

Research on the Segmented Market and Development Strategy of Human Resources Services in Beijing Economic Development Zone

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Abstract: To gain an in-depth understanding of the human resource service needs of key industry enterprises in the Economic Development Zone and to enhance the competitiveness of the Group and its subsidiaries in segmented markets, this study systematically analyzes the current market situation and development opportunities across four major sectors: recruitment, training, outsourcing, and talent services, based on questionnaire surveys and in-depth interviews with enterprises. The results show that while the recruitment service market in the Economic Development Zone continues to grow, competition remains intense, with a significant gap in the recruitment of high-end research and development personnel. The demand for training services shows great potential, particularly among small and medium-sized enterprises and for skilled talents. Human resource outsourcing services are trending toward greater diversity and flexibility, while talent services need to explore innovative profit models under a quasi-public goods positioning. This paper further proposes differentiated development strategies for each sector, providing a strategic reference for human resource service companies in planning their future development.

1. Introduction

Against the backdrop of continuous adjustment of the global economic structure and increasing regional competition, human resources, as a key element in promoting sustainable regional economic development, are undergoing profound and complex evolution in their service models and connotations. Especially in economic development zones dominated by high-end manufacturing and emerging technology industries, enterprises have shown an increasingly diversified and refined development trend in talent recruitment, training, utilization, and retention. How to effectively respond to this change has become an important issue for human resources service agencies to maintain competitive advantages and support high-quality regional development.

This study not only aims to provide a scientific basis for the group and its subordinate human resources service enterprises to formulate future development strategies, but also strives to enrich empirical research on the subdivision and innovative development of regional human resources

services at the theoretical level. We need to provide useful references for the innovation of talent service models in other regional economies.[1]

2. Data sources and research methods

To ensure the comprehensiveness and depth of the research results, this study adopted a combination of questionnaire surveys and in-depth interviews, integrating quantitative data and qualitative information, striving to form a multidimensional and systematic understanding of the human resource service needs of enterprises in the Economic Development Zone. The data collection work will be carried out by the Talent Group in conjunction with the Postdoctoral Workstation from June to December 2023.

In the in-depth interview session, the team selected 60 representative key enterprises based on the industrial distribution and enterprise scale characteristics of the Economic Development Zone, covering manufacturing, information technology, biomedicine, modern logistics and other fields. The interviewees are mainly the heads of human resources departments and middle and senior management personnel of enterprises. The interview adopts a semi-structured outline, focusing on recruitment pain points, training needs, outsourcing service experience, and expectations for future talent services. A combination of face-to-face communication and remote connection is used to obtain a large amount of first-hand information, laying a solid foundation for subsequent analysis.[2]

In the data processing and analysis stage, this study comprehensively utilized descriptive statistics and content analysis methods. The questionnaire data was cleaned and statistically analyzed using Excel and SPSS software to extract core variables that reflect the common and differentiated characteristics of the enterprise; The interview materials were coded and classified using content analysis to identify high-frequency issues, key needs, and potential segmented market opportunities. Through cross validation of quantitative and qualitative data, this study aims to enhance the scientific and practical validity of the research conclusions.

The sample enterprises cover various types such as state-owned enterprises, private enterprises, foreign-funded enterprises, and mixed ownership enterprises, with a scale ranging from small and micro enterprises with less than 100 people to large enterprises with more than 1000 people, reflecting a good industrial breadth and scale distribution. This diversified sample design not only enhances the extrapolation of research results, but also provides solid data support for subsequent market segmentation mining and strategic planning.

3. Market situation analysis

3.1 Current situation of the human recruitment service market

In the field of human recruitment services, the overall market of the Economic Development Zone presents a characteristic of both scale expansion and intensified competition. With the rapid development of emerging high-tech industries such as information technology and biomedicine, the demand for professional skilled talents continues to grow, providing solid expansion momentum for the recruitment service market. However, the diversification of market players has also made the competition pattern more complex. Both the deep layout of large transnational human resources service enterprises and the active participation of local professional institutions, especially in the field of middle and senior management and sales recruitment, have formed an obvious monopoly competition situation.

It is worth noting that the rapid popularity of online recruitment platforms is profoundly reshaping traditional recruitment models. Platforms such as Liepin and BOSS Zhipin have quickly

become the main channels for enterprises to acquire talent due to their convenient and efficient service advantages. However, at the same time, the online recruitment of standardized positions has also brought about the problem of highly homogeneous market, making enterprises face increasingly fierce competition in talent competition. Traditional human resources service agencies have therefore had to re-examine their positioning, shifting from simply recommending candidates to providing more value-added comprehensive services such as job customization, talent assessment, and career development consulting.[3]

Overall, although the human resources recruitment service market in the Economic Development Zone has a relatively complete basic system, there is still significant development potential in high-end segmented fields. In the future, service agencies need to focus more on precise matching of high value-added positions, combining the extensive coverage of online platforms with the deep customization advantages of offline services, to create specialized and differentiated talent solutions, in order to find their own blue ocean opportunities in the increasingly crowded red ocean market.

3.2 Current situation of training service market

The training service market in the Economic Development Zone has shown great potential for development, but overall it is still in the initial stage of development. With the acceleration of enterprise transformation and upgrading, the demand for comprehensive quality and professional skills improvement of employees continues to rise, especially in emerging industries such as information technology, biomedicine, and high-end manufacturing, where the importance of systematic training is increasingly prominent. However, research results show that large enterprises currently rely more on internal resources to carry out customized training, while small and medium-sized enterprises generally have insufficient training awareness and limited training resources, resulting in a large amount of unmet demand space in the overall market.

From a policy perspective, the government has introduced a series of support measures to promote employee training in enterprises, such as special subsidy projects, in an attempt to encourage enterprises to increase investment in talent development. However, the actual implementation effect is not ideal. On the one hand, small and medium-sized enterprises have a limited understanding of the subsidy application process and lack specialized personnel for coordination; On the other hand, there is a certain disconnect between the existing training service content and the real skill improvement needs of enterprises, which greatly reduces the incentive effect of policies. This mismatch in supply and demand structure and quality has opened up new market entry points for service institutions that can provide efficient customized training programs.

3.3 Current Status of the Human Resources Outsourcing Service Market

In the field of human resource management, outsourcing has long been an important means to enhance organizational flexibility and optimize labor costs. Looking at the practice of enterprises in the Economic Development Zone, the market demand for human resource outsourcing services has shown a sustained growth trend in recent years. The survey results show that the current outsourcing market is gradually getting rid of the single mode of traditional labor dispatch, and is evolving towards the direction of service function segmentation and systematic development, with increasingly obvious characteristics of specialization and diversification.[4]

Firstly, the outsourcing demand for administrative support positions from government departments and large enterprises still maintains a relatively stable scale. This stability stems from the highly sensitive requirements of public institutions for compliant operations and service continuity, as well as reflecting the practical role of outsourcing in alleviating staffing constraints and improving administrative efficiency. However, it is worth noting that the market demand

structure is undergoing changes. Compared to traditional labor supply, the demand for high value-added professional technology outsourcing services by enterprises is rapidly increasing, especially in professional fields such as project management and technical research and development support. This trend undoubtedly places higher demands on outsourcing service providers, prompting them to continuously improve their professional delivery capabilities and overall service level.

4. Discussion

Through the analysis of the current situation of the segmented market of human resources services in the Economic Development Zone, it can be seen that although the overall market size continues to expand, there are still varying degrees of structural pain points and development bottlenecks in each sub field. These issues not only reflect the mismatch between supply and demand, but also reveal the shortcomings of the service system in exploring specialization, customization, and commercialization paths, which to some extent inhibit the full release of market potential.

In the training service sector, the training needs of small and medium-sized enterprises and skilled employees have not received sufficient attention for a long time, resulting in a typical market feature of "huge potential demand and scarce effective supply". From the perspective of Human Capital Theory, the improvement of employee skill levels is not only directly related to the increase of enterprise productivity, but also has a profound impact on the overall competitiveness of the regional economy. Therefore, designing efficient and customized training service systems around job skill enhancement and career development paths, especially for small and medium-sized enterprises and frontline skilled employees, will become the core driving force for the future growth of the training service market.[5]

In the field of human resource outsourcing services, the market is undergoing an important stage of transformation from traditional labor dispatch to a high value-added comprehensive outsourcing service system. With the increasing demand for diversified and specialized services, outsourcing service providers must break away from traditional single service models and build comprehensive service capabilities that cover multi-dimensional functions such as remote office management, project management support, and skills training. According to the Transaction Cost Theory, the core of a company's decision-making between outsourcing and internal self operation lies in the comparison of transaction costs. Therefore, enhancing service professionalism and responsiveness, reducing customer uncertainty and agency risks in outsourcing decisions, will become the key path to improving the competitiveness of human resources outsourcing services.

As for the talent service sector, due to its quasi public product attributes, the current single supply model led by the government is difficult to flexibly meet the increasingly diversified and personalized service needs of high-end talents. The Mixed Supply Theory suggests that through government guidance, market mechanisms, and collaboration with social organizations, market vitality can be activated while addressing the limitations of public supply. Therefore, actively exploring commercial operation paths in areas such as scientific research support and children's education and care, attracting social capital participation, and building a new talent service system with diversified supply and sustainable development has become an inevitable choice for future development.

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