

Discussion on the Practical Problems of Human Resource Management in Colleges and Universities in the Big Data Environment

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Abstract: With the development of information technology and Internet technology, we have entered the era of big data. In the era of big data, the content and form of human resource management have been changed. There are still many problems in the current human resources management in colleges and universities. For example, the lagging of human resources management in colleges and universities, the backward mode of human resources management in colleges and universities and the inefficient allocation of human resources are urgent to be solved by effective measures. It is a good way to integrate big data technology into human resources management in colleges and universities. All kinds of realistic data can be collected and analyzed in human resources management through the application of big data technology, thereby promoting the improvement of the quality and efficiency of human resource management. This paper mainly analyzes the practical problems of human resources management in colleges and universities in the big data environment.

1. Introduction

We have gradually entered the era of big data in the context of the rapid development of Internet technology and information technology. In the era of big data, big data has gradually become a very important resource in social and economic development, and it has been paid widespread attention and attached importance from all walks of life. Colleges and universities are important places to lead innovation and cultivate comprehensive talented people. Therefore, the innovation in colleges and universities is a necessary step for technological innovation. At present, there are many characteristics of human resources management such as single assessment and the great subjectivity of evaluation in colleges and universities in China, which are away from the scientific and refined management. While, the application of big data technology can effectively improve the level of human resources management in colleges and universities.

2. The practical problems of human resource management in colleges and universities

2.1. The lag of human resources management in colleges and universities

It is actually an auxiliary department that provides assistance to other management departments for the human resources management department in colleges and universities, and many of its work is to provide support in the operation of other departments. In general, human resources departments coordinate and assist in accordance with the needs that other departments requested. In this case, it is easy to make the related work lag. This lag often makes human resources work more intense and cumbersome. If the problem cannot be solved in time, it will cause the dissatisfaction from the relevant departments. Therefore, the work of human resources in colleges and universities should be forward-looking and predictive[1].

2.2. The backward mode of human resource management in colleges and universities

In recent years, in the context of the rapid development of science and technology, a large number of new technologies have emerged, such as big data and cloud computing. The information

technology developed thereby has been widely applied to various industries. The management efficiency in colleges and universities is not high due to the bigger technology of the management object, the backward management model and the rough means of management in the process of human resource management. In terms of human resources management in many colleges and universities in China, many of them have not yet established a sound human resource management model and corresponding operational mechanism[2]. In the face of the context of rapid social development, colleges and universities should keep up with the development of the times and update relevant technical equipment, and establish a scientific human resource management model through the application of modern tools.

2.3. The low efficiency of human resource allocation

At present, the human resource allocation mechanism in many colleges and universities is not very sound, and the collection mechanism of employees information is not perfect. There is a problem of information asymmetry between university organizations and employees in the process of collecting relevant information of employees, which makes it impossible to accurately control the specific information of employees. Therefore, it is not possible to make appropriate arrangements for the positions of employees, resulting in an unbalanced and unreasonable allocation of personnel in each position. In addition, there is a lack of excellent managers and professional technicians. The low efficiency of human resource allocation has caused the waste of university resources and also affected the further development of colleges and universities. In order to solve this problem, the human resources managers in colleges and universities should face the changes of the information environment with a more positive attitude, actively understand and learn the knowledge related to big data, update and adjust the existing human resources management mode and change the current situation of low efficiency of human resource allocation.

3. The improvement strategy of human resources management in colleges and universities in the big data environment

3.1. The management of big data and data of human resource in colleges and universities

In the current big data environment, it is first necessary to collect relevant data of teachers. Specifically, (1) basic data. The relevant basic data of college teachers in the process of management include gender, age, educational background, seniority and scientific research results, etc. A general understanding of the basic situation of the teacher can be obtained through these data. The basic information can be changed through the computer database system[3]. Generally speaking, university teachers will send their resumes or fill in relevant personal data forms before their entry. So it is easy to collect this information without spending too much energy. Therefore, the human resources management personnel in colleges and universities only need to input the information into the computer database according to the information provided by the teacher, which is convenient and fast. If the teacher needs to adjust the post in the future, it can also be operated conveniently through this system. (2) Data is dynamically changed. This refers to the dynamic changed data in the human resources management in colleges and universities. Specifically, it includes the internal teacher turnover rate, the recruitment completion rate of college personnel, and the churn Rate of college teachers. For example, sometimes the completion rate of teachers in a recruitment cycle is relatively high, which explains that the competitiveness of this university is relatively high to a certain extent. On the contrary, human resources departments need to make new data analysis and judgment and formulate new programs. (3) Quality data. The quality data mainly includes the attendance rate of teachers and the student feedback information for the human resources management in colleges and universities. The construction of the teaching staff can be promoted and the quality of teachers can be improved through the collection and management of these data[4]. However, when analyzing these data, it is necessary to carefully explore the internal and external contacts and make positive corrections to the arisen problems.

3.2. Big data and teacher recruitment configuration

Big data contains a lot of subdata sets. These data sets basically contain all the information about a teacher. Based on this information, the human resources management department of the university can comprehensively understand the teachers and then allocate the most suitable positions for them to truly let everybody fully display his talents. With the support of big data, the efficiency of recruiting and arranging personnel in colleges and universities can be improved to a certain extent, and there will be a certain degree of improvement in all aspects of analysis, feedback and evaluation. The recruitment and allocation of teachers in colleges and universities can get rid of blindness by recruiting and arranging teachers through the big data application. At the same time, it can effectively prevent some personnel from seeking personal gains through power, avoid the unfair problems caused by human factors and reduce the loss of outstanding talents.

3.3. Big data and development training of teachers

Employee career training is undoubtedly an important part of human resource management. Human resource management is based on all the data of employees In the big data environment. Therefore, it is also necessary to understand the personal inauguration and promotion willingness of employees and to explore other information related to employee career planning in addition to understanding the job candidates information when collecting relevant information of employees. Then the obtained information is cleaned and quantitatively analyzed to form the information set of each employee. It is possible for the human resources department in colleges and universities to develop a "college career evaluation system based on big data" to comprehensively know the behavior of employees, to actively match the appropriate positions for employees and to adjust their positions according to their actual conditions. After the employees get to work, they should be helped forwardly to be better qualified for their work.

3.4. Big data and teacher performance appraisal

When setting performance appraisal indicators, quantitative indicators and qualitative indicators should be combined In the big data environment. For example, teachers' teaching hours, scientific research results and students' satisfaction should be taken as quantitative indicators, while teachers' moral character, sense of responsibility, innovative ability, collaborative ability and work attitude should be taken as qualitative indicators. The proportion of different indicators in performance appraisal could be determined through the collection and statistics of these data[6]. In addition, in order to be fair and just in performance appraisal, it is necessary to reform the original appraisal method, to establish a new performance appraisal model to analyze different positions, to use modern science and technology and high-quality platforms to collect and analyze relevant data, and to build a data-based performance appraisal system designed to evaluate the work of teachers. These can not only objectively assess the contributions that employees have made, but also provide specific guidance on the improvements of future work. Human resource management in colleges and universities is the basis for launching work and directly affects the quality of teachers' teaching. It is necessary to constantly stimulate the the working enthusiasm of the majority of teachers in order to continuously improve the working enthusiasm of college teachers. This requires the support of an efficient performance appraisal mechanism[7]. The form of teachers salary is directly linked to the performance appraisal results. For example, the performance is related to salary, bonuses, welfare subsidies, and has an impact on the promotion. Part of the performance appraisal should be attached importance to make the majority of teachers feel achievements gained by their hard work, forming a benign incentive rounding mechanisms.

3.5. Big data and teachers salary management

Salary is undoubtedly very important to every employee. Therefore, when establishing the salary system, colleges and universities should always abide by the principles of internal fairness, external fairness and self-fairness. Through the use of big data, colleges and universities can grasp the level of domestic salary changes according to the overall wage level in the region and the industry, and

then develop a suitable salary system to gain an advantage in the salary management for teachers in colleges and universities.

3.6. Creating an encouraging environment in colleges and universities

If colleges and universities want to form a good working environment internally, they should ensure the collaboration of all departments, pay attention to the construction of excellent culture and make teachers have a sense of belonging and dependence. College culture is the internal force that motivates teachers to work, and the respect for talents, fair competition mechanism and friendly cooperation in groups, etc, are mainly included. Only to focus on the details of the work can the internal incentive environment in colleges and universities be created, can teachers have a sense of group honor and truly reflect their own value[8]. Therefore, salary incentive is only the most basic part of human resource management in colleges and universities, and it also includes honor incentive. For example, holding bonus selection activities and honorary commendation conferences regularly to select advanced teachers, role models, outstanding Party members and outstanding contributors, etc. Teachers are full of enthusiasm for their work through this kind of honor incentive, forming a good atmosphere of striving for excellence internally. This kind of benign competition plays a positive incentive role, so that teachers can better do their work. The nature of this kind of honor incentive belongs to spiritual salary, which is an important method for forming a healthy and excellent culture within the university, reflecting the cultural soul of a college or university. Therefore, human resource management must be good at using this incentive strategy to let teachers understand what is group and what is team.

4. Conclusion

In summary human resource management has become more complicated in the era of big data. It is not just a communication between people, but also needs to organize and analyze relevant data. Human resources management is very important for colleges and universities. It affects the quality of running colleges and universities and the level of scientific research to a certain extent. This paper takes this as the breakthrough to analyze the problems in human resource management in colleges and universities in the era of big data in order to effectively improve the problems in human resource management in colleges and universities in the era of big data and raise the quality of human resource management in colleges and universities.

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