

Analysis on Risk Characteristics and Countermeasures of Human Resources in Pharmaceutical Enterprises in the New Period

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Abstract: With the development of science and technology, enterprises pay more attention to the influence of human resources on enterprises. Pharmaceutical industry as a high-tech industry, in the process of development is highly dependent on technical personnel. Especially in the new situation, the competition between pharmaceutical enterprises is becoming more and more fierce, and the mobility of talents is enhanced, so we should pay more attention to the internal human resources management, guard against the risk of human resources, improve the efficiency of enterprise management, and optimize the utilization rate of internal resources. Based on this, the article will carry on the comprehensive analysis from the human resources risk analysis improvement, the risk cause, the management present situation and the identification risk four aspects, aims to promote our country medicine enterprise benign development.

1. Introduction

Pharmaceutical industry is an important people's livelihood industry, but also a high-tech industry. The development of pharmaceutical industry depends on high-tech talents and has high demand for internal human resource management[1]. Human resources are the basic elements of the development of pharmaceutical enterprises, but there are still many problems in the management, such as the shortage of personnel quality, the insufficient use of human resources, and so on, which limit the role of human resources and easily form the risk of human resources management, which is not conducive to the long-term development of pharmaceutical enterprises. It can be seen that it is necessary to study the human resource risk and its management countermeasures of pharmaceutical enterprises in the new period.

2. Summary of Human Resources Risks

Risk is the objective existence of things in the process of human social activities, any individual, organization in the activities may encounter risks. Risk refers to the objective possibility of loss (Webster), if the improper control will not only lead to the failure of the activity, but also cause other serious losses[2].

As a special social resource, human resources serve the job with human intelligence, emotion and professional ability. Compared with other resources, human resources have strong subjectivity and are easily influenced by many external factors. In the process of daily operation, the improper utilization of human resources will make the operation and development of enterprises deviate from the predetermined goal. Human resource risk refers to the risk existing in the process of human resource utilization and management, and controlling the factors of human resource risk management can enhance the effectiveness of human resource management and optimize the use of human resources.

Many experts and scholars at home and abroad study human resource management, think that human resource risk is mainly related to human complex physical and psychological factors, so

starting from physiology and psychology in the process of human resource management, we can better cut into the research problems, grasp the reasons of human resource variability, and avoid enterprises from deviating from the expected business objectives in human resource management. As a high-tech industry, pharmaceutical enterprises need to optimize human resource management in the process of operation, transform the individual professional ability of talents into a long-term motive force to promote the development of enterprises, avoid the risk of human resource management, and ensure the stability of the operation of pharmaceutical enterprises.

3. Analysis of Human Resource Risk and Its Causes in Pharmaceutical Enterprises

As mentioned above, human resource risk is mainly derived from physical and psychological variability and is vulnerable to external factors. Pharmaceutical enterprises in the analysis of human resources risk, can be from the human resources individual, enterprise management, social impact three levels of analysis, comprehensive understanding of human resources management risk and its causes, as shown in figure 1.

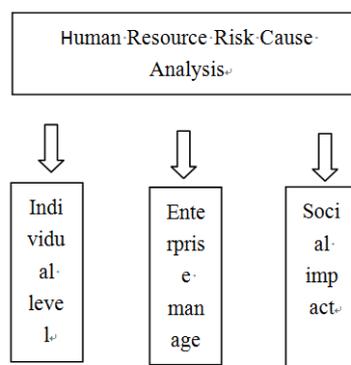


Figure 1 Ideas

3.1. Social Impact Analysis

Social human resources utilization environment directly affects the current situation of human resources utilization in various enterprises, which not only provides professional talents for the human resources management of pharmaceutical enterprises, but also will have a certain negative impact on the human resources management of various enterprises because of the immaturity of relevant policies. If the social credit system directly affects the selection of talents of each enterprise, the enterprise can decide whether to hire or not according to the credit situation of the employed personnel, and improve the selection efficiency. The social credit system of Europe and the United States is relatively perfect, and it can collect, record, keep and arrange a person's credit status in the course of study and work, and the employer can also check the credit status of the proposed personnel through a special platform[3]. Domestic has not yet formed a complete social credit system, the relevant legal system construction is not perfect, resulting in pharmaceutical enterprises can not select talent through the social credit system, thus increasing the risk of human resources management.

3.2. Business Management Issues

The enterprise is the staff's work place, its management level directly determines the human resources utilization present situation. The problem of enterprise management is the main cause of human resource risk, and the risk is multiplied with the increase of enterprise scale. As an internal human-person, human-matter relationship regulating organization, if there are defects in human resources management will produce corresponding human resources risk. For example: the enterprise human resource management strategy has the flaw, will inevitably also affect the system formulation, the strategy application and so on many aspects.

However, it is also necessary to realize that the unfavorable implementation of human resources management will also cause the risk of human resources management. If pharmaceutical enterprises

can not formulate the correct human resources development strategy, management system and the correct implementation of management strategy, it will lead to the loss of a large number of talents.

3.3. Individual Dimensions

The physical and psychological differences between individuals lead to the complexity of human resource management and increase the instability of management. The individual's condition is not fixed, and will change with age, learning, status and environmental impact. In the limited sex hypothesis, Herbert Simon argued that people are not able to gather all the information or make absolutely perfect decisions when they are engaged in targeted activities, so that anyone's decision is risky. However, if it can improve the professional quality of employees as much as possible, it can reduce the risk caused by incomplete information and poor thinking.

The individual management of the enterprise as the direct management of employees, its professional level, management ability, management thinking directly affect the management decision-making plan and specific implementation. In the human resource management of pharmaceutical enterprises, the management object is relatively complex, and involves many fields such as medical professional knowledge, management knowledge, psychological knowledge and so on, but if the management level is insufficient, there will be various management loopholes and increase the management risk.

The individual human resource has the dynamic development characteristic, this is because the person itself has the study ability, may obtain the new knowledge through the enterprise management activity, and enhances the practice ability, this also causes the enterprise employee quality change to present the practice dynamic change characteristic. In the process of enterprise staff quality development: some employees will gradually improve their personal professional knowledge, and adapt to the job, strictly implement the various management instructions; the other part of the staff because of gradually familiar with the enterprise environment, grasp the enterprise management loopholes, so as to grasp the work lazy and avoid punishment methods. Employees show differences in enterprise management, which increases the difficulty of enterprise human resources management.

The human resource risk of pharmaceutical enterprises is not caused by a single factor, but is often caused by the joint action of individuals, enterprises and society. In analyzing human resource management problems and putting forward specific strategies, pharmaceutical enterprises need to consider from many angles to construct a three-dimensional management model.

4. Current Situation of Human Resource Management in Pharmaceutical Enterprises in the New Period

The resources of pharmaceutical enterprises are divided into a variety of aspects, such as pharmaceutical technology, management personnel, pharmaceutical raw materials, medical devices, production equipment, development personnel, sales and supply personnel, and so on. To sum up, pharmaceutical talents have strong dynamic, professional, hierarchical and other characteristics, pharmaceutical talents have a stronger motivation to achieve than other enterprise employees, and have a higher career pursuit in the job, as shown in figure 2.



Figure 2

At present, there are three main problems in the management of pharmaceutical enterprises in China, as shown in Table 1.

Table 1 Management of Pharmaceutical Enterprises in China

Issues	Specific description
Physical imperfection	Pharmaceutical enterprises attach too much importance to the economic benefits of the enterprise in the process of development, ignoring the relationship between sales personnel and customers, resulting in the uneven quality of pharmaceutical sales personnel, which is not conducive to the long-term development of pharmaceutical enterprises.
Unreasonable remuneration	At present, most pharmaceutical enterprises in our country use the agency wage system to carry out the salary establishment, the salary difference between the various job grades is relatively small, can not reflect the fairness, the staff self-motivated also is relatively insufficient, can not encourage the staff to actively participate in the enterprise management, develop the personal work potential.
Lack of training	The external operating environment of pharmaceutical enterprises is constantly changing, and there are new requirements for employees' working ability, but some enterprises lack career development planning and establish corresponding training system, which leads to the stagnation of personal ability level and lack of sufficient room for improvement.[4].

5. Identifying Risk Factors of Human Resources in Pharmaceutical Enterprises

5.1. Recruitment Risk

Pharmaceutical companies need to recruit professionals from the labor market, but because of the unequal information between labor resources and jobs, it increases the risk of recruiting pharmaceutical companies[5]. For example: in the recruitment process, the recruitment staff of pharmaceutical enterprises can only be screened through the resume information provided by the applicant, and the written examination and interview can only obtain part of the information of the applicant, but they can not fully understand the information of their moral status, professional level and so on. Pharmaceutical companies can comprehensively understand the information of candidates through multiple rounds of interviews, background checks, school introductions, and at the same time, establish a credit mechanism for the appointment of employees in a number of enterprises to reduce the recruitment risk as much as possible.

5.2. Training Risk

The training risk of pharmaceutical enterprises mainly focuses on the lack of training system or the imperfect training system. Therefore, enterprises can establish a three-dimensional training mechanism to control the influence of individual factors by carrying out vocational professional skills training, professional ethics training, company rules and regulations training and so on for new and old employees in pharmaceutical enterprises.

5.3. Risk Management

Human resources management can be divided into three aspects: strategic objective, management system and management execution[6]. Therefore, when identifying the risk of human resources management, the enterprise can start from these three aspects, set up the human resources management group, with the head of the pharmaceutical enterprise as the leader, supervise the current situation of the human resources management, audit the human resources management plan within one year at the end of the year, and formulate the target and system according to the actual operation of the pharmaceutical enterprise to ensure the implementation effect.

6. Conclusion

With the increasingly fierce competition in the pharmaceutical industry, pharmaceutical

enterprises need to stabilize the internal management factors, optimize the human resources management, identify the risk factors in time, so as to ensure the stable operation of pharmaceutical enterprises.

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