means to verify objectively and reasonably. The organic integration of HR management and Internet+ trend could expand the influence and competitive advantage of enterprises, and further consolidate their own intellectual resources advantages. The utilization of Internet+ in HR management field has brought direct improvement and promotion effect to management efficiency and level. On account of this, this paper analyses the new changes brought by the Internet+ pattern to enterprise management, and then studies the HR management based on Internet+. Finally, this paper gives the new trend and countermeasures of HR management under the Internet plus pattern.

Keywords: New Trend, Human Resource Management, Internet +.

1. Introduction

With the iterative progress and maturity of computer tech, it has been widely and deeply studied and popularized in many fields, especially in the Internet environment, the utilization of computer info tech in HR management has greatly accelerated the amelioration of HR management level (Fang, 2017). With the rapid development of information technology and the popularity of the Internet, the Internet+ model is profoundly changing the business models and management methods of various industries, and human resource management is no exception. With its efficiency, convenience and intelligence, human resource management under the Internet+ model is becoming an important tool necessary for enterprises to face fierce market competition. This new trend has already attracted widespread attention and research. Human resource management has shifted from the traditional aspects of interviewing, recruitment and salary management to a broader and more complex direction. In the face of increasingly fierce market competition and competition for talent, companies must strengthen innovation, improve management and achieve more efficient, scientific and humane human resource management with the help of the Internet+ model. Only in this way can enterprises be invincible in the market competition and achieve sustainable development. The Internet+ organic integration has been used in several typical technologies as shown in Figure 1. Its utilization in other industries has effectively boosted innovation and transformation in related industries. Especially in the field of HR management, the utilization of the management efficiency and level has brought direct amelioration and promotion effect, and realized the essential upgrade and optimization.

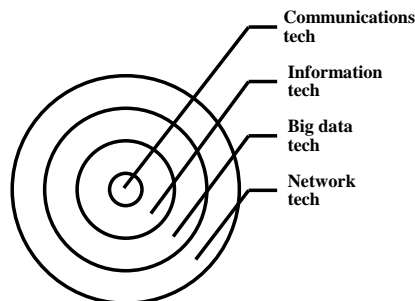


Fig.1: Typical tech of Internet+ mode integration

As an important part of enterprise management, the quality of HR management directly determines the competitive advantage of enterprises in the fierce market atmosphere. Human resources as an important intellectual factor to ensure the sustainable development of enterprises, the effective management of HR needs to effectively match the strategic objectives of enterprises and the development trend of the industry (Chen, 2017). On the other hand, the establishment and expansion of enterprise intelligence bank and talent bank are also inseparable from HR management. Traditional HR management is neither too old nor too old, but it

cannot adapt to the rapid need of Internet+ environment. The organic integration of HR management and Internet+ trend can expand the influence and competitive advantage of enterprises, and further consolidate their own intellectual resources advantages.

In addition, in the Internet+ era, the evaluation of the scientific and effective management of HR management requires modern tools and means to verify objectively and reasonably (Li, 2017). HR management activities should not only be closely combined with the actual situation of the enterprise to formulate scientific and feasible policies, but also contribute to the harmonious integration of individual employees and the whole enterprise, as well as the common growth and progress, so as to ensure the efficiency and sustainable income of HR management.

In short, Internet+ mode brings new opportunities and challenges to HR management. On the one hand, it subverts traditional and obsolete management mode, bringing great pressure to the rapid response capability of HR management; On the other hand, the new ideas and tools of Internet+ mode have brought new vitality to the economic structure and business mode of the industry. Promoting the integration of Internet+ mode and HR management can strengthen enterprise's innovation, build new development power, and realize new mode of cross border integration and far distance cooperation to accelerate the healthy development of enterprises (Wang, 2018). Therefore, it is of great realistic value to study the new trend of HR management under the Internet+ mode. This paper will take the new trend of human resource management under the Internet+ model as the entry point, and discuss the issues related to human resource management under the Internet+ model from two perspectives: analysis of the current situation and future development direction. It is hoped that this paper will enlighten and help relevant researchers, enterprises and managers.

2. Internet+ Mode Brings New Changes to Enterprise Management

2.1. New changes in Internet+ mode

The distribution of info flow determines the organizational structure of the enterprise, and the security, efficiency and logistics of the capital flow become the key factors of the development of the enterprise represented by e-commerce. The organizational structure and personnel composition of enterprises need to adapt to the changes in Internet+ mode (Chang, 2017). As an important production element, knowledge needs to be transformed into organizational knowledge. In addition, under the Internet+ mode, the workplaces of employees are no longer limited, and there are new changes in the resource utilization of enterprise teams, working groups, knowledge assets, personnel management, data and info sharing services, knowledge management of external resources, and so on, and are no longer subject to traditional forms and spaces. Therefore, under the Internet+ conditions, it needs

to reexamine the market, users and the whole business form of the enterprise, so as to transform the HR management mode from top to bottom. In recent years, with the continuous advancement and popularity of Internet technology, the Internet+ model has profoundly changed the business models and management styles of various industries, bringing new opportunities and challenges to economic development. Under this new change, human resources management is also facing new problems and challenges. Under the Internet+ model, enterprises can use information technology to realise the whole process of human resource management. This means that companies can achieve efficient and convenient human resource management through internet recruitment, online interviewing and online training. At the same time, the Internet+ mode also provides enterprises with richer and more accurate recruitment information, enabling them to better understand the market demand and the situation of talents, providing strong support for their talent strategy and management decisions. With the continuous development of artificial intelligence technology, intelligent human resource management has also become a major trend under the Internet+ model. Enterprises can realise automated recruitment, screening and interviewing through AI technology to improve recruitment efficiency and accuracy. At the same time, enterprises can also use AI technology to achieve intelligent training and performance management, provide more personalised and effective training programmes for employees, and optimise employee performance management and incentive programmes through data analysis and forecasting. Under the Internet+ model, the application of big data technology has also become a new change in human resource management. Enterprises can use big data analysis to understand the career development and working status of employees and provide more personalised career development planning and welfare benefits for employees. At the same time, enterprises can also use big data analysis to understand market demand and competition, optimise recruitment and training program, and improve employee satisfaction and the competitiveness of the enterprise. Under the Internet+ model, the concept of sharing economy is also gradually applied to human resource management. Through the sharing economy, enterprises can make use of online platforms to effectively integrate fragmented human resources to form a more flexible and efficient human resource management model. This kind of shared human resource management can help enterprises save costs, improve the utilization rate of employees, and provide more job opportunities and flexible working methods for employees, improving their employment satisfaction and quality of life. In short, HRM in the Internet+ mode has emerged from the traditional management approach and become a new trend. The new changes of informatization, intelligence, big data and sharing have brought more opportunities and challenges for enterprises. At the same time, it also requires enterprises to make corresponding changes and innovations in management thinking, management technology and management methods in order to better adapt

to the development needs and market changes of the new era.

2.2. The combination of HR management activities and internet +

According to the development strategy of the enterprise, HR management needs to reasonably allocate HR in a planned way. Through the staff photos, training and assessment, incentive and other measures and means, it can mobilize the enthusiasm of the staff, stimulate and release the potential of the staff, and create higher value for the enterprise. Secondly, the activities of HR management involve the formulation of HR strategy, recruitment and selection of employees, training and development, performance management, salary management, employee flow management, employee relationship management, employee safety and health management, etc. (Han, 2019). The combination of Internet+ HR resources management involves management and acquisition of HR, utilization of HR resources, development and maintenance, so as to achieve pain control, quick response, data analysis, sharing collaboration and transparent management.

In addition, in the aspect of HR system process, it is necessary to simplify the process, flatten the organization, analyze the position and optimize the responsibility (Hong, 2019). At the level of HR corporate culture, accelerate the integration of cultural ideas. At the level of performance appraisal, ensure that the appraisal indicators can set different standards for different objects with different tools. At the level of human resource demand prediction, with the help of Internet info tech, scientifically estimate the number of employees and ability combination needed by the organization in the future, and reasonably analyze and predict the actual demand of various human resources inside and outside the enterprise in the future. For example, the estimation strategy based on Markov model first divides the state of the prediction object, and then calculates the initial probability and the state transition probability, as shown in equations 1 and 2 below, and finally makes prediction based on the transition probability.

$$f_i = \frac{M_i}{M} \quad (1)$$

$$f(E_j | E_i) = \frac{M_{ij}}{M_i} \quad (2)$$

3. HR Management Based on Internet+

3.1. The connotation of Internet +HR management

With the rapid development of Internet technology, Internet+ has become the representative term of the new era, not only involving the transformation and upgrading of traditional industries, but also promoting innovation and change in various fields. In the field of human resource management, Internet+ has also

brought many new opportunities and challenges, putting forward higher requirements on the management mode, management technology and management methods of enterprises. In the Internet+ environment, the advanced software is integrated with high-speed hardware and integrated with professional personnel in the service center to form a technical network for HR services, thus establishing an Internet based HR management system (Wen, 2017). The organic integration of Internet+ HR management process can facilitate the automation and process development of HR management activities. Centralize and analyze the scattered info of HR, optimize the process of HR management, realize the full automation of HR management, and match with other systems in the enterprise. In addition, HR managers can effectively use external resources and trade with them to obtain the services provided by HR service providers such as talent website, senior talent survey, labor affairs agency, talent evaluation and training company.

In addition, employees and management participate in the HR management of the enterprise, reflecting the humanization of HR management and the transparency of the mechanism, and establishing a self-service platform for employees, opening up a new communication channel, fully achieving interaction and humanistic management. Internet+ HRM refers to the organic combination of Internet technology and HRM, using the advantages of Internet technology to improve the efficiency and effectiveness of HRM and to promote the transformation, upgrading and development of enterprises. Internet+ HRM involves not only the recruitment, training and performance management of human resources in enterprises, but also the self-learning and self-development of employees, their job security and welfare benefits, and their career planning and development. It is an important manifestation of the transformation of the traditional HRM model towards digitalization, intelligence and sharing, aiming to improve the efficiency and competitiveness of enterprises, while meeting the personalized needs of employees and increasing employee engagement and satisfaction. The characteristics of HRM under the Internet+ model include: Informatization: HRM under the Internet+ model is based on informatization, and the management, communication and sharing of human resources is achieved through digital and networked means. Companies can publish recruitment information, conduct online interviews, carry out electronic training and assessment, and realize various aspects of management such as online salary management and welfare payment through the internet platform, which greatly improves the efficiency and information fluency. Intelligent: With the continuous development and application of artificial intelligence technology, human resource management under the Internet+ model is also developing in the direction of intelligence.

Companies can use various intelligent tools such as intelligent recruitment systems, intelligent training systems and intelligent performance evaluation systems to assist in human resource management and achieve more refined and personalized

management. Big data: HRM under the Internet+ model can also be used for data mining, analysis and application through big data technology to improve the accuracy and efficiency of HRM. By collecting, storing, analyzing and using employee data, enterprises can optimize the allocation of human resources and improve the quality and efficiency of employees' work. Sharing: Human resource management under the Internet+ model can also be shared, allowing employees and enterprises to share resources, knowledge and experience to improve the utilization and effectiveness of human resources. For example, companies can use online learning platforms to provide employees with learning and further training opportunities to improve their overall quality and professional skills. Internet+ human resource management has many advantages, mainly in the following aspects: improving management efficiency. Human resource management under the Internet+ model has achieved full automation of information and improved management efficiency through technical means such as big data analysis and cloud computing. For example, companies can quickly screen and interview candidates through online recruitment platforms, greatly reducing the cost of manpower and time and improving recruitment efficiency.

At the same time, online training can be conducted anytime and anywhere, and employees can learn according to their own time and learning ability, improving learning effectiveness. Reduced management costs. Human resource management in the Internet+ mode reduces all types of costs associated with traditional human resource management, such as recruitment, interviewing, training and data management. Through information technology, companies can make more effective use of human resources, reduce employment costs and increase profitability. Improve employee satisfaction. Human resource management under the Internet+ model can better focus on the needs and development of employees and improve employee satisfaction. For example, operations such as online training and fine-tuned management can provide employees with more learning opportunities and career development opportunities, meet their self-fulfilment needs and improve their sense of belonging and job satisfaction. Promote sustainable organizational development. Human resource management under the Internet+ model can promote sustainable organizational development. Through information technology, enterprises can better grasp information on employees' performance, capabilities and potential, and provide more targeted development opportunities and job arrangements for employees, while also providing enterprises with more management information and data support to help them formulate more scientific management strategies and improve organizational productivity and competitiveness. In conclusion, human resource management under the Internet+ model can achieve full automation of information, improve management efficiency, reduce management costs, improve employee satisfaction and promote sustainable organizational development, and is a new management model with wide application

prospects and promotion value.

3.2. System architecture of Internet +HR management

Internet+ mode HR management function structure top level is the organization vision of the enterprise, followed by departmental level goals and tasks. As well as the work function mode of related institutions, including personnel administration, job management, talent recruitment, training and development, performance management, salary management, welfare management, employee career planning, human resources planning and employee relationship determination (Xiang, 2016). The functional framework of Internet+ HR management is shown in Figure 2 below. In addition, in the functional architecture level of the system, including HR decision support, HR resource index analysis, organization and position management, employee info management and system management. In addition, it also includes manpower planning, recruitment management, training management, salary and welfare management, insurance business management, rules and regulations, document management and staff quality evaluation.

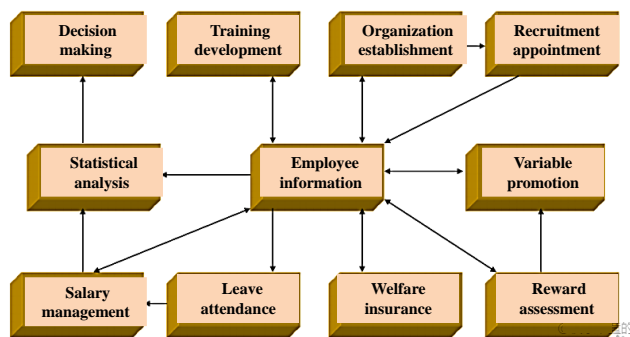


Fig.2: System architecture of Internet +HR management

3.3. The core function of HR management under Internet+ mode

The core function of HR management under Internet+ mode involves three levels, namely, decision level, management level and operation level. First of all, in the decision-making level, through the Internet HR management system to directly obtain the required info, it could fully grasp the enterprise dynamics freely, and achieve rapid decision-making. Secondly, at the management level, using the data and info provided by the Internet HR system, supplemented by statistical analysis tools, makes the HR management more forward-looking and adds more value. In addition, at the operational level, decentralized data input and automatic report generation greatly ameliorate the efficiency of HR management and save human resources to a great extent.

3.4. Data analysis of HR management under Internet+ mode

In the recruitment process, the Internet platform system is used to analyze and

model the common characteristics of employees, and the traffic analysis of different recruitment channels and websites is combined to optimize the recruitment process (Mao, 2019). Secondly, in the training process, through the correlation analysis of the training needs of employees with similar conditions, it can provide a reference for the design of course package for a certain type of trainees. Through the analysis of the number of participants in the open class, the popular courses are added and implemented. In addition, at the level of performance management, a reasonable quantitative standard is established after analyzing the samples collected from the work station. After analyzing the dynamic data, it should give timely guidance to those who have poor performance and affirm those who have excellent performance. In addition, at the salary level, the enterprise salary policy is formulated after weighting the data of region, industry, and occupation, past and forecast, and the position value of different positions is formulated through position analysis. Finally, at the level of event management, after info collection, full mining and cluster regression analysis, measures are taken to archive the handled events, which can provide reference for subsequent decision-making.

4. New Trend and Strategies of HR Management under Internet+ Mode

4.1. New trend of HR management under Internet+ mode

Under the Internet+ mode, HR management tools are increasingly applied to big data analysis tech, and the organizational form of enterprises has changed. Talent management requires more strictness and attention to personal experience of employees. HR management will give employees more care. Secondly, in the process of HR management, social media is more widely used to strengthen the communication and contact between enterprises and employees. In addition, it should integrate cross-border thinking in HR management, and adopt a diversified system to carry out talent evaluation and assessment, so as to better cultivate compound talents. More and more HR managers use Internet thinking to carry out HR management, and provide more new benefits to employees. Finally, in the Internet+ mode, employees' daily social rendezvous significantly affects the form of enterprise organization. Cross boundary thinking requires more professional human resources, and staff's real experience is more important for management work. It is clear that under the Internet+ environment, HR management is developing towards media oriented, middle level, and service oriented and decision-making. For example, with the help of computer information system, the salary strategies of enterprises in different life cycles are simulated, as shown in Figure 3 below.

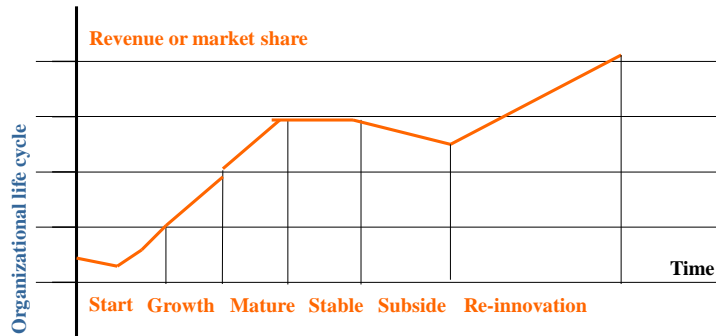


Fig.3: Compensation strategy model of enterprises in different life cycles

Intelligent recruitment and selection. Under the Internet+ model, human resource management has shifted from the traditional "paper CV and interview" model to a more intelligent, technology-based direction. With the help of intelligent recruitment systems, companies can use artificial intelligence algorithms to screen and match the CVs of candidates and recommend the most qualified candidates to recruiters, thus improving recruitment efficiency. At the same time, using big data analysis and artificial intelligence technology, a talent portrait and personality test can be used to make a comprehensive assessment of a job seeker's potential abilities and merits to better match corporate needs and improve recruitment success rates.

Mobile-enabled training and development. Under the Internet+ model, companies can provide more targeted and interactive training and development programmes through mobile applications or online platforms.

Companies can develop personalised training plans based on the actual needs of their employees, and allow employees to access a more efficient learning and development experience in different scenarios through a variety of formats such as videos, PPTs and online tests. In addition, with the use of mobile applications and online platforms, you can understand the learning progress and effectiveness of employees in real time and adjust training programmes in time to make training more in line with the actual needs of employees, thus improving training effectiveness and employee development speed.

Intelligent performance management. Under the Internet+ model, enterprises can make the performance management process more intelligent through artificial intelligence technology and big data analysis. Enterprises can set clear targets and performance indicators through online platforms or mobile applications, allowing employees to assess their work through self-assessment, leadership assessment and colleague assessment. At the same time, through big data analysis technology, employees' performance can be comprehensively analysed, problems and shortcomings can be identified in a timely manner, and targeted suggestions for improvement can be made, thus driving employees to continuously improve their own performance and performance.

Under the Internet+ model, enterprises can provide employees with more

flexible and independent learning methods by establishing internal learning platforms and conducting online training. Through online courses, video tutorials and other forms, employees can choose their own learning courses and time according to their own career development needs, and quickly improve their skills and knowledge. Enterprises can realise the management of flexible employment through the Internet platform. Through the Internet platform, enterprises can quickly recruit flexible workers nationwide and realise all-round management and control of employment. Enterprises can realise all-round data collection, analysis and application of employees through information technology. By collecting and analysing data on employees' basic information, performance evaluation, training records and remuneration and benefits, enterprises can better grasp information on employees' ability level, work performance, career planning and development direction, so that they can more accurately formulate human resource management plans such as training plans and remuneration and benefits policies.

4.2.HR management strategy under Internet+ mode

With the Internet+ mode, HR management mode has moved from control to cooperation, from single to pluralistic, the role of manager has shifted from commanding to co-operative, and staff's self-worth has gained more and more attention. HR management strategy needs further optimization and adjustment to meet the new trend of development. First of all, enterprises should pay more attention to employees' value experience, broaden HR management channels, enhance employees' individual sense of mission, ameliorate talent incentive mechanism, and optimize HR management content draw support from big data. Secondly, enterprises should make full use of social media, ameliorate the personnel training system, carry out the construction of corporate culture, and ameliorate the personnel training system. In addition, enterprises should also enhance their sense of mission, establish the Internet+ thinking of human resource management, create more flexible organizational structure, pay attention to the value experience of employees, build a new platform for staff career development, enhance the cohesion of enterprises, and effectively integrate their personal values with the development of enterprises. In traditional human resource management, it is difficult to obtain accurate information on a wide range of employees, which makes decisions often based on subjective guesses and experience rather than factual data. However, in the Internet+ model, a large amount of data can be easily collected and analysed through various software and tools, including employee performance, feedback, performance, training and benefits. This allows companies to more accurately assess the value and contribution of their employees and make more effective decisions based on the data. In addition, data analysis can help companies predict human resource needs and turnover rates, and develop appropriate recruitment and retention strategies to effectively address problems in human resource management. HRM in the Internet+ model can use AI technology to automate many repetitive and

tedious tasks, such as CV screening, interview booking and payroll settlement. In addition, AI technology can help companies to better identify and assess talent, thus enabling more accurate recruitment and selection.

5. Conclusion

In summary, the deep utilization of Internet+ has brought about many new trends in the current HR management. Promoting the integration of Internet+ mode and HR management can build new development power of enterprises, achieve more synergy and drive the healthy development of enterprises. This paper analyzes the new changes in the Internet+ mode to business management, and studies the combination of HR management activities and Internet+. Through the research of Internet+ HR management, the system architecture and core functions of Internet+HR management are analyzed. Finally, through the analysis of the new trend of HR management under the Internet+ mode, the strategies to deal with it are given.

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