

Research on the Innovation Path of Human Resource Management Mode in the Era of Big Data

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Abstract: In the era of big data, enterprises can make full use of technology for model innovation in human resource management, but many enterprises still have traditional management models in practical work. Therefore, this paper mainly explores and analyzes the problems and deficiencies in the human capital management mode under the background of big data era. On this basis, explore the specific innovation strategy of human resource management model, respectively from the management concepts and management methods to launch a specific discussion, in order to ensure reasonable management thinking, efficient working methods and more effective management of personnel at all levels.

Keywords: The era of big data; Human resource management; Innovation path.

1. Preface

The advent of the era of big data brings new opportunities and challenges to the modernization of enterprises. As far as enterprise human resources management is concerned, big data not only impacts traditional management concepts, but also promotes the innovation and upgrading of enterprise management mode, thus improving the accuracy and effectiveness of enterprise human resources management. However, although many enterprises integrate human resource management with big data, their work thinking still stays in the traditional thinking, and there is no further innovation and exploration. Based on this, in practical work, we should enhance the innovative ideas and ideological literacy of enterprise leaders, attach great importance to the reform of human resource management, and regularly carry out staff training, lectures and other activities, so as to enhance the comprehensive ability of enterprise human resource managers, establish a good working concept, and lay a foundation for the sustainable and stable development of enterprises.

2. The significance of big data era to human resource management

The era of big data was first proposed by McKinsey, a well-known consulting company in China. He emphasized that big data will penetrate into all walks of life, and this concept has also become an important factor in the subsequent development of the industry. With the continuous enrichment of big data content, the continuous acceleration of running speed and the continuous upgrading of data processing, big data still becomes an important feature of the development of the new era. In the enterprise human resource management mode, there is still a close relationship between big data and enterprise human resource management, and many enterprises have integrated big data functions into human resource management. The application of big data has become an important auxiliary means for enterprise development, focusing on the following two aspects. On the one hand, big data can improve the efficiency of enterprise human capital management. For example, in manpower management, a large amount of data information can be

collected and processed in an all-round, efficient and high-quality way, and the integrated information can be automatically put into corresponding positions, saving a lot of working time and labor costs. On the other hand, big data technology has strong computing common function. For example, when checking employee performance, promotion efficiency and other matters, enterprise human resources management staff can make accurate calculations through big data. In addition, under the impetus of big data, enterprise human resources managers are facing new changes in training, recruitment and other work matters; Employee incentives can be innovated, learning materials can be shared openly, and the application of big data technology really provides important help for the development of enterprise human support.

3. Problems in the human resource management model in the era of big data

3.1. The management concept is relatively backward, and the innovation consciousness needs to be improved.

Big data is the core content of enterprise management, and it is also the main trend of information management in the future. At the same time, the application of network technology can promote the rapid development of enterprise economy. The innovation of human resource management has been advancing slowly. However, some enterprise managers have a low awareness of innovation, which is mainly reflected in the following points: First, in the actual work of human resource management, many enterprise managers are backward in thinking and use backward management methods, and they do not realize the importance of innovative management mode for the future development of enterprises. The traditional management mode has broken away from the needs of enterprise development in the era of big data, which seriously affects the decision-making and judgment of leaders and cannot solve the contradictions among employees. Second, some human resources managers in enterprises only pay attention to the promotion of economic benefits, while ignoring the rewards and encouragement of employees, which makes employees have a negative working attitude and fail to

realize the promotion of employees to the development of enterprises. Third, some enterprise management models do not follow the pace of development of the times in time, and lack innovative ideas, thus reducing efficiency and quality. Fourthly, some enterprises only pay attention to their own work fields, can't accept new management concepts, and can't keep pace with the times, which has a negative impact on human resource management of enterprises.

3.2. The management system is more traditional, which makes it difficult to stimulate the enthusiasm of employees.

The traditional enterprise human resource management mode can no longer meet the needs of enterprise development in the current era of big data, so that individual enterprises have fallen into a situation of confusion between employees' basic salary and cultural construction. First of all, the main purpose of employees' work is economy and achievement, which are the key to drive employees to work hard. Many enterprise managers neglect the changes of employees' thinking and behavior in management engineering, and fail to make overall plans. However, many enterprises lack awareness of this situation, and simply use the Internet to collect experience and apply other business ideas, resulting in unreasonable management target planning and loss of enterprise value. Finally, some enterprises still use the traditional management mode, which leads to the untimely recruitment of talents. In addition, the lack of advanced training for employees in actual management makes employees' thoughts fail to keep pace with the times and do not understand the development goals, thus reducing the core competitiveness of enterprises. With the development of the times, the traditional human resource management mode has been eliminated. Therefore, innovative management mode is the foundation of improving market competitiveness in modern times, and it is also one of the future development trends of enterprises.

4. Innovative measures of human resource management model in the era of big data

4.1. Change the backward management concept.

In modern enterprise management, human resource management is the most essential existence, and all employees are the main object of work. In the contemporary big data environment, enterprises need to get rid of the backward management concepts in the past and build a new management mode combining big data with human resource management. First of all, enterprises should focus on making employees work actively, so as to change employees' ideas. Enterprise managers should know the real demands of employees and study the psychological changes of employees in time, so as to solve the problems pertinently. However, the biggest feature of the Internet is its convenient communication. Enterprise managers can build ideological columns through WeChat official account and WeChat group, and carry out online publicity of corporate culture by means of video and pictures. This way can visually display the contents of work items, development goals, enterprise decisions, etc., and provide convenient conditions for enterprises to guide employees' thoughts. Secondly, it is

necessary to judge the rise and fall of employees' quality and working ability in various departments of the enterprise, and at the same time, it is necessary to consider the collaboration of employees after the change of enterprise model for real-time recording. If the enterprise begins to change from expansion to intensive, the employees in the department will be reduced. At this time, talents with strengthened comprehensive ability are needed to work in multiple departments, so as to help other departments carry out their work, which requires employees to have the ability and consciousness of unity and cooperation. The above content is the basic assessment of the management of other departments by the human resources department, which needs to test the planning ability and professional quality of employees. Therefore, to pay attention to the management concept of managers, it is necessary to constantly update the staff's thoughts of human resource management, learn advanced management experience and management concepts, and thus improve the efficiency of enterprise management. Finally, we should pay attention to the investment of funds in the human resources management department, and regularly train the human resources staff to update their ideas in real time.

4.2. Innovate human resources management methods.

At present, facing the rapid development in the era of big data, the traditional human resource management model still cannot meet the development needs of enterprises. If enterprises want to achieve their development goals in essence, they need to vigorously innovate and reform the human resource management methods to ensure that they are consistent with the development of the current era. On the one hand, human resources management should be implemented in strict accordance with the latest management concepts, such as human resources recruitment, employee promotion and job assessment. In the actual improvement process, we should stand at the level of enterprise development, follow the characteristics of enterprise development, and combine big data technology to innovate enterprise management methods. On the other hand, enterprises need to build a perfect employee database, associate it with employee computers, and collect all-round data information in employee work, so as to improve the efficiency of human resource management and reduce material costs and human expenditure. The specific contents are mainly reflected in the following points: First, getting rid of the traditional mode of documents and tables in the past and making full use of the advantages of contemporary informationization to recruit talents can promote enterprises to match talents that meet the requirements in a short time. Second, using the convenience of information technology to screen talents can collect a large amount of data through the network and screen the information with human resource management software, which can give back to job seekers in time and reduce the waste of human capital. Third, through the performance management of big data system and big data management software, employees are assessed online. The application of big data realizes the convenience of appraisal and enhances the accuracy of performance appraisal, thus improving the level and efficiency of performance appraisal.

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