Application of Artificial Intelligence in Enterprise Human Resource Management in the era of "internet plus"

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Abstract: With the development of information technology, the application of artificial intelligence technology is increasingly widespread, and the research on related technologies is more in-depth. In the current enterprise human resource management, artificial intelligence technology is applied to attendance, incentive and other links. The informationization of human resource management has improved the efficiency and quality of management, but some problems have also appeared. In the current environment, information technology is in a state of rapid development, enterprises need to keep up with the pace of The Times, change the traditional management mode, and maintain a dominant position in the market competition.

Key words: Artificial intelligence; internet plus; Enterprise; Human resource management

The advent of the "Internet plus" era has accelerated the pace of social development and made people have a more intuitive feeling of the charm of science and technology. The development of information technology has brought a lot of convenience to the production and life of the society, and its impact on work is more prominent. Among them, the information management of human resources has improved the shortcomings of traditional management. It is necessary to explore the optimization strategy of management from multiple perspectives. This paper interprets the relevant concepts and puts forward specific enterprise construction strategies to provide a new direction for the development of human resource management.

I.The impact of the "internet plus" era on human resource management

The concept of the Internet was proposed by western countries, and it was not introduced into our country until last century, with the development of information technology, the arrival of the "internet plus" era. In order to better adapt to the changes of The Times and conform to the development of enterprises, a management pattern taking Internet as the center has been gradually formed by optimizing the traditional management mode. In the practical work of enterprises, the promotion of information construction is conducive to the all-round development of talent management mode, which can reduce the working time of related employees and reduce work pressure. Promoting the information process of human resource management can better implement the allocation of resources, enrich management means, improve the application efficiency of data, and make the enterprise have a strong core competitiveness. The changes of The Times and environment have accelerated the process of information construction, which can improve the effectiveness of management to the greatest extent, set up a high-quality staff team, stimulate their enthusiasm for work, so that the enterprise has a strong adaptability and achieve a significant increase in the overall strength.

II. The concept of artificial intelligence and human resource management

1. Artificial Intelligence

The concept of artificial intelligence appeared in the 20th century, but the technology has not been rapidly developed until recent years. There are many researches in this field abroad, and some scholars believe that the development of this technology may bring many drawbacks, which hinder the development of this technology to a certain extent. However, with the development of science and technology, the application of artificial intelligence technology is promoted. In the human resource management of enterprises, although the application of this technology will cause unemployment to a certain extent, it is helpful to significantly improve the management efficiency on the whole. Through the information management, enterprises can maintain a dominant position in the market competition. Artificial intelligence technology is a double-edged sword, bringing opportunities for enterprises at the same time there are some challenges, only reasonable application, in order to promote the healthy development of enterprises.

2. Human resource management

Enterprise human resource management refers to the reasonable optimization of human resources according to the advantages of employees, and the integration of its internal management resources, to achieve the improvement of management ability, so as to determine better economic benefits. Under normal circumstances, the enterprise needs to start from the internal needs, the use of written tests, interviews and other ways, select the relevant professional management talents, and according to the talent needs of different departments, carry out the corresponding training activities, to provide talent support for the development of enterprises. In addition, different departments need more talent differences, reasonable distribution, and finally achieve the improvement of work efficiency.

III. The "internet plus" era of enterprise human resource management information construction

1. Building an information management system to improve the quality of human resource management

In enterprise management, in order to achieve the improvement of human resource management efficiency, it is necessary to pay attention to the construction of management system, integrate information technology into it, give play to the advantages of the technology, and promote the long-term development of the enterprise. Starting from the current situation, in the process of building an information

management system, it is necessary to change from paper-based office to electronic, to achieve a good connection between the two, and record the relevant information to ensure the scalability of the system. With the progress of science and technology, the functions of the management system have been increased to provide convenience for work. Although the frequency of the use of information technology has increased and many enterprises attach greater importance to the information construction, in the actual management, the management of some documents is lax, which is prone to network security problems. The emergence of this problem is closely related to the habits of enterprise employees. It is necessary to pay attention to the improvement of network security capabilities such as password management, safe browsing habits and data protection of employees. The use of information technology can collect relevant data in a timely manner, through the setting of firewalls, passwords and other ways to ensure the management of relevant files and avoid the emergence of network security problems. In the process of the development of information technology enterprises, human resource management has important practical significance, it is necessary to improve the management level of enterprises through the reform of management methods from an objective point of view. Managers need to understand the development of The Times and the importance of science and technology, carry out information construction, and strengthen relevant investment according to the actual needs of enterprises. In the optimization of human resource management, it is necessary to explore the problems of enterprise management and solve them through corresponding measures to stimulate the value of data. Information technology enterprises need to proceed from their own actual conditions, improve the relevant system, through the improvement of relevant processes, to ensure the effectiveness of data. In the actual operation of the enterprise, it is necessary to attach importance to the third party in the cloud, and ensure the security of data use by formulating relevant agreements, so as to avoid the emergence of network security problems to the greatest extent. In addition, information technology enterprises can manage through big data, gradually form an information management system, improve the application frequency of computers, and realize the development of enterprises.

2. Form scientific management thinking and conform to the development of The Times

Information technology enterprises need to select talents with Internet thinking, and the importance of Internet thinking is becoming increasingly prominent in the current era. Among them, the use of artificial intelligence, big data and other technologies has put forward higher requirements for the skills and literacy of employees, and the development of talents is gradually moving towards compound and innovative development. The human resource department of the enterprise needs to select talents reasonably, change the traditional recruitment methods, release relevant recruitment information through the Internet platform, set up talent database, clarify the ability of candidates, and carry out accurate recruitment. For human resource managers, they need to have strong observation, keep pace with The Times in management activities, and gradually form a mutually beneficial network thinking. On the one hand, it is necessary to broaden the recruitment channels and promote the digital process of performance management and career planning. On the other hand, managers need to realize the importance of information technology and promote the progress of enterprise management through the application of new technologies, such as big data and cloud platform. At the same time, managers can strengthen the application of information technology, keep an open mind in the management process, learn the latest management methods, make the management mode break the limitation of time and space, and innovate the talent training and flow mode from the latest management concepts, so as to provide a large number of talents for the development of enterprises, such as carrying out information training for management personnel. To cultivate their information management ability, it is necessary to make managers realize the Internet and big data technology, and realize the development of their own open thinking. Only by maintaining a good Internet thinking, can we better choose talents and help the development of enterprises.

3. Pay attention to social platforms to improve employees' sense of belonging to the enterprise

Starting from the era of "Internet plus", employees of information technology enterprises can use the Internet to publish their work experience on social platforms, and candidates can communicate with employees on social platforms, which deepens their cognition of enterprises and contributes to the establishment of corporate image. Human resource managers can get to know the information of candidates and analyze their character and ability through social platforms. In addition, through the use of social platforms, the management level can be improved, and the development of enterprises can be promoted through the improvement of relevant systems. With the development of the enterprise, the number of employees is gradually increasing, so managers need to understand the feelings of employees, strengthen communication through social platforms, have a better understanding of the actual situation of employees, and make reasonable work allocation accordingly, so as to achieve a significant increase in their enthusiasm for work, and promote the progress of the enterprise to a certain extent. Therefore, IT enterprises need to pay attention to employees' feelings, provide them with personalized conditions, and pay attention to improving the sense of belonging to the enterprise.

4. Use cloud platforms to improve human resource management

(1) Information internal communication platform

In the current era, most of the employees of information technology enterprises are post-90s and post-00s, and this part of employees pay more attention to personalized development. Therefore, the managers of information technology enterprises need to build an information-based internal communication platform. Through this platform, employees can participate in human resource management, form a supervisory effect, and put forward their own views and suggestions. In addition, the platform builds a communication platform for managers and employees, which helps managers to understand the actual needs of employees, and employees can better present their own ideas. Through the construction of the information-based internal communication platform, it is helpful to improve the management efficiency and promote the perfection of the internal work flow.

(2) Performance appraisal cloud platform

In the era of "internet plus", employee performance still occupies a major position in the performance of enterprises. Information technology enterprises can realize the centralized processing of performance appraisal by setting up performance appraisal cloud platform. The authority can be set on the platform, so that managers can timely understand the performance of employees, and employees can also master their own performance. In order to ensure the accuracy of performance appraisal data, enterprises need to select technologies with high security and complete the construction of relevant platforms. Among them, enterprises with higher level can use internal personnel to complete the construction of the assessment platform, or they can cooperate with related enterprises to build a dedicated cloud platform. At the same time, the assessment platform also provides technical support for the analysis of results.

(3) Information talent management platform

The influence of information technology on enterprise management is gradually increasing. Enterprises can build an information-based talent management platform that conforms to their own and promote the information-based pace of human resources. By giving full play to the advantages of the Internet, the performance appraisal of employees can be analyzed, the advantages and disadvantages of the current enterprise human resource management can be mastered, and the employees with strong literacy can be discovered and the advantages of talents can be emphasized. At the same time, enterprises need to build a talent return model to attract former employees back to the enterprise, and provide a better recommendation platform for relevant employees. Improve the talent database of relevant enterprises, so as to flexibly apply talents and better play the ability of employees.

5. Use artificial intelligence technology to promote intelligent management

With the development of information technology, the importance of artificial intelligence technology in the human resource management of information technology enterprises has become increasingly prominent. Enterprises need to establish intelligent management system, reduce the pressure of related staff, and promote the improvement of management quality. For example, in the human resource management of information technology enterprises, in the recruitment process, artificial intelligence technology can be used to screen resumes, analyze big data, select suitable talents for the enterprise, and simplify the talent election process by judging the fit of talents and positions, which is conducive to the improvement of talent training efficiency. In addition, in the process of managing internal employees, artificial intelligence technology can be used to analyze the dynamics of employees, record the changes of positions, and understand the personal development needs of employees, including salary and career planning, through dynamic management. Enterprises can analyze these data, so as to formulate a scientific talent management model, strengthen the communication between enterprises and employees, and make management activities more humanized.

IV. Concluding Remarks

To sum up, the development of Internet technology and its application in a large area provide technical support for the development of enterprise human resource management. Most of the information technology enterprises have a complete development situation. With the changes of The Times and environment, in order to better meet the relevant needs, it is necessary to build an information management system to classify and make statistics on human resources from the aspects of personnel management and employment of enterprises. In view of the problems, relevant encouragement mechanisms can be established to realize the information sharing of human resources, so that all departments can understand the changes of work and realize the long-term development of information technology enterprises.

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