

Research on Human Resource Management of Kerui Software Technology Company in Big Data Era

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Abstract: With the increasing popularity of big data and artificial intelligence, information transmission is more rapid, which to a great extent meets people's needs for comprehensiveness, effectiveness and timeliness of information transmission. Therefore, the application of big data, artificial intelligence, new media and other related technologies in human resource management can better meet the requirements of the times for enterprise management innovation and progress. It is an important embodiment of the effective integration of high-tech and modern management theory. This paper analyzes the human resource management of Kerui software technology company in the era of big data. Firstly, it analyzes the impact of big data technology on human resource management mode, management form and management content. Secondly, it analyzes the current situation of human resource management of Kerui software technology company, focusing on the current situation of employee training, corporate culture construction and performance management. Then it summarizes the problems existing in human resource management of Kerui Software Technology Co., Ltd. Finally, it puts forward some suggestions on the optimization of human resource management of Kerui Software Technology Co., Ltd.

1. Introduction

New media appeared in China in 1993, and it has achieved rapid development in just over 20 years. Many new media websites and platforms have appeared one after another, such as Sina Weibo and Tencent QQ, which have brought great convenience to all walks of life in China. In recent five years, the advantages of the combination of big data technology and new media are more obvious, and the application scope is wider, which injects fresh blood into the traditional human resource management and lays a technical foundation for its transformation.

Since the development in recent years, with the emergence of new media and the Internet, the trend of integration research of new online media has become more and more obvious. Big data has also become a synonym for new media. At one time, some data from the U.S. Internet Data Center showed that the number of Internet users reached more than 50% every year, doubling every two years, so now more than 90% of the data has been generated. The research firm garmer defines "big data" as a vast, high-growth, diverse information asset that requires a new processing paradigm to enable decision making, insight discovery and process optimization. In our age of deep data, companies must leverage big data as a driver for their growth if they are to grow and prosper. They must learn to understand data, use it, and trust it. In the field of human resource management, business managers should also learn to master these skills. Big data must also be mastered. We have to apply the ideas and concepts of big data to the working life of human resources information management, and use the value of big data to promote the development of human resources cost management accounting work learning efficiency of our enterprises, which is also a new reform of the work of human resources environment managers in the current era of big data.

1.1 Affecting Human Resource Management Mode

Some new media make extensive use of big data, and many new media get some data through some suppliers and links to make the products they want to attract the audience. For example,

automobile is an advanced manufacturing industry which has global suppliers producing thousands of parts at the same time. In fact, some platforms have got the cooperation of most companies in the early stage, and they have designed and cooperated accordingly to develop new products.

In the context of big data, the process of carrying out human resource management will be affected by technological innovation. Build a good information sharing environment between all levels and departments within the company, and form a new digital and intelligent human resources ecosystem based on innovation in communication forms. Under the environment of big data and artificial intelligence, the emergence of new management modes, such as online job training mode, network platform assessment mode and intelligent identification system, provides more abundant management tools for relevant staff and creates more effective management scenarios.

1.2 Affecting the Form of Human Resource Management

Traditional human resource management basically relies on paper information to deal with all kinds of information work. In this way, errors, untimely information transmission and other problems occur from time to time. At the same time, it can not make full use of information. Therefore, it is difficult to improve its efficiency. In the era of big data, fully combine the characteristics of wide expansion range, high accuracy and timeliness of information dissemination of network media. For example, many companies have established network office collaboration systems and new media network platforms. Based on the use and construction of the system, they carry out personnel and position adjustments, job evaluations, performance management, employee training, employee recruitment, etc., and realize online information registration. Reduce the repetitive labor in human resources work, thereby reducing the work intensity of HR. Another example is that most large and medium-sized enterprises use artificial intelligence recognition systems for human resource management. Employees use fingerprints and face recognition to achieve convenient, fast, and accurate employee attendance when they go to work and leave work.

Big data technology has taken a key position in all business company management decisions. As long as the company changes a little bit, big data can be controlled and analyzed, and the company can also use big data for analysis and verification, and then complete the appropriate measures. Therefore, the main applications of Big Data for companies include: Some companies have been dealing with customers and have been using Big Data for a longer period of time to target and segment users in detail. Big data allows for a more granular experience and personalization of user segmentation and customization. For our next generation of retailers, they themselves can see the whereabouts of certain personal information users by leveraging the clickstream of the Chinese Internet, gain more insight into the analysis of customer needs, and also mimic customer behavior.

1.3 Affecting the Content of Human Resource Management

Big data, artificial intelligence and other technologies can greatly affect the work form of enterprise human resource management, and at the same time can also have an impact on the content involved in human resource management. The application of new media technologies such as big data and artificial intelligence is mainly based on network information platforms and network technologies to screen, analyze and organize relevant data on a large scale. Therefore, the application of the network platform is very extensive, and relevant staff need to be able to adjust the content of human resource management in accordance with the characteristics of new media and the needs of network management forms. Based on its own reality, the company rationally uses big data in the six human resources modules to optimize its configuration. For example, JD.COM introduced JD.COM ME office software to its internal employees, analyzed the dynamic information of employees in the background by using software big data, improved the efficiency of human resource planning, included the performance appraisal information of employees, and calculated salaries, thus reducing the cost of human resource management and improving the efficiency of its departments.

Under the background of big data, in addition to the need to change the way of human resource management, special attention should be paid to the application of digital technology, with the advantages of digital technology, the organic integration with human resources to better play its role.

From the current situation of human resource management, many human resource managers have a relatively weak awareness of digitalization and still adopt old-fashioned management methods, which undoubtedly hinders the development and progress of digital human resource management. Based on this, HR managers of Core Software Technology Co., Ltd. should fully recognize the advantages of digital technology and actively apply it to daily HR management, so as to more effectively manage HR, and implement innovative applications for HR management in order to meet the needs of HR management in the context of the new era.

2. Current Situation of Human Resource Management of Kerui Software Technology Co., Ltd

2.1 Staff Training Status

The majority of the existing employees of Kerui Software Technology Co., Ltd. are post-90s and post-80s employees, and the proportion of post-90s employees is gradually increasing. So far, about 70% of the employees are post-90s. Most of the existing employees are male employees, accounting for about 80% of the total, which is about 4 times that of female employees. The majority of employees with college or undergraduate education, accounting for about 70% of the total, of which the employees with undergraduate education account for a higher proportion. In addition, the company's employee stability is relatively low, especially after 2018, the employee turnover rate has shown a gradual increase in the development trend. Core Software Technology Co., Ltd. usually only conducts two-day job training for new employees. The training content is also too random, usually introducing the company's salary standards, various management systems, and special requirements for different positions to employees, and rarely involves professional skills training. New employees can only turn to old employees for help on professional and technical problems in their work. New employees think that their growth in the company is very slow and their work accumulation is very small, which leads to many employees leaving their jobs.

2.2 Present Situation of Enterprise Culture Construction and Performance Management

Kerui Software Technology Co., Ltd. is basically in a blank state in corporate culture construction. At present, the corporate culture construction is to carry out an employee league building activity once a year. The personnel department and the administration department are merged into one department. Although it reduces the operating costs of enterprises, it makes the construction of corporate culture remain superficial. The number of employees is limited, and the daily work of administration and human resources management is too cumbersome, which leads to the company's corporate culture construction always being shelved. Kerui Software Technology Co., Ltd. has not formed a complete and sound performance management system. It does not have a deep understanding of performance training and performance communication, and its implementation is not in place. Performance planning and performance appraisal rely on subjective evaluation and lack relevant data. Performance management lacks effectiveness and scientificity.

3. Problems in Human Resource Management of Kerui Software Technology Co., Ltd. in the Era of Big Data

3.1 Backward Concept of Human Resource Management

Kerui Software Technology Co., Ltd. has never got rid of the shackles of traditional human resource management concepts. Company leaders and human resource managers do not pay much attention to human resource management. They believe that the development of human resources and the development of employees can be natural. They generally believe that as long as the existing employees can effectively complete their work tasks, it means the realization of human resource management. This wrong concept regards human resource management as an auxiliary measure for enterprises to supervise production. In addition, the management of employees is limited to their job performance, ignoring their psychological state and attitudes towards work, the company and colleagues after work. In this case, employees often leave their jobs suddenly, which

has a serious impact on the normal operation of the company. At the same time, it also affects the job stability of existing employees.

3.2 Insufficient Construction of Corporate Culture

Corporate culture is like a bridge, organically connecting the company and employees. Corey Software Technology Co., Ltd. has always been relatively backward in the construction of corporate culture. The construction of corporate culture is seriously formalized and lacks connotation. Although it has posted obvious slogans, it has not penetrated the spirit of the enterprise into the hearts of employees. Kerui Software Technology Co., Ltd.'s understanding of corporate culture construction is only limited to the development of cultural and sports activities or the development of ideological and political education. He believes that organizing team building activities and holding annual meetings are the construction of corporate culture. The form is greater than the content, and the corporate spirit has not been accepted by the employees. The company carries out ideological and political education to inculcate the relevant system requirements of the company. The company's rules and regulations are confused with the corporate culture, which also fails to reflect the spirit of the company's culture.

3.3 Unreasonable Assessment Mechanism

In the process of performance evaluation, the evaluation standard of Kerui Software Technology Co., Ltd. is mainly the attendance rate and actual workload of employees. However, there is no deep understanding of the long-term work effect of employees from the actual development. And when the actual assessment work is carried out, the relevant supervisors show strong subjectivity, rather than objectively evaluate the employees. In the process of daily operation and management of Kerui Software Technology Co., Ltd., the top managers are mainly responsible for all the work, and other staff members only need to complete the tasks within a limited time, and pay attention to the work quality blindly. Moreover, the bonus system of Corey Software Technology Co., Ltd. is in name only, and has not been applied to bonus distribution, so the fairness has not been reflected. The management of Kerui Software Technology Co., Ltd. can't fully understand the employees, many tasks don't meet the actual needs of the company's business development, and performance communication and performance communication are seriously absent, resulting in serious deviations between many real situations and work systems.

3.4 The Efficiency of Human Resources Training is Not High

Human resource training is an important channel for improving employees' work ability and strengthening corporate competitiveness. However, Corey Software Technology Co., Ltd. has insufficient understanding of the role of big data in human resource training, and one-sidedly regards the practical application of big data as a change in black and white. The use of new media equipment is too limited and the effect is not obvious. This kind of misconception restricts and inhibits the improvement of the training effect. In the daily process of employee education and training in Kerui Software Technology Co., Ltd., some employees have heavy work tasks, high labor intensity, unbalanced age levels of the workforce, a large gap between unmarried and married time, and many employees do not have enough study time, which shows a serious contradiction between work and study. However, the existing training mode is too old, lectures, speeches and other forms are too boring, and many employees can't participate in the training normally, or even if they participate in the training, they are not voluntary. The company has invested a lot in training, but it can't achieve the desired effect.

4. Suggestions on Human Resource Management Optimization of Kerui Software Technology Co., Ltd. in the Era of Big Data

4.1 Change the Concept of Human Resource Management

The traditional human resource management mode is no longer applicable to the human resource management of Kerui Software Technology Co., Ltd. in the era of big data. Kerui Software

Technology Co., Ltd. needs to deeply understand and deeply tap the advantages of big data and hit its own shortcomings; Make full use of the advantages of big data to actively, multifaceted and multi angle understand the relevant information of employees, and more fully grasp the dynamics of employees without affecting their normal life. Completely change the concept and deeply study the application of new media technologies such as big data and artificial intelligence in the process of human resource management. A comprehensive collection of employees' use of new media-related tools and in-depth analysis to explore potential problems. This method not only helps maintain the stability of the company's workforce, but also helps the company optimize its recruitment efforts. And assessment work to achieve accurate and precise recruitment, as well as comprehensive and fair assessment.

Under the background of big data, in addition to the need to change the way of human resource management, special attention should be paid to the application of digital technology, with the advantages of digital technology, the organic integration with human resources to better play its role. From the current situation of human resource management, many human resource managers have a relatively weak awareness of digitalization and still adopt old-fashioned management methods, which undoubtedly hinders the development and progress of digital human resource management. Based on this, HR managers of Core Software Technology Co., Ltd. should fully recognize the advantages of digital technology and actively apply it to daily HR management, so as to more effectively manage HR, and implement innovative applications for HR management in order to meet the needs of HR management in the context of the new era.

4.2 Make Full Use of the Social Value under the Background of the Big Data Era to Promote the Construction of Corporate Culture

Big data will have more or less influence on the content, form and mode of human resource management. Rui Software Technology Co., Ltd. needs to pay full attention to the application of various emerging social platforms in the era of big data, and make full use of the social value in the era of big data to promote the construction of corporate culture, so that employees can grasp the spirit of enterprise. Kerui Software Technology Co., Ltd. can better enhance its corporate culture construction effect through new media forms. For example, use Weibo, WeChat, web pages and other platforms to publicize the company's cultural spirit. This is a new form of media that is highly accepted by young people. Now the post-80s and post-90s generations have become the mainstays of all walks of life. The use of big data tools in human resource management by Core Software Technology Co., Ltd. can promote their understanding of the company. Get more and more comprehensive understanding, receive relevant information in a timely manner, and use new media communication methods to deliver corporate culture content to every employee in various forms and methods through multiple channels and channels, and give full play to the information of new media We will strive to create a deeper corporate culture and change the status quo of the company's human resource management.

4.3 Pay Attention to the Characteristics of Big Data and Improve Human Resources Assessment Management

Kerui Software Technology Co., Ltd. should pay full attention to the role of new media such as big data and artificial intelligence in the process of human resource management. It makes full use of the characteristics of new media, optimizes and improves the assessment management mechanism, gives play to the promotion and driving role of assessment, and continuously improves the level of human resource management. The formulation of salary system and assessment mechanism can be based on the characteristics of new media, try to meet the spiritual needs of employees under the background of new media era, provide employees with targeted spiritual incentives that fully show the characteristics of the new era, innovate the salary evaluation system, formulate incentive policies equivalent to employees' work performance, and mobilize employees' enthusiasm, Increase the sense of belonging to the enterprise. For example, we not only give material rewards to outstanding employees, but also publicly praise them on the interactive platform of new media, and organize employees to play games, communicate with each other and exchange

experiences on the interactive platform, so as to give affirmation to employees from the spiritual level. At the same time, it is also possible to establish employee performance rankings and elegant demeanour lists, which can be widely disseminated at all levels and parts within the company through new media to create a good working atmosphere for enterprises. The effective combination of enterprise performance management with new media such as big data and artificial intelligence can realize digital performance management, speak with data, objectively and fairly evaluate employees' performance, effectively optimize the management process and continuously improve the management efficiency.

Secondly, improve the way of enterprise human resources performance management. In the context of the rapid development of big data Internet, enterprise human resources management is confronted with an important content, namely data collection, data information collection channels are not single, mainly including human resources dynamic information data, human resources status quo basic data, human resources quality control data in three aspects. Therefore, Core Software Technology Co., Ltd. needs to improve the way of enterprise human resources performance management from the following aspects: First, the dynamic information data of human resources, which is submitted to the Ministry of Human Resources after being counted by each department, and the data is summarized and statistically analyzed by the human resources management department for the data information, and the analysis results are timely processed and reported through the 5G Internet, and the enterprise managers are aware of the situation and changes of personnel Timely understanding, big data analysis results can play an important reference value for the future management of the enterprise, human resources dynamic information data is constantly changing, within the short-term goals of the enterprise, every day or even every hour can be updated, managers should be timely data collection and processing and update in a timely manner, the use of analysis again after use, not to use obsolete data for analysis, in order to play big data in The role of HR performance management is to maximize the value of the data. The second is the basic data of human resources, which needs to summarize and organize all the information of employees, and analyze and process the data, so that managers can have a comprehensive understanding of the basic information of employees. Third is the human resource quality data, this data is the employee's daily work in the enterprise task completion and work status, enterprise management needs to make scientific judgment on the data when collecting the above data, improve the value of the use of big data, in order to improve human resource management capabilities.

4.4 Strengthen Human Resources Training

Staff potential to stimulate students is quite important for a business management, so that employees play their best role in the actual teaching work, greatly improve their staff motivation, centripetal force, is a great way that companies can achieve national interests, in the economic society we live are economic people, all behavior is oriented to the benefits it brings, big data technology can provide help to carry out analysis as well as employees through Understanding their willingness to be promoted and their career plans, so that corporate culture can be based on this network information to train employees in a targeted way, to achieve the career goals of Chinese employees, to stimulate their unlimited potential and to bring great benefits to the development environment of the company. It enables employees to understand the nature of their work, increase their efficiency, improve the problems in their work, alleviate the limitations of current human resource management, and improve the overall strength and competitiveness of the company.

Staff training is an important prerequisite for ensuring the overall quality of human resources. Under the new media environment, Kerui Software Technology Co., Ltd. needs to combine the advantages of new media such as big data and artificial intelligence to strengthen the training of human resources and improve the quality of talents. In terms of staff training, Corey Software Technology Co., Ltd. uploads the training content in the form of pictures and texts to new social platforms such as WeChat groups and Weibo or big data platforms. It can also be shot into short online videos and published on short video platforms. , You can also develop a “micro classroom”. Implementation of flexible training system and points system, employees according to their own

work progress to ampere learning time. At the same time, the training content needs to be timely and can help employees solve the difficulties in their work. At the same time, we can take advantage of the development situation of new media such as big data and artificial intelligence to present rich curriculum resources for employees on multiple platforms and channels, and provide diversified learning tools to realize subtle training and improve employees' enthusiasm. Through the existing short video platforms and online classroom platforms, enterprises can save the cost of building their own training platform and purchasing relevant teaching equipment, so as to reduce the cost and increase the efficiency of enterprise training.

5. Conclusions

Kerui Software Technology Co., Ltd. should adapt to the development of the times, apply big data and artificial intelligence technology, and constantly reform and innovate the form, content and mode of human resource management. Change the concept of human resources management, rebuild the performance evaluation method of human resources, strengthen the role of human resources training, and build an intelligent organization suitable for survival in the era of artificial intelligence and sustainable development.

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