

## Research on Enterprise Human Resource Management under Information Environment

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**Keywords:** human resource management, core competence, competitive advantage, enterprise development

**Abstract:** Under the background of the continuous development of the information society, the human resources management of enterprises has gradually attracted people's attention. For enterprises to develop, they must strengthen their core capabilities to improve their competitive advantages. There is a certain mutual influence between the two. This paper discusses the relationship between human resource management and core competence and enterprise competitive advantage, and deepens the research on the mutual influence factors among the three, and promotes the human resources management work to play the biggest role in the enterprise.

### 1. Introduction

In the process of development, the planning of human resource management is fundamentally the planning of talents. The absorption, storage and management of talents are the first competitiveness of enterprises, and they play an irreplaceable role in the innovation, production, marketing, and after-sales services of enterprises. The level of human resources management of enterprises can directly affect the development of enterprises. Planning human resource management can help enterprises establish internal "core capabilities" to obtain external "competitive advantages." Core competence refers to the ability and technical ability of the organization through continuous learning, accumulation and integration[1]. This ability can create unique value for customers, form differences with competitors and is difficult to imitate. It is the root of competitive advantage of enterprises. In this process of continuous learning and accumulation, the rational arrangement of human resource management is inextricably linked with the strength of core competence. Competitive advantage, in simple terms, is that enterprises create higher value and better service than their competitors[2]. They have strong core capabilities to form a competitive advantage. A company must have irreplaceable and unique core capabilities of other companies. In order to develop in the fierce social competition, the core competence is the source of competitive advantage, and ultimately must be realized through enterprise human resource management.

### 2. Research on the Relationship between Human Resource Management and Core Competence

The accumulation, development and renewal of the core competence of the enterprise requires human resource management to play a role. Human resource management is aimed at the enterprise as a whole and actively participates in the planning of the enterprise, rather than being limited to a single department or short-term project. Human resource management takes the core competence as the main axis, puts people with different capabilities and quality in the right position, and establishes an effective performance management mechanism and salary system to promote the nurturing and development of core competence. Enterprise competition comes from its unique core ability that is different from other companies[3]. The acquisition, maintenance and promotion of core competence depend on the learning organization. Therefore, only the effective operation and planning of human resource management in the enterprise ensures that each The rationality and scientific nature of

human resource allocation between business units, in order to establish a learning organization, the core competence of the enterprise can be implemented.

Human resource management has always been one of the most important parts of enterprise development. Its importance has increased in the foreseeable future. The function of human resource management should include five aspects:

1) Employment Management: Fair Employment Opportunities and Acts, Job Analysis, Personnel Planning and Recruitment Staff Testing and Selection and Interview Applicants.

2) Training and Development Management: guidance and technical training, management development, management quality and productivity, performance evaluation and career management.

3) Salary Management: establishment of salary plans, financial incentives and benefits and services.

4) Labor Relationship Management: the basis of labor relations and collective bargaining.

5) Performance Management: guarantee of fair treatment, employee safety and security.

This paper divides the role of human resource management into core competence into three aspects: acquisition, promotion and maintenance, and combines the functions of human resource management to sort out the role of human resource management measures on core competence, as shown in Table 1. The table explores the relationship between human resources and core competencies.

Table 1 The role of human resource management measures in core competencies

human resource management	core competencies		
	acquisition	promotion	maintenance
<b>Employment Management</b>	1. Recruiting the professional talents required by the company through interviews		
<b>Training and development management</b>	2. Increase training for employees who lack capacity	1. Training talents for future development 2. Work enrichment	1. Provide training and learning opportunities to employees on a regular basis 2. Establish corporate culture
<b>Salary management</b>	3. Reasonable salary treatment attracts talents	3. Improve the incentive salary system	3. Retention plan
<b>Labor relationship management</b>		4. Quality control circle	4. Departure, retirement plan
<b>Performance management</b>			5. Effective performance interviews and assessments

### 3. Research on the Relationship between Human Resource Management and Competitive Advantage

Effective human resource management can enhance a company's competitive advantage by creating cost leadership or product differentiation. In the recruitment, selection, education, training and salary, the cost leadership can be achieved through effective human resources, which has a direct impact on the competitive advantage. In addition, in the implementation of human resource management, if the employee-centered approach is adopted, the employees can Increased ability, motivation and work attitude, indirectly affecting competitive advantage If the enterprise-centered approach can improve the output, sustainability, legality and corporate image of the company, it can also indirectly affect the competitive advantage[4]. Regardless of employee-centric or enterprise-

centric human resource management, competitive advantage can be enhanced by product differentiation. Human resources management includes a variety of activities involving recruitment, hiring, training, development and remuneration for all types of personnel. Human resource management not only provides guidance for individual basic and auxiliary activities, but also supports the entire value chain. Therefore, human resource management determines the competitive advantage of any company by determining the role of employees' skills and performance and the cost of hiring and training.

According to previous studies, most empirical studies have found that human resource management measures have a positive impact on firm performance, but some studies show that there is no correlation between the two. The difference between these findings suggests that the two may not be directly Relevant, but indirectly related. Therefore, it is inferred that the human resource management of this research enterprise may also influence the competitive advantage through the intermediate variables, and that this intermediary variable is the core competence within the enterprise. However, there is no research on the core competence as the intermediate variable of human resource management and competitive advantage.

Therefore, to explore the causal relationship between human resource management and competitive advantage, it is possible to establish a complete theoretical model by studying the mediator variables, and at the same time, because it is not clear what human resource management measures can play, it is based on human resource management measures[5]. The role of core competencies, inferred that human resource management measures can play a role in the acquisition, promotion and maintenance of competitive advantage.

#### 4. Research on the Relationship between Core Competence and Competitive Advantage

The core competence of an enterprise refers to the ability to support a company to develop unique products, develop unique technologies and create unique marketing methods. It is the synergy between the company's competitiveness and competitive advantages in a specific business environment. It is the company's multi-faceted skills and business operation mechanism. Such as the organic integration of technical systems and management systems. Therefore, it can be seen that a company's sustainable competitive advantage is derived from the resources and core capabilities of the company.

According to the above relationship between human resource management, core competence and competitive advantage of enterprises, the relationship between human resource management, core competence and competitive advantage of enterprises is compiled, as shown in Fig. 1.

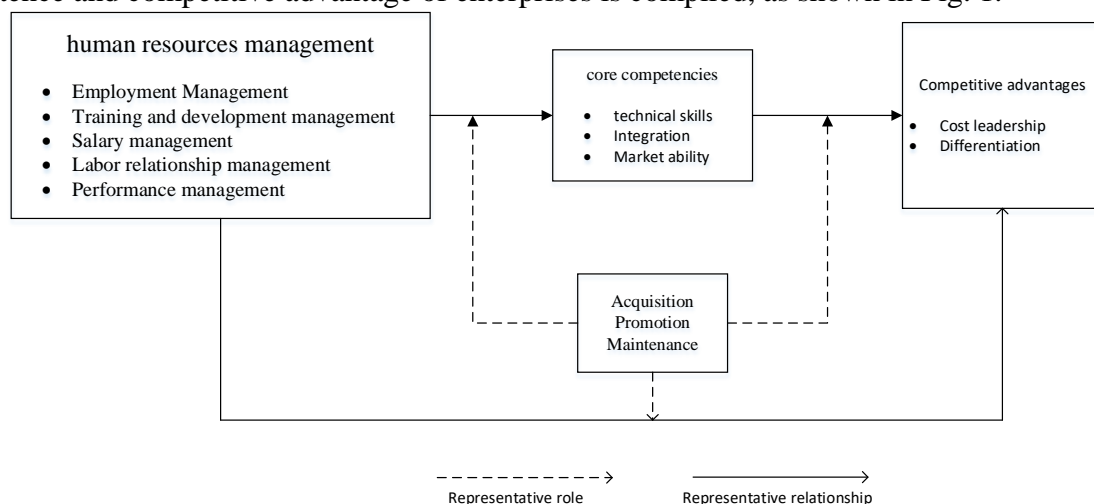


Fig.1 Relationship between human resources, core competence and competitive advantage of enterprises.

## 5. Conclusion

Human resource management is one of the most important parts of enterprise development. While realizing the management of talents, it must also take into account the influence of core competence and competitive advantage of enterprises. Ultimately, it must produce results through human resources management work, and research human resources. The relationship between management, core competencies and corporate competitive advantage enables human resources management to play its biggest role and promote the common development of enterprises and employees.

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