

# Analysis of Enterprise Management and Human Resources Management in the Era of Big Data

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**Abstract:** In the context of technological development, the market has put forward higher requirements for enterprises. Big data technology is a powerful tool for enterprise development, and has important significance in innovating enterprise management, improving the value of human resource management, optimizing personnel management channel selection, and optimizing recommendation models. In the new era, enterprises need to rely on the power of big data to accurately conduct market evaluation and prediction, innovate and develop enterprise management models, attract high-quality data management elites with more reasonable talent cultivation plans, and improve their core competitiveness with excellent enterprise management capabilities.

**Keywords:** The era of big data; Business management; Human Resources Management

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## Introduction

Listening to the pulse of the times, science and technology have become an important driving force for economic development. With the update of information technology, big data emerged as the times require. The arrival of the big data era provides enterprises with opportunities to deepen reform. The current development of enterprises should keep pace with the times, break away from the trap of being stuck in the same trap, clarify the important impact of big data and cloud technology on enterprise management capabilities, optimize the external image of enterprises with excellent data management capabilities, and improve their core competitiveness. In the new era and new challenges, enterprises with long-term goals can improve human resource management and enterprise management models that adapt to the market, thereby enabling and piloting the sustainable development of enterprises.

## 1. The arrival of big data has a profound impact on enterprise management and human resource management

### 1.1 Big data is market based, boosting optimization and upgrading of enterprise decision-making management

As the harbinger of the era, the emergence of big data has dramatically changed all aspects of the enterprise, and the enterprise's operation, management, and marketing models have entered a new stage. The advantage of big data lies in its ability to detect various types of data, grasp market trends, clarify customer purchasing intentions and product trends, address customer concerns, conduct differentiated marketing and all-round display and promotion, and improve product sales in a win-win manner. At the same time, big data optimizes its operating system from a new perspective. It can effectively detect the operation effect of the set operation scheme through automatic analogy and simulation, and promote enterprise managers to make scientific choices and reasonable decisions <sup>[1]</sup>. The technology of big data is of advanced significance. It not only clearly predicts the market, but also points out the way for the future development of enterprises. Enterprise decision-making and judgment are gradually becoming data-based and intelligent, breaking away from the empirical cage of nihilism. Enterprises cannot live without big data. With the help of big data, the enterprise's overall strategy and specific measures can be carried out scientifically and efficiently, and such progress is a leap forward.

### 1.2 Big data promotes the development of human resource management

As the crystallization of the development of information technology, big data can effectively improve the accuracy and scalability of personnel data. Driven by the powerful functions of big data, enterprise management is carried out rationally with the human resources

management department as the core, which can better promote the effective allocation of resources. Big data can make scientific and reasonable analysis and evaluation of employees based on their various behaviors and activities, and accurately grasp their various needs. This improvement not only reduces the pressure of HR work, but also facilitates innovative enterprise training methods. The formulation and modification of HR training programs closely follow the results of real-time data analysis, effectively avoiding possible bias and psychological impact with the accuracy of first-hand information, thereby implementing training programs that best fit the psychology of employees and the actual situation of employees<sup>[2]</sup>. Overall, big data has improved the value of human resource management, enabling human resource management to play a greater role in enterprise development.

## **2. Measures for innovative development of enterprise management in the era of big data**

### **2.1 Using Big Data for Market Prediction and Judgment**

Big data has the advantages of accurate prediction and scientific and effective data collection and analysis. Enterprises should use big data to conduct market forecasting, evaluate the sales of their products, conduct detailed analysis of current market demand, and deeply explore the potential market for their products. Big data can well serve future product research and development directions, enterprise operation and marketing models, production scale decisions, and inventory optimization management in various regions<sup>[3]</sup>. Enterprises should learn about the personal hobbies, current needs, consumption levels, etc. of various consumers through various network platforms, such as Taobao and Tiktok, within a moderate range, and use these data to grasp the market, optimize and upgrade enterprise products, and promote the effective connection between supply and demand. Consumer satisfaction is the source of enterprise development. From a more professional perspective, after understanding the market, enterprises can further seize the market on the existing basis, and enhance their market competitiveness through a more complete industrial and product chain. At the same time, big data can comprehensively analyze procurement, inventory, logistics, and other needs, enabling coordinated operation of various departments of an enterprise, promoting the overall role to outweigh the sum of partial roles, and achieving the effect of system optimization.

### **2.2 Enterprise management mode needs innovative development**

Enterprises should adapt to the times and promote their development through innovation in management models. Specifically, enterprises need to enter data in a more scientific and efficient way, establish a timely database, play the role of data analysis, and directly address the symptoms of the enterprise. At the same time, it is necessary to attach importance to the improvement of the comprehensive literacy of business personnel, and provide regular training on their professional skills and data technology skills. Corporate culture cannot be ignored. A corporate culture that conforms to the concept of data can better create a learning enterprise atmosphere, provide employees with a platform to demonstrate and develop themselves, and help improve their work enthusiasm and efficiency. By replacing formalism with practical data management, enterprises should reduce human assessment and choose to use data to evaluate employees' business and training plans, which is conducive to the optimization and upgrading of the enterprise. In addition, enterprises should stop building cars behind closed doors, strengthen cooperation and communication with other enterprises, and allow data talents to learn from each other's strengths and make up for each other to achieve win-win results.

## **3. Improvement direction of enterprise human resource management in the era of big data**

### **3.1 Boost data utilization with new management concepts**

The era requires enterprises to adopt a more open and enterprising attitude to promote the integration of human resource management and data management. The mechanized management model has lagged behind the development process of the times, and it is necessary to implement the new human resource management concept in the context of big data. It is particularly important to form a scientific framework here. Enterprises need to focus on implementing data in multiple aspects such as human resource planning, talent recruitment and training, attendance performance evaluation, salary adjustment, etc. It is best to carry out systematic and standardized management, and provide fair and reasonable treaties for good governance of enterprise employees. Based on this, the utilization of big data will be more efficient. At the same time, enterprises can collect data related to employees' work without infringing on privacy, and conduct scientific overall analysis, which is conducive to a comprehensive understanding of employees' work progress and goals. As true survey data, this is not only a first-hand source of employee training, but also a useful reference for other aspects of human resources work in the future.

### **3.2 Clarify talent recruitment needs in the context of big data**

In the era of big data, enterprises should have long-term development strategies that combine their actual talent needs with their current and future development directions. Mining digital models, as well as quantitative accumulation and qualitative analysis, can help enterprises form a talent based market.

### **3.3 The enterprise management method needs to be more humanized**

The development of enterprises needs to fully mobilize the enthusiasm of employees. To achieve this goal, enterprises need to play the role of talent mechanisms. The big data management model plays an important role in enterprise talent recruitment, training, and management. Making good use of data can enhance employees' sense of identity with the enterprise, allowing them to voluntarily advance and retreat with the enterprise, sharing weal and woe. Enterprises should use the convenience of Internet information technology to improve and improve their information system management system, and develop humanized talent management strategies that adapt to it.

### **3.4 Analyzing employees' work abilities to bring their value into play**

Human resources, as a carrier for the normal conduct of various activities in enterprises, play an important role in the development of enterprises. Therefore, in terms of employment, human resources should have meticulous control and more precise requirements. Enterprises need to analyze and grasp the different abilities of employees to ensure that employees can exert their value in the appropriate positions. The practical problem at the current stage is that after some employees enter the workforce, their work abilities do not meet expectations and cannot meet the job requirements of high informatization levels, resulting in low efficiency and low work enthusiasm. In the face of such situations, enterprises need to make full use of the information integration function of big data to analyze the comprehensive abilities of employees and make job allocation more reasonable, thereby promoting the optimal allocation of human resources.

### **3.5 Boosting the expansion of enterprise human resource recruitment channels with big data**

Traditional human resources recruitment is mainly based on talent market recruitment and campus recruitment, with limitations such as geographical, scope, and poor information. The development of information technology has solved these drawbacks well. The increase in online job search platforms not only gives job seekers more opportunities, but also gives enterprises broader choice space.

## **4. Conclusion**

Currently, big data has become a key field for all mankind, and both the industry, technology, and business circles attach great importance to it. As the times require, big data technology has penetrated into all aspects of enterprise management and product technology research and development. Therefore, enterprises must act in a timely manner, innovate their concepts, improve the level of data based management of enterprise operations and human resources, reasonably carry out reform and innovation of management models, conduct refined management of human resources, and cultivate high-quality data talents, which serve as a driving force for forward development and contribute to the construction of the socialist economy.

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