

Countermeasures for Enterprises to Improve the Effectiveness of Human Resource Recruitment

Guanlin Liu, Lina Sha *

Graduate University of Mongolia, Ulaanbaatar, 14200, Mongolia

* Corresponding author: Lina Sha (Email: linasha577@gmail.com)

Abstract: In the current era of increasingly fierce market competition, if enterprises want to stand out in the fierce market competition and continuously expand their market share, they must resolutely abandon outdated management concepts, make forward-looking strategic adjustments to their talent structure, and elevate human resource management to the core strategic height of enterprise operations. And developing and implementing a scientific and efficient recruitment mechanism is undoubtedly the key for enterprises to attract and accurately select outstanding talents. It is also the cornerstone for ensuring the smooth progress of various business activities and achieving corporate goals. This article aims to delve into and share strategies and methods for improving the effectiveness of corporate human resource recruitment, hoping to provide solid and powerful talent support and guarantee for the development of enterprises.

Keywords: Enterprise; Human Resources; Recruitment; Effectiveness; Countermeasures.

1. Introduction

In the operational management of modern enterprises, the importance of human resource management is self-evident. It provides a solid human foundation for various operational activities of the enterprise and effectively guides the development path of employees. As a key link in attracting and selecting outstanding talents, human resource recruitment plays a pivotal role in meeting the needs of the enterprise's sustainable development and promoting the steady progress of various business management activities.

To ensure the efficiency and quality of recruitment, enterprises must conduct comprehensive planning and analysis of human resources, and screen personnel information through scientific and precise methods, so as to select the most suitable talents for the enterprise's development needs. At the same time, providing appropriate job positions for talents allows them to fully utilize their abilities and contribute to the prosperity and development of the enterprise [1-2]. To improve the effectiveness of recruitment, enterprises must elevate human resource planning to a strategic level and conduct a detailed and in-depth analysis of recruitment needs [3]. Since human resource recruitment is a complex system that includes multiple links such as selection, hiring, and evaluation, improving its effectiveness can not only better meet the enterprise's demand for talents and stimulate its development potential, but also ensure the orderly flow of enterprise personnel, thereby enhancing the overall competitiveness of the enterprise [4].

However, many enterprises currently face a series of challenges in human resource recruitment. The existence of these challenges not only affects the overall effect of human resource management but may also adversely affect the long-term development of the enterprise. Therefore, enterprises must attach great importance to recruitment, apply scientific management concepts, and adopt advanced recruitment methods to optimize the recruitment process and improve the

accuracy and efficiency of recruitment. Only in this way can enterprises ensure stable and long-term development in fierce market competition.

In the increasingly fierce market competition, if enterprises want to improve their market position and achieve sustainable development, they must change outdated business management concepts and prioritize the introduction and cultivation of high-quality talents [5]. By constructing a perfect human resource recruitment system and optimizing work processes, enterprises can better meet their own development needs and ensure the smooth completion of various tasks. This not only helps to improve the enterprise's operation and management level but is also the key to pushing the enterprise towards a sustainable development path [6]. In this process, as enterprises' demand for high-quality and highly skilled talents continues to increase, improving the human resource recruitment system and enhancing the effectiveness of recruitment work has become one of the important strategies for enterprise development. This is also the key to gaining an advantage in future competition.

2. In-depth Discussion on the Effectiveness of Corporate Human Resource Recruitment

The effectiveness of human resource recruitment covers multiple key elements, among which the matching degree between personnel and positions and recruitment costs are the most important. These elements provide a strong basis for enterprises to evaluate the effectiveness of recruitment. In the current complex and changing market environment, if enterprises want to maintain a steady operational posture, they must attach great importance to the effectiveness of recruitment. Specifically, enterprises should conduct in-depth evaluations from several dimensions shown in Table 1, so as to more fully understand the actual situation of human resource recruitment:

Table 1. Overview of Evaluation Dimensions of Human Resource Recruitment Effectiveness

Evaluation Dimension	Evaluation Content	Importance
Fit between Personnel and Positions	Mastery of Professional Knowledge, Skill Level, Superior Leadership Opinions, etc.	High Fit Can Enhance Employee Enthusiasm and Efficiency
Recruitment Cost Control	Recruitment Time, Recruitment Difficulty, Market Supply and Demand, etc.	Excessive Costs May Weaken the Recruitment Effect
Employee Turnover Rate Analysis	Turnover Rate of New Employees within Half a Year, Reasons for Leaving, etc.	Low Turnover Helps Reduce Recruitment Costs and Unleash Employee Potential

2.1. Fit Between Personnel and Positions

To ensure the objectivity and fairness of recruitment evaluation, enterprises should conduct a deep analysis of the match between personnel and positions. A higher indicator suggests a better fit between employees and their positions, leading to higher enthusiasm and efficiency in their work. When evaluating employees, enterprises need to comprehensively consider their mastery of professional knowledge, skill level, and superior leadership opinions, among other aspects, to fully understand the comprehensive quality of employees. When employees are highly matched with their positions, management should pay more attention to their career development and provide them with more growth opportunities.

2.2. Recruitment Cost Control

Recruitment costs are an essential component of a company's employment costs, influenced by various factors such as market supply and demand and recruitment channels. When analyzing recruitment costs, enterprises can start from perspectives such as recruitment time and difficulty. Excessively high recruitment costs, even if they bring suitable talents, may weaken the overall effect of recruitment. Therefore, enterprises should incorporate recruitment costs into a comprehensive cost accounting system to achieve effective control over business management costs.

2.3. Employee Turnover Rate Analysis

The turnover rate is a crucial indicator when evaluating the effectiveness of recruitment. The turnover rate of new employees is often high within half a year of their employment, mainly due to their need to adapt to the new

environment. To reduce the turnover rate, enterprises should provide effective training and guidance and focus on humanistic care. Employees may choose to leave if they cannot identify with the corporate culture or feel that their abilities do not match the position. The departure of new employees within half a year is usually considered a recruitment failure, which can bring economic losses to the enterprise. Conversely, if employees can quickly integrate into the corporate environment and maintain a low turnover rate, it will help reduce recruitment costs, unleash employees' potential, and promote the healthy development of the enterprise.

3. Challenges and Dilemmas Faced by Corporate Human Resources Recruitment

Corporate human resources recruitment not only needs to quickly adapt to the needs of business development but also needs to respond to the constantly changing external environment. This makes recruitment work face unprecedented challenges and dilemmas. As shown in Table 2, issues such as how to formulate a scientific and reasonable talent recruitment plan, how to effectively integrate and utilize diversified recruitment channels, how to clarify and formulate reasonable recruitment standards, and how to process and analyze a large amount of recruitment information are all problems that enterprises need to consider and solve. These issues not only directly affect the efficiency and effectiveness of recruitment work but are also related to the long-term development and market competitiveness of enterprises.

Table 2. Summary of Challenges and Dilemmas Faced by Corporate Human Resources Recruitment

No.	Challenges and Dilemmas	Description
1	Lack of Holistic Planning	As the business expands, the recruitment planning fails to keep up, leading to talent shortage or surplus, affecting business operations and economic benefits.
2	Challenges of Diverse Recruitment Channels	While online and social media platforms provide a variety of recruitment channels, they also pose challenges in integration and utilization, along with risks such as information asymmetry.
3	Vague and Unreasonable Recruitment Standards	Unclear or unreasonable recruitment standards result in inefficient recruitment, possibly missing out on suitable talents, and over-reliance on traditional indicators like academic qualifications.
4	Limitations in Recruitment Information Processing	Enterprises have deficiencies in processing and analyzing recruitment information, lacking effective tools and methods, which affects the scientific nature of recruitment decisions.
5	Inadequacies of the Talent Evaluation System	The current talent evaluation system focuses on job matching but ignores considerations for the company's future development and environmental changes, leading to a waste of talent resources.

3.1. Lack of Holistic Planning

With the continuous expansion of corporate business, the demand for human resources and recruitment poses more severe challenges. However, in reality, many corporate management frameworks have not fully kept up with the pace of business development, leading to difficulties in formulating talent recruitment plans. Due to the absence of a recruitment plan aligned with long-term strategic goals and

inadequate consideration of cyclical fluctuations in the talent market, companies often face awkward situations of talent shortages or excesses. When key positions become vacant, the failure to promptly replenish suitable talent can directly threaten the normal operations of the enterprise. Simultaneously, the randomness of recruitment plans and neglect of recruitment cost control can also adversely affect the overall economic benefits of the enterprise.

3.2. Challenges and Opportunities of Diverse Recruitment Channels

With the rapid development of network technology, recruitment channels are showing a diversified trend. Emerging methods such as online recruitment and social media recruitment provide enterprises with more options. However, this also brings new problems and challenges. On the one hand, diversified recruitment channels increase the enterprise's choices and coverage; on the other hand, how to effectively integrate and utilize these channels has become a new challenge. Meanwhile, although online recruitment has advantages in time and space, it also faces issues such as information asymmetry and difficulties in verification. Therefore, when choosing recruitment channels, enterprises need to weigh the pros and cons and make wise choices based on their actual situations.

3.3. Vague and Unreasonable Recruitment Standards

The formulation of recruitment standards is a key link in talent selection, but many enterprises have not performed satisfactorily in this aspect. The common recruitment process includes determining recruitment needs, publishing recruitment information, screening resumes, interview assessments, and other steps. In this process, the clarity and rationality of recruitment standards directly determine the quality of recruitment results. However, in reality, many corporate recruitment standards are either too simple and repetitive or too complex and multifaceted, leading to inefficient recruitment and even possibly missing out on truly suitable talents. Additionally, relying too much on traditional indicators like education as recruitment thresholds may exclude talents with rich practical experience but slightly lower educational backgrounds.

3.4. Limitations of Recruitment Information Processing

Human resource recruitment involves a lot of information processing and analysis. However, many enterprises have not performed well in this aspect. Due to insufficient emphasis on data and the lack of effective information analysis tools and

methods, enterprises lack scientific basis when formulating recruitment plans, evaluation indicators, and weights. This not only affects the efficiency and effectiveness of recruitment work but may also mislead the strategic decision-making of enterprises. Therefore, strengthening the collection, sorting, and analysis of recruitment information, and improving the utilization value of information and decision support capabilities are important ways to enhance the level of corporate human resource management.

3.5. Inadequacies of the Talent Evaluation System

A sound talent evaluation system is crucial for improving recruitment efficiency and selection quality. However, many enterprises currently have obvious shortcomings in talent evaluation. When evaluating employees, they often only focus on the matching degree of job requirements while ignoring considerations for the company's future development and environmental changes. This shortsighted evaluation method may not only lead to the waste of talent resources but also cause enterprises to lose their first-mover advantage in fierce market competition. Therefore, establishing a sound talent evaluation system that takes into account employees' individual abilities, professional qualities, and future development potential is the key to improving the level of corporate human resource management.

4. Ways to Improve the Effectiveness of Human Resources Recruitment

In view of the challenges and difficulties faced by corporate human resources recruitment, improving the effectiveness of recruitment has become a top priority. As shown in Table 3, companies can start from multiple aspects, formulate scientific recruitment strategies, optimize the recruitment process, and improve the quality of recruitment. This not only requires companies to have a forward-looking strategic vision, but also needs to pay attention to the grasp of details in practical operations. And by building a perfect recruitment system, it can better attract and retain talents, providing a strong guarantee for their long-term development.

Table 3. Ways to Improve Recruitment Effectiveness

No.	Ways	Description
1	Develop a comprehensive HR recruitment plan	Closely integrate corporate strategy and talent demand to formulate a scientific recruitment plan, ensuring precise matching of talents and positions.
2	Innovate recruitment methods	Adopt diversified recruitment methods, including external and internal recruitment, utilizing new media and other channels to attract more talents.
3	Optimize recruitment standards	Combine competency models to establish scientific recruitment standards, improving the accuracy and practicality of recruitment.
4	Utilize big data technology for information processing	Use big data technology to screen suitable candidates, enhancing recruitment efficiency and quality.
5	Build a multi-dimensional talent evaluation system	Establish a systematic and professional talent evaluation system to ensure recruitment effectiveness and optimize recruitment costs.

4.1. Develop a Comprehensive Human Resources Recruitment Plan

When developing a recruitment plan, enterprises should closely align it with their own development strategies and talent needs, conducting in-depth analysis and prediction of the human resources market. This plan not only focuses on achieving corporate strategic goals but also meets the daily

development needs of the enterprise, ensuring the attraction of suitable talents. During the planning process, it is essential to clarify the responsibilities and needs of each position, guaranteeing a precise match between talents and positions. Secondly, it is necessary to deeply analyze the current human resources situation, formulate specific recruitment plans including job requirements, recruitment time, recruitment methods, assessment criteria, etc., and arrange budgets

reasonably. Finally, continuous tracking and evaluation of recruited talents should be conducted to ensure their excellent performance during the probationary period.

4.2. Innovate Recruitment Methods to Solve Recruitment Challenges

Enterprises can adopt diversified recruitment methods during the recruitment process, including external and internal recruitment. External recruitment can utilize channels such as the internet and schools to expand the recruitment scope and reduce recruitment costs. Internal recruitment can stimulate employees' work enthusiasm through department recommendations, promotion recommendations, etc., while recruiting high-quality talents. Additionally, enterprises can combine the current interests of young people and utilize new media such as social media platforms for recruitment, attracting more young talents' attention.

4.3. Optimize Recruitment Standards and Combine Competency Models

Enterprises should clarify their development goals and conduct in-depth analysis of the actual needs of each position to develop a talent recruitment system that aligns with the enterprise's actual situation. To enhance the scientific and practical nature of recruitment standards, optimization can be achieved by combining competency models. Competency models can record candidates' work abilities, helping enterprises more accurately evaluate their future work performance. By constructing a sound competency model, enterprises can better understand candidates' ability characteristics and ensure the matching degree between talents and positions.

When constructing the competency model, enterprises should follow the human resources recruitment process. Firstly, reasonably divide the enterprise's work types; secondly, summarize and analyze the work situations of departing employees, summarizing their behavior patterns; then, classify and summarize ordinary and excellent employees, extracting their behavioral styles; finally, accumulate key characteristics and combine them with business experience to form a complete competency model.

4.4. Utilize Big Data Technology for Information Processing

To improve the effectiveness of recruitment, enterprises should actively use big data technology for information processing. By collecting, sorting, and analyzing candidate information, enterprises can screen more suitable candidates, improving recruitment efficiency and quality. Simultaneously, using multi-dimensional data visualization technology and Markov chain models, enterprises can formulate reasonable talent flow plans, optimizing organizational structure and personnel allocation. The application of these technical means not only improves work efficiency but also helps enterprises quickly acquire desired talents, promoting sustainable development.

4.5. Build a Multi-Dimensional Talent Evaluation System

To ensure recruitment effectiveness, enterprises need to

construct a systematic and professional talent evaluation system. This system should closely integrate the enterprise's development needs, effectively control recruitment costs, and guarantee talent quality and quality from the source. The evaluation system should include clarifying different talent ability requirements, assessing middle-level leadership involvement, obtaining objective evaluations from various departments, and optimizing the budget of the human resources management department.

5. Conclusion

In summary, with the vigorous development of China's economy and the continuous improvement of the market economy system, the business competition environment faced by enterprises is becoming increasingly fierce. In this era, enterprises urgently need to deeply innovate traditional and outdated management models, vigorously attracting and recruiting innovative and professionally skilled talents to meet the expanding and developing needs of the enterprise. To achieve this strategic goal, enterprises must actively introduce international cutting-edge management concepts and technical means to comprehensively optimize the recruitment process, thereby improving the efficiency and quality of recruitment work. However, we must also clearly recognize that the current human resources recruitment work still faces many challenges and difficulties. Enterprises need to develop a series of practical solutions to specific problems, striving to build a perfect recruitment system to ensure that recruitment work can be truly implemented and talents can be fully utilized. Only in this way can enterprises successfully attract and select qualified and potential talents, giving full play to their wisdom and talents, injecting a steady stream of motivation into the sustainable development of the enterprise, and bringing more long-term and stable development prospects to the enterprise.

References

- [1] Huang Jianchun. Introduction to Human Resource Management [M]. Chongqing University Electronic Audio and Video Publishing House Co., Ltd., 2020.
- [2] Xu Zhixiang, Luo Dongxia. Political Economic Analysis of Artificial Intelligence Promoting Common Prosperity [J]. Contemporary Economic Research, 2022, 323(7): 34-44.
- [3] Dong Qingwei. The Role and Influencing Factors of Human Resource Management in Enterprise Transformation and Upgrading [J]. Engineering Management, 2023, 4(11): 217-219.
- [4] Employee Training and Development Practices [M]. Qing hua da xue chu ban she, 2020.
- [5] Li Yabin, Zhou Xi Xia, Xin Zhicheng. Marketing Practices [M]. Chongqing University Electronic Audio and Video Publishing House Co., Ltd., 2021.
- [6] Yue Wang. Analysis of the Relationship Between Enterprise Human Resource Management and Enterprise Economic Benefits [J]. Finance and Economics and Management - International Academic Forum, 2023, 2(6): 48-50.