Innovative application of big data in enterprise human resource management

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Abstract: In the context of the era of enterprise informationization, big data is constantly infiltrating into the daily life of human beings, providing a more convenient experience for life in a more "understand you" way. Today, big data analysis has become an important aspect of corporate human resource management. The traditional enterprise human resource management model cannot meet the needs of development and reform in the era of big data. This paper first explains the concept of big data and enterprise human resource management and the relationship between the two, then analyzes the problems existing in the innovative application of big data in enterprise human resource management under the background of digitalization, and finally discusses the innovation in enterprise human resource management[1]. The significance of applying big data gives the strategy of innovative application of big data in enterprise human resources management.

1. Introduction

Due to the development of cloud computing technology, the Internet of Things, mobile networks, etc., big data analysis has risen rapidly, posing a huge challenge to the world. At present, big data and cloud computing analysis are widely used in all aspects at home and abroad, and our manpower Resource management is no exception. Since the impact of big data analysis on the efficient management of enterprises is multifaceted, we can use the four V characteristics of big data analysis to provide a rational and scientific evaluation basis for the operation, management, and investment decisions of enterprises. In enterprise human resource management, the application of big data analysis can not only innovate our current human resource management model, but also effectively improve the level of enterprise human resource management [2]. Therefore, through the use of big data analysis technology in human resource management to find, integrate and control information, and then change the management methods of internal employees of the enterprise, and then improve the internal human resource management system of the enterprise, and enhance the efficiency and accuracy of the human resource management of the enterprise, In this way, building a management system and business process that is conducive to the development and growth of the enterprise, and thereby enhancing the comprehensive strength of the enterprise, has become a new choice for many enterprises' human resource management.

2. Enterprise human resource management under big data

2.1. Big data concept

Big data, also known as huge amount of information, was first proposed by Victor Mayer, which refers to the ability to generate higher decision-making and insights through new computing methods power, and the enormous volume, high growth rate, and diversity of process tuning functions. "Big data" can also be understood literally as a huge quantity, which refers to more quantities, and is often used to describe the huge data provided by enterprises, and it usually takes a lot of time to do research, so many experts Both pointed out the four V characteristics that big data must have [3]: Volume (huge), Velocity (fast), Variety (rich), and Value (value). Big data is also an inevitable product of the development of social networks after a certain period of time. Therefore, in the future network era, the scale of use of big data will further increase, because big data itself can not only reflect economic value, but also can Bringing social value, so big data has started an important social transformation, and has become the most important social information resource and tool power to promote economic and social development.

2.2. The concept of enterprise human resource management

Human resource management refers to the use of modern scientific and technological methods to scientifically and rationally organize, train and adjust the personnel combined with certain material resources, so that the number of personnel and material resources are often in the optimal ratio, At the same time, rationally guide, manage and coordinate people's thinking, mentality and activities, so as to fully stimulate people's abilities, make them make the best use of their talents, and achieve the goal of talent group overall goals of the organization.

3. Problems in the innovative application of big data in enterprise human resource management

3.1. Traditional management concepts affect big data management methods

In the era of big data, traditional human resource management concepts still exist in most enterprises in our country, which not only affects the future development of enterprises It also limits the various performances of enterprise human resource management. First of all, the far-reaching and lasting influence of traditional management concepts makes it impossible for companies to understand the lives of employees and their own characteristics from an overall perspective. They can only manage the related work of employees to make final evaluations, which cannot give full play to the advantages of employees in the company; Secondly, the traditional concept of human resource management is relatively simple in the evaluation system. The original human resource management model and system hinder the individual development of employees, thus limiting the development of employee and enterprise human resource management.

3.2. The lack of attention of enterprise management limits the development of big data

Nowadays, due to the reliance of senior management on traditional leadership methods and the confusion of how to use big data, business managers do not pay enough attention to the innovative application of big data. First of all, when the company's managers use big data analysis, they often can only follow the trend, but cannot really pay attention to, comprehend and digest the data, and finally make the practical application of big data analysis impossible; secondly, due to human resources management The big data analysis of the company is often quite comprehensive. The

internal environmental information of the company is not all the information that can be collected by the human resources management department. This requires the cooperation of various departments within the company. There is no way to talk about collaboration with other departments. The transformation of big data analysis is the future development trend and can generate great benefits, but the company's managers are afraid of changes after the company's transformation, and have many concerns about the transformation, which makes the application of big data analysis in the company's human resource management encounter resistance.

3.3. The lack of reward and punishment mechanism of human resources leads to the lack of enthusiasm of employees

At present, many enterprises in our country lack a reasonable reward and punishment mechanism of human resources in the work of human resource management, which makes the employees of enterprises not have enough interest and enthusiasm for their work. Although many companies have set up a corresponding reward and punishment mechanism, due to the inflexibility of the mechanism, they have not explored and clarified the potential of the employees themselves of diverse development.

4. Significance of innovative application of big data analysis in enterprise human resource management

4.1. Effectively improve enterprise management efficiency

In the era of digital intelligence, the use of big data analysis is more common, which also greatly increases the difficulty of human resource management in companies. On the contrary, the traditional human resource management model is no longer suitable for the current enterprise human resource management [4]. The use of big data can bring more convenience to human resources management, promote the efficiency of enterprise management to be effectively improved, save time in processing information resources, effectively reduce the workload of HR, and improve the work efficiency and work quality of enterprises.

4.2. Effectively excavate the hidden talents in the company

Human resource management of the company is to encourage and mobilize the human capital in the company to realize the maximum value in order to create more benefits for the company's development. The biggest problem in the company is that it cannot dig out the hidden talents in the organization. People, so managers always think they have to recruit people from outside. In the era of big data analysis, companies will be able to use big data analysis to help HR analyze feedback, project evaluation, and integrate personnel file data, so as to form personnel skills data in the organization almost truly, and obtain more data and information related to talents and employees , Accurately know the advantages and disadvantages of talents, and actively report them, and then recruit according to the shortage of talents in the enterprise, constantly improve the talent structure inside the enterprise, rationalize the structure of talents in the enterprise, improve and optimize the human resource structure of the enterprise, and provide more services for the enterprise High talent benefit.

4.3. Effectively enhance the core competitiveness of enterprises

The use of big data analysis in enterprise human resource management can effectively improve

the quality and efficiency of work, which will greatly increase the market competitiveness of enterprises in the industry. The company's human resources managers use the powerful insight of big data analysis to continuously improve the company's internal administrative efficiency and management personnel quality level and other comprehensive enterprise capabilities by discovering various factors that affect the company's overall operating interests, thereby promoting the company's own management capabilities. , and further improve the company's core competitiveness, so that the company will continue to grow bigger and stronger under the pressure of strong market competition, and provide a solid foundation for the subsequent development of the company.

5. Strategies for Innovative Application of Big Data in Human Resource Management

5.1. Big Data and Enterprise Human Resource Management Concept In the era of big data

If an enterprise wants to develop, it must change its model. In the enterprise management model based on the concept of big data, it is often necessary for managers to have strong logic, foresight, insight and big data analysis capabilities, and after long-term training in data analysis applications, they can be effective in their enterprise management. Make accurate judgments based on the digital information that appears in the process, and make reasonable and effective management decisions. In addition, the idea of big data talent management also requires the company's managers to have an open concept and pay attention to the establishment of a big data application mechanism, so that they can use various types of enterprises, talent management organizations and information network platforms to obtain in-depth information about the development of talents. Data, so as to understand the dynamics of career development and behavioral trends of talents, and use this as a basis to manage human resource planning, recruitment, training, and performance compensation, thereby strengthening the big data capabilities of company managers, using big data ideas, Effectively resolve the company's actual human resources management problems, so as to maximize the company's human resources.

5.2. Big data and human resource planning

Human resource planning is to formulate a suitable supply plan by predicting the future human resource needs of the enterprise, so that the organization and employees can obtain long-term benefits in the development of the enterprise. Traditional human resource planning is to solve the post-event planning, and the analysis and judgment made are not comprehensive and inaccurate. With the advent of the era of big data, the company can provide data support for the company's future product prediction through big data analysis. It can effectively avoid the situation of incomplete data. The information analyzed through big data is complete, accurate and effective, so that HR can conduct reasonable statistical analysis and evaluation of real-time and detailed data, so as to estimate the demand for talents and propose future talent plans according to the needs of enterprises and talents.

5.3. Big data and talent recruitment and allocation

The purpose of enterprise employee recruitment and allocation of employees is to achieve "personnel matching", promote the development of the enterprise, and meet the future development needs of the enterprise. Through big data analysis of talent matching, the company's talent recruitment can be reduced. Cost, in addition to mastering the basic information of talents, you can further master their personality, skills, development potential and other data. The company uses data mining and statistical analysis to establish a radar network for recruiters, and uses data to select the best talents by studying the collection of information they leave in the network, including their activity patterns,

work efficiency, and ability development.

5.4. Big data and employee training and development

Training is the focus of enterprise human resource management. In the era of big data, the cultivation and development of every talent in the company needs to cultivate skills through the summary, extraction, data analysis and value discovery of all data. The company sets up reasonable training plans and corresponding training items by collecting the real data of the company's employees. At the same time, the company's personnel can also train their skills to implement the plan and enhance the execution of the company under the conditions of being familiar with it. When the accumulated amount of data reaches a certain level, the enterprise can formulate training programs and development time suitable for employees by analyzing the rules of group behavior, so as to discover the potential of employees and meet the development needs of the enterprise.

5.5. Big data and employee performance and salary

In the company's human resource management, the performance appraisal of personnel is the basis for HR to evaluate their performance, and salary management is the reward of money and items that employees get for their labor for the company. Under the background of the era of big data analysis, the company can build an internal assessment system based on big data analysis technology, use big data analysis technology to comprehensively mine key data that affects the company's work, and carry out occupational classification and individual performance assessment. In addition, the company. Internally, follow-up incentives using big data analysis as a means can also be built to maximize the inner sense of belonging and collective honor of the company's employees; Fairness and scientificity make the enterprise value and employee value increase simultaneously.

5.6. Big data and labor relationship management

Since labor relations contain a lot of information, it is necessary to use the idea of statistical analysis to observe labor information in business operations. All information during the labor relationship between the enterprise and its employees needs to be recorded and researched, and it is necessary to obtain a large amount of real information about the human resources of the enterprise (such as the total number and composition of employees, majors, and age groups); dynamic data reflecting the quality of talents (such as recruitment time, recruitment completion rate, center employee turnover rate); comprehensive analysis and statistics reflecting social efficiency (such as human efficiency, human capital return on investment, company employee satisfaction[5], company employee engagement), to dig out the essence behind the numbers, Establish a harmonious labor relationship among enterprise employees.

6. Conclusions

The innovative use of big data is a necessary tool for vigorous development in the information age, and it is gradually changing the traditional thinking mode of human resource management in enterprises. Through big data analysis, enterprise managers will be able to build talent data analysis System, discover and analyze the diversified needs of enterprise personnel, so as to better grasp the current situation of enterprise talents, and establish enterprise innovation concepts[6], human resource planning, talent recruitment and allocation, talent training and development, performance and salary management based on big data analysis , Labor relationship management model, to further promote the development and progress of the enterprise.

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