

Research on the Relationship between the Growth of Enterprise Groups and Human Resource Management Based on Knowledge Management

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Abstract: in the era of knowledge economy, knowledge has become the primary resource, and knowledge productivity has become the key to corporate competition and development. Human resource management plays a very important role in organizational performance. How to do a good job of human resource management has become a problem that must be considered in the development of modern enterprises. In the market competition, if the company is in a disadvantaged state, it is most likely due to the insufficient execution ability of the company's employees. Human resources are an important factor affecting the growth of enterprise groups. Only by improving the level of enterprise human resources management can we meet the growth needs of enterprise groups. Its corporate culture, organizational structure and management system do not conform to the laws of human resources management. Knowledge management has improved the core competitiveness of enterprises. As an important carrier of knowledge, knowledge employees have become the most important resources of enterprises. In order to coordinate the relationship between human resources management and various stages of enterprise groups, it is necessary to study in depth the specific methods and strategies of talent management in enterprise groups.

1. Introduction

With the continuous development and deepening of knowledge economy, knowledge-based work will become the main form of value creation in the new economic era, and knowledge management will also become a new center in enterprise management [1]. In the era of knowledge economy and economic globalization, talent shortage is a worldwide problem. Human resources management plays a very important role in the organizational performance of enterprises, and there are also many empirical studies on the relationship between the two [2]. Human resources management has gradually become the core content of modern enterprise management. Through the analysis of the functions of the enterprise, combined with the development status and development goals of the enterprise, the human resources of the enterprise have been reasonably allocated [3]. At the same time, an independent human resources management department will be set up to organize internal personnel to participate in learning activities. The implementation of enterprise personnel performance appraisal system, to each employee's work status, as well as the work performance of objective evaluation. How to do a good job of human resource management has become a problem that must be considered in the development of modern enterprises [4]. To establish the core competitiveness of knowledge-based enterprises, it is necessary to change the traditional concept and model of human resource management and implement a human resource management model that meets the requirements of the new era.

Under the conditions of fierce market competition, in order for enterprise groups to further grow, they must do a good job of human resource management. Human resource management runs through all stages of the enterprise group and plays an important role in promoting the development of the enterprise group [5]. The rational deployment of enterprise personnel has stimulated the enthusiasm of the enterprise personnel and improved the efficiency of the enterprise personnel. Most of china's enterprises are still in their infancy, and many enterprises have not implemented strategic human resource development and management, and remain in the traditional routine affairs personnel management [6]. Emphasizing resources but not manpower obviously cannot meet

the needs of the knowledge economy. Whether the execution ability is in place not only reflects the overall quality of the enterprise, but also reflects the concept, quality and mentality of the management leadership [7]. There is still insufficient research on the mechanism of the role of human resource management on enterprise performance. Enterprises still face many problems in improving their business performance through systematic human resource management practices [8]. Therefore, it is particularly important to study the relationship between the growth of enterprise groups and human resource management. This can not only improve the level of human resource management in various growth stages of the enterprise, but also further accelerate the development of the enterprise, thereby allowing the enterprise to be invincible in the fierce market competition.

2. The Integration of Knowledge Management and Enterprise Human Resource Management

Knowledge management is knowledge-based management, which creates new knowledge by effectively acquiring and utilizing existing knowledge. And through the continuous management of knowledge, improve the enterprise's innovation ability and value creation ability, thus obtaining the core competitive advantage. Although Chinese enterprises have recognized the importance of strategy, they lack the ability to implement it. As a result, even if a scientific and reasonable strategic plan is formulated, it cannot be carried out to the end and eventually falls short. At present, most enterprises in our country are aware of the importance of human resources management and knowledge management, and use the human resources model of large enterprises for reference to carry out internal reforms [9]. The implementation system of human resources management lags behind, leading to unsystematic implementation of human resources management. There is no standardized thinking and process to refer to, which leads to the situation under the execution. Only by taking the core competitiveness as the center for knowledge management can an enterprise truly promote the promotion of its core competitiveness.

The main goal of knowledge management is to promote knowledge sharing, encourage knowledge innovation, and realize knowledge appreciation in order to improve the competitiveness of enterprises. Institutionalization is the foundation of sustainable development of enterprises, but the flexibility and inclusiveness at this stage are limited. The institutionalization stage must go beyond the cultural grounding stage before the enterprise can reach a new stage in its execution. Institutionalization stage is the assimilation stage of culture, while system is the concrete embodiment of culture. Knowledge management finally needs to be implemented into human management. Through the management of people, enterprises accelerate the exchange and sharing of knowledge among enterprise members, successfully realize the transformation of knowledge, continuously transform knowledge into explicit knowledge, and transform personal knowledge into organizational knowledge. Then knowledge will be transformed into products and services, creating value and competitive advantages for enterprises. Enterprise human resources management is responsible for the effective development, utilization and development of enterprise human resources. It plays a very important role in cultivating and improving the executive power of enterprises. Strengthening knowledge management of knowledge workers and assisting organizations to improve knowledge innovation efficiency are important tasks of modern organization management.

3. Countermeasures of Human Resources Management in Enterprise Groups

3.1 Establish and Improve Human Resource Management System

Enterprise groups should establish a sound and standardized human resources management system, and use the system to restrict human resources management, thus promoting the further development of enterprises. Many companies have failed miserably in this respect and some have set a good example. Microsoft is one of them. At present, the human resources management departments of most enterprises are still mainly engaged in face-to-face communication in the execution of their work, which to a large extent limits the efficiency of communication. In order to

improve the level of human resources management, enterprise groups must attach importance to the training of employees, and meet the needs of social development for talents by continuously improving the professional quality and ability of enterprise employees. If the operating conditions of enterprises are not optimistic and the competitiveness of enterprises is delayed, then it is likely that the executive power of enterprise leaders and employees is insufficient. Enterprise groups should regularly assess the professional knowledge and ability of employees, and the assessment content mainly includes the daily work of employees and the standardization of operation. When an enterprise's executive power is improved, its operating results will often be significantly improved and its market competitiveness will be further enhanced.

The growth period of an enterprise group indicates that the enterprise has entered a stage of normal production and operation. In this stage, the development of the enterprise is greatly influenced by human resources management, so great attention must be paid to it. The data mining process in enterprise financial analysis is generally composed of five main stages: determining financial analysis objects, data preparation, data mining, result analysis and knowledge assimilation, as shown in Figure 1.

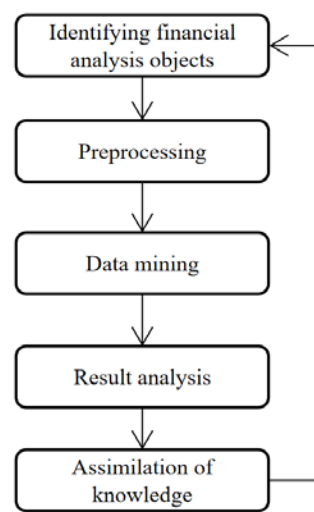


Fig.1 Data Mining Process in Financial Analysis and Management

In order to better study the influence of human resources management on various factors, the demonstration part adopts the idea of normalization of human resources management degree. The manpower management is divided into five sections, and the specific division is shown in Table 1. The relationship between normalized value and enterprise strategy is shown in Figure 2.

Table 1 Division of Human Management

Enterprise strategy (%)	0-20	20-40	40-60	60-80	80-100
Normalized value	0.3	0.35	0.4	0.45	0.5

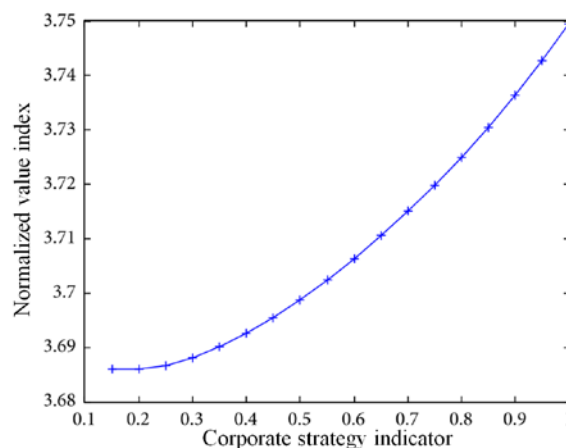


Fig.2 Relationship between Normalized Value and Corporate Strategy

3.2 Paying Attention to Innovation of Human Resource Management

The continuous development of society puts forward higher requirements for the human resources management of enterprise groups. If enterprise groups want to improve the level of human resources management and promote their own rapid and stable development, they must innovate to meet the requirements of social development for enterprise human resources management. Enterprise culture is the fundamental values, beliefs and codes of conduct of an enterprise. It has the functions of encouragement, restraint and cohesion. Before constructing the strategic human resources management organization of an enterprise, the strategic development goals of the enterprise should first be fully defined. Examine the internal and external development environment of the enterprise, and formulate a clear strategic human resources management plan [10]. At present, the causes of insufficient execution in human resources management in Chinese enterprises mainly focus on the imperfection of internal systems. Its corporate culture, organizational structure and management system do not conform to the laws of human resources management. Enterprise strategic decision-making ability and enterprise executive ability are two important signs that reflect the survival and development ability of enterprises. Enterprise groups should pay more attention to the innovation of human resources management and constantly innovate the means and methods of human resources management in order to cultivate high-quality talents.

4. Conclusion

How to do a good job in human resources management has become a problem that must be considered in the development of modern enterprises. The human resources management of modern enterprise groups should adapt to the scale and speed of enterprise development, and the efficiency of human resources management should be comprehensively improved under the human resources management strategy of scientific overall planning. With the development of knowledge economy, knowledge management has gradually become the main means for enterprises to improve their competitive level. Enterprises should reform their internal systems and human resources management, optimize the allocation of staff and improve corporate culture. Human resources management, as the core development strategy of an enterprise, can improve its competitiveness. It can be found from the concept of knowledge management that knowledge management is mainly a “people-oriented” management model, focusing on the role of personnel in management. Knowledge management is a management activity that can enhance an enterprise's ability to create value, and knowledge management is essentially the management of human resources. Knowledge management and human resource management should be integrated and mutually assisted. The human resource management based on knowledge management can better promote the learning, application and accumulation of personnel knowledge, thereby enhancing the competitiveness of the enterprise and promoting the development of the enterprise.

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