Research on Innovation of Strategic Human Resource Management in Guangdong Province under the Background of Guangdong-Hong Kong-Macau Greater Bay Area Construction

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Abstract: In 2019, China formally established the Guangdong-Hong Kong-Macau Greater Bay Area, which aims to help promote the economic development of Guangdong, Hong Kong and Macao. The background of this era accelerates the industrial transformation of Guangdong, Hong Kong and Macao. In order to meet the continuous development of society, colleges and universities have higher requirements for the cultivation of talents, in order to promote the innovation and development of human resources management in colleges and universities under the background of Guangdong-Hong Kong-Macau Greater Bay Area construction. However, there are still some problems in human resource management in colleges and universities that need to be paid attention to. This paper takes the university of Guangdong province as the research object, makes the research to the university human resources management under the Guangdong- Hong Kong-Macau Greater Bay Area construction background, puts forward the reasonable management strategy, helps the university to realize the teaching transformation smoothly, trains conforms to the times development talented person.

1. Current Situation of Strategic Human Resource Management in Guangdong Province

China's "Belt and Road" strategy has promoted the construction of Guangdong-Hong Kong-Macau Greater Bay Area, but also can meet the requirements of "one country, two systems ". The proposal of Guangdong-Hong Kong-Macau Greater Bay Area has greatly changed the talent training measures in Guangdong, Hong Kong and Macao. Colleges and universities in Guangdong Province strengthen the strategic human resources management, but because our country's strategic human resources management started late, it has not formed a complete theoretical system to support the development of management. Therefore, there are many problems in the process of strategic human resources management, which requires colleges and universities to constantly adjust the human resources management mode, so that the trained talents can more cater to the background of the construction of Guangdong-Hong Kong-Macau Greater Bay Area.

1.1. Poor Management Awareness

Guangdong Province in the last century in the priority of reform and opening up, driving the continuous transformation and development of local economic industry. On this basis, a large number of talents are needed to promote the continuous transformation of the education system in colleges and universities in Guangdong Province. In the long-term development process, the efficient human resource management has exposed many problems, which further affects the quality of talent training. The unsound human resource management consciousness is the primary problem, the human resource management of the university is related to the enterprise, the unit, has the foresight, mainly through the management to develop and use the human resource. The human resource managers of Guangdong colleges and universities have the unsound management consciousness, introduce the high-efficiency human resource management into the mistake of fund, policy and hardware, lose the principle of "people-oriented ", fail to realize the importance of
human resource management to the school, the management consciousness is still in the traditional stage, lack of innovation consciousness, it is difficult to deal with the high demand for talents under the background of Guangdong-Hong Kong-Macau Greater Bay Area construction[1].

1.2. Management Model Lags Behind

In recent years, our country has begun to attach importance to the management of human resources in colleges and universities. Therefore, the management of human resources in colleges and universities in our country is in the primary stage, in the process of development has not yet formed a more mature management model, the management concept of managers is old, which is not in line with the development of the present era. Managers still feel that they should respect "leadership first" and fail to fulfill the "people-oriented" requirement. In addition, the management of human resources in colleges and universities has not established an incentive mechanism, the management process has not received the constraints of the mechanism system, the work process is slow, and the lack of certain competitiveness between managers leads to the indistinct effect of human resources management in colleges and universities, the backward management mode also makes the problem of talent introduction appear, the evaluation standard of talent is relatively single, and the evaluation of all aspects is not paid attention to, which brings difficulties to the promotion of human resources management in colleges and universities to some extent[2].

1.3. Structural Imbalance in Human Resources

There are structural imbalance in the human resources management of colleges and universities in Guangdong Province, most of the two colleges are lower than one, so they can not give good teaching resources and platforms to teachers and students. In this case, the phenomenon of teacher hopping is more serious, and schools are facing the problem of shortage of teachers. In addition, the school does not pay enough attention to the cultivation of teachers' quality, and fails to provide them with academic exchange and international teaching training on time. In addition, the educational concept of some colleges and universities is relatively backward, only pay attention to the students' theoretical learning, the students' practical requirements are not high, the teachers introduced are also mostly young teachers, lack of practical teaching experience, can not give students better practical guidance. Under the joint influence of many factors, the human resource structure of colleges and universities is gradually unbalanced, which hinders the cultivation of talents.

2. The Challenge of Guangdong-Hong Kong-Macau Greater Bay Area to University Human Resource Management

2.1. Increase the Demand for Talent

In the process of construction of Guangdong-Hong Kong-Macau Greater Bay Area, it will certainly promote the exchange between Guangzhou, Macao and Hong Kong, and further promote the development of urban economy, and the division of labor between cities will become more and more obvious. In the fierce competition environment, each city will carry on the industrial transformation, the transformation on the original basis, with the stronger superiority to deal with the Guangdong-Hong Kong-Macau Greater Bay Area construction. In this process, the demand for talents will inevitably increase, and these talents mainly come from colleges and universities in various regions. In order to more adapt to the construction of Guangdong-Hong Kong-Macau Greater Bay Area, colleges and universities also need to change the talent training mode in time, increase the relevant specialties, and make the efficient human resources management meet the requirements of the construction of the Greater Bay Area for talents.

2.2. Talent Mobility

The construction of Guangdong-Hong Kong-Macau Greater Bay Area mainly aims at the transportation between Guangdong nine cities, Hong Kong and Macao, develops high-speed rail, high-speed rail, realizes the one-hour economic circle, the time of Guangdong to Hong Kong and
Macao is shorter and the flow of talents in the region is also increasing, which also makes it difficult for colleges and universities to introduce talents. With the further improvement of the construction of Dawan area, there are more and more scientific research institutions and unit enterprises in the region, and the choice of talents is more, so many colleges and universities can not retain the problem of talent. In addition, the competition between colleges and universities is more and more fierce, "double first-class", "985"211" colleges and universities have a significant advantage in talent competition, and it is difficult for ordinary colleges and universities to attract advanced talents. For this, colleges and universities turn the direction of talent introduction to overseas, but because of the limitation of school running level, it is still difficult to introduce talent.

3. Strategies of Strategic Human Resource Management in Universities Under the Background of Construction of Guangdong-Hong Kong-Macau Greater Bay Area

3.1. The Concept of Dual System Training

In order to make the human resource management of colleges and universities more suitable for the construction of Guangdong-Hong Kong-Macau Greater Bay Area, we should adopt the dualistic training idea. The dual system is that colleges and universities can cultivate talents who meet the requirements of social employment. These employment requirements include academic level, psychological quality, professional skills and so on. The dual system culture concept is shown in Figure 1.

The training in this model can be divided into four stages, namely, freshman admission, on-campus training, off-campus training, and employment feedback. When entering the school, the school should analyze the characteristics of the students according to the basic information, admission results, questionnaire survey, understand their ability level, so as to help them formulate
their own training program; in the process of training in school, the school should monitor the students' status in school dynamically, the teachers should make a good analysis of the students' learning situation, and then optimize the students' training scheme according to the data of these two aspects, so as to prepare for the later stage of training; In the course of out-of-school training, the enterprise should strengthen the communication with the school and respond to the students' situation in time, so as to make a reference for the school to analyze the students' practical training situation, and adjust the training plan reasonably when necessary. Finally, in the employment stage, the teacher should make a good job recommendation and guidance for each student, and follow up the work situation for a period of time after the student enters the enterprise, so as to let the enterprise feedback the student's employment situation in time, so as to understand whether the talent trained by the school meets the needs of the industry[3].

3.2. Establishment of A Big Data Service Platform

The concept of dual system training needs to use the service platform of big data to promote the implementation. The construction of Guangdong-Hong Kong-Macau Greater Bay Area is beneficial to promote the sharing of human resources in the region, which requires the establishment of a platform for sharing human resources information (as shown in Table 2) in Guangdong-Hong Kong-Macau Greater Bay Area. In addition, based on the construction of the resource sharing platform, the evaluation system of teachers' teaching in the region should be standardized, and the cooperation and communication among the colleges and universities should be strengthened, and regular meetings between colleges and universities should be held[4]. Under the establishment of this model, it can effectively make up the talent gap in colleges and universities, and promote the cultivation of dual system in colleges and universities.

3.3. Strengthening Staff Human Resources Training

Efficient human resource training can not be separated from teaching staff, and the management quality of teaching staff can directly affect the management quality of the school. To this end, we should strengthen the training of human resources management staff, improve their professional quality, teaching level, innovation ability, etc.[5]. Schools should plan their professional direction according to the ability of teachers, do a good job of classified training, integrate the needs of industrial transformation of Guangdong-Hong Kong-Macau Greater Bay Area construction, train teachers pertinent, arrange them to study in nearby universities or overseas, and constantly strengthen the teaching staff of schools. The school should renew the concept of talent training, pay attention to the training of teachers, introduce incentive mechanism, and continuously promote the innovation and development of human resources management in schools in a competitive environment.
4. Conclusion

To sum up, the construction of Guangdong-Hong Kong-Macau Greater Bay Area not only plays a role in promoting the development of social economy, but also has a great influence on the change of teaching concept, management level and educational methods in colleges and universities. The industrial transformation brought about by the construction of Dawan District impels the continuous teaching reform in colleges and universities. In this regard, colleges and universities should proceed from the management of human resources to make specific plans for students' in-school study, outside-school training and employment, so as to make the trained talents more in line with the requirements of the construction of the Great Bay area and promote the continuous development of the urban economy.

References


