

New Thinking Exploration of Enterprise Human Resource Management under the New Normal of Economy

Lin Zhuojun Jiang He

Guangzhou Vocational University of Science and Technology, Guangzhou 510450, Guangdong

Abstract: At present, China's economy has entered a new development model - the new normal of economy, which is characterized by high efficiency, rapid growth and sustainable development. The new normal of economy puts forward higher requirements for enterprise human resource management, and also brings unprecedented development opportunities for its management quality improvement and management structure adjustment. This paper first elaborates on the connotation and basic characteristics of the new economic normal and the new requirements of the new economic normal for enterprise human resource management, and then puts forward suggestions and references on the new thinking of enterprise human resource management under the new economic normal, with a view to promoting the enterprise's continuous progress towards a brighter road while improving its market competitiveness as a whole.

Keywords: new normal of economy; Enterprise; Human resource management; New thinking

introduction

The new normal of economy can be simply understood as a new economic model that can promote the stable growth of economic structure. It focuses on the sustainable growth of economy in the symmetrical form of economic structure, covering the per capita GDP, economic scale expansion and other important contents. The impact of the new normal of economy not only refers to the economic field, but also affects and changes the ultimate development goal of the economy - human resources. Human resource management is the top priority of enterprise management. How to combine the characteristics of the new economic normal to effectively develop human resources with high quality, and how to flexibly use human resources to prevent risks and meet opportunities are important topics that every enterprise needs to study under the background of the new economic normal.

1. The connotation and basic characteristics of the new economic normal

The new normal of economy mainly refers to the circular process of economy from prosperity to recession and then to prosperity. The current situation of the domestic economy has given a new definition to the new normal of economy. At home, although the definition of the new economic normal has not been completely unified, one thing is certain: the new economic normal is now in a relatively stable state, and many aspects, including economic structure, economic growth and new economic growth power, are further improved and optimized. Taking the economic structure as an example, on the one hand, the tertiary industry, which is dominated by the service industry and trade industry, accounts for a higher and higher proportion of China's overall GDP, and has far exceeded the secondary industry. Slowly, the tertiary industry has become the leading industry of China's economy. On the other hand, with the steady and rapid development and constant upgrading and optimization of the macro-economy, more and more industries need to be closely combined with the economic development trend for overall optimization and upgrading. Among them, many emerging industries represented by e-commerce and mobile Internet have risen and achieved steady development. From this point of view, the optimization and adjustment of economic structure has become a new normal. To sum up, the connotation of the new normal of China's economy covers a wide range, and intuitively and vividly demonstrates the diversified characteristics of "medium and high speed, new power, excellent structure, multiple challenges". From a macro perspective, China's economy can be said to have completely abandoned the traditional extensive high speed growth model and turned to steady development in the form of medium high speed, low cost and high efficiency.

2. New requirements of the new economic normal for enterprise human resource management

When traditional agriculture and industry are gradually replaced by new enterprises and service-oriented enterprises, the importance of human resource management is increasingly prominent. The new normal of economy also affects the development of follow-up human resource management to a large extent. Starting from the new normal of current economic development, its new requirements for human resources management mainly include the following aspects:

First, based on the influence of the new normal of economy, the diversification of enterprise human resource management has gradually emerged, which has injected new vitality into the traditional human resource management, and has put forward higher requirements for the comprehensive ability of managers.

Secondly, in the context of the new normal of economy, more and more knowledge workers enter the enterprise, and the overall quality of enterprise employees becomes higher and higher, which also has a direct impact on the long-term development of the enterprise. At this time, if the enterprise's human resources management mode remains unchanged, it is really difficult to meet the development needs of

enterprise employees, and it is also easy to reduce the loyalty of employees to the enterprise.

Third, in the context of the new economic normal, the average age of employees in enterprises is getting younger and younger, and enterprises also provide a platform for more young people to show their enthusiasm. In actual work, these employees show obvious avant-garde and diversity both in ideology and attitude, which is completely different from the traditional sense of old employees. At this time, if the development needs of young employees can not be met at all, and the advantages and work enthusiasm of young employees can not be fully exerted to help them find a correct position in the enterprise, then the development goals of young employees in the enterprise will be difficult to achieve, and the enterprise will not achieve long-term development.

3. New Thinking of Human Resource Management in Enterprises under the New Economic Normal

3.1 Building a two-way promotion model between human resource management and corporate culture

Enterprise strategy and human resources are two important components of enterprise human resource management under the new normal of economy. On the one hand, it needs to focus on enterprise strategy and influence the formulation of enterprise strategy through excellent enterprise culture, while human resource management needs to highly match the formulated strategy. On the other hand, with human as the core, managers can achieve the fundamental purpose of improving the economic efficiency and performance of enterprises and promote the orderly development of business activities. While changing people's behavior and habits, imperceptible influence will also have a direct impact on corporate culture.

First, analyze the internal and external environment of the enterprise. When an enterprise is newly established or undergoes major changes, it is necessary to carefully and objectively analyze the internal and external environment of the enterprise. The external environment mainly refers to the natural environment and policies and systems in which enterprises are located. Based on the requirements of the new normal of economy, it is necessary to combine the external environment with traditional culture, and conform to the development level of social economy and science and technology. From the perspective of internal environment, it mainly includes personnel composition, market competition strength, personnel composition and enterprise organizational structure, which should fully stimulate the development potential of enterprise employees. On the basis of scientific analysis of the internal and external environment of the enterprise, the fundamental point of enterprise development is finally established.

Second, positioning the core characteristics of corporate culture. The establishment of the fundamental point of enterprise development directly affects the core characteristics of the enterprise, and then directly affects the overall development strategy of the enterprise. From this point of view, the internal environment of the enterprise can be reshaped invisibly, and the enterprise culture can be enriched.

Third, determine the human resources management system. Generally, the main content of enterprise human resource management system is relatively rich, including external personnel recruitment, appointment and dismissal of in-service personnel, theoretical and practical training for enterprise employees, and salary and performance distribution of enterprise personnel. When determining the above system clauses, we should base on the overall development strategic goal of the enterprise, so as to strengthen the enterprise culture invisibly, and promote the comprehensive development of personnel at all levels within the enterprise, thus indirectly serving the construction of enterprise culture.

3.2 Adjust and optimize the human resource structure of enterprises through education and training

The stable and efficient operation of enterprise human resource management cannot be separated from the rich human resources. Therefore, enterprises must strengthen the training of human resources if they want to adapt to the needs of the new normal economic development as soon as possible. As the saying goes, knowledge changes destiny, education helps progress, and comprehensive and systematic education and training, on the one hand, is conducive to the overall improvement of the ability level of enterprise human resources, improve the qualified quantity and quality of human resources, on the other hand, it is the only way to adjust and optimize the structure of enterprise human resources, and strengthen the overall quality of human resources.

First, improve the effectiveness of employee education and training with concept and technological innovation. To strengthen the management of human resources training, enterprises can learn from successful cases and management models abroad. By gradually improving and optimizing the training content, enterprises can comprehensively improve the overall technical level of human resources and promote them to master knowledge more solidly. This will not only better promote the long-term development of enterprises, but also play a positive role in improving the overall quality of employees. Similar human resource management methods are more in line with the inherent needs of social and economic development under the new normal of economy. At the same time, the 21st century is an era of information technology. The Internet plays a unique role in education and training in the 21st century, especially in distance network education. Because of its advantages of integrating resources, teacher-student interaction, convenience, and long-distance transmission, it has always adhered to the advanced education concept of "student-centered learning" and flexibly applied it to the education and training of enterprise employees,

It is conducive to completely overturning the traditional face-to-face teaching mode, and further provides inspiration and power source for the innovation of education and training methods and ideas. In this process, enterprises can share resources with each other, which is not only a direct manifestation of educational equity, but also a profound reflection of the connotation of innovation driven under the new normal of the economy, which is conducive to accelerating the development and construction of human resources, expanding the human resources contacts of enterprises, enriching the technical talent team, and ultimately promoting the long-term development of enterprises.

Second, innovate the mode of human resource development and construction. It is an undoubted fact that high-quality talents can better serve regional economic construction and enterprise development. Therefore, it is necessary to form a positive and active learning atmosphere of “knowledge changes destiny” within the enterprise. Guided by the specific needs of social development, and taking into account the concept of quality education, it is necessary to create an integrated service model integrating recruitment, training, employment and secure living, fully mobilize the enthusiasm of employees for on-the-job learning, and promote the overall quality of employees through the effective assistance of online+online training.

3.3 Pay attention to the new generation of employees, and comprehensively develop a humanized management plan

The premise of personalized management plan is to carefully define the personality characteristics and development needs of the new generation of employees, and communicate with them in an equal and free manner while fully respecting their personalized development. Specifically, we can start from the following aspects:

First, flexible working system shall be properly adopted. In order to retain the new generation of employees and attract more job seekers' attention, we can open a virtual working environment for them, and use the Internet platform to achieve efficient management of employees. In addition, combined with the specific amount of work tasks and the completion of goals, it can provide flexible working hours for employees, and attract more new generation employees through similar superior conditions.

Second, fully consider the individual differences and needs of employees. Human resource management methods are not immutable. In order to manage more efficiently and scientifically, managers need to set specific posts based on employee characteristics, strengths and weaknesses, as well as development space, and define employee career positioning, so as to maximize the matching between employees and posts, so that employees can recognize the characteristics and advantages of their posts, and maximize the value of human capital.

Third, establish the partnership between enterprises and employees. Managers are the reassurance of the whole enterprise. Sometimes, the more trust employees have in leaders, the more they can show their strong following power to leaders and better implement the decisions and measures of the enterprise. In turn, the following force will further change the managers' views on employees, forming a virtuous circle between the two, which is conducive to the overall improvement of the quality and efficiency of human resources management, and also conducive to promoting the enterprise's long-term development and significantly improving its competitiveness in the new economic normal environment. First of all, we should recognize and respect employees, especially open up a wide range of channels for employees to put forward reasonable suggestions on all aspects of the enterprise while fully arousing their enthusiasm for work. Secondly, participate in decision-making, widely listen to and absorb new ideas and methods proposed by employees on the enterprise development path under the new normal of economy, and invite them to participate in the decision-making process of the enterprise, so that the enterprise can work together to realize the beautiful vision of the enterprise.

3.4 Adhere to the people-oriented management concept and establish an effective incentive mechanism

Scientific and reasonable incentive mechanism can correctly guide employees and help enterprises to occupy a place in the fierce market competition. The people-oriented management concept, which highlights the importance of employees, can also maximize the development of employees, which is conducive to the real realization of the human resources management goal of “making the best of everyone's talents and getting their own place”. Especially in the context of the new normal of today's economy and the Internet era, the human resource management of enterprises should not only meet the specific needs of the development of the times, but also change new thinking, and also start to gradually change the direction from human resources to the management of central resources. In short, it is necessary to care for employees with “heart”, and constantly and effectively encourage employees to play their subjective initiative.

First, to optimize and adjust the human resource structure of enterprises, it is necessary to establish a scientific and effective human resource allocation mechanism. Although the comprehensive ability and quality of employees can also be developed by leaps and bounds through later education and training, if the enterprise can consolidate the foundation when selecting and appointing talents from the very beginning, then the following education and training will certainly achieve twice the result with half the effort. At this time, giving full play to the value of human resources plays a key role. The human resource managers in some enterprises are relatively inexperienced. At this time, the competitive employment system needs to be comprehensively optimized and adjusted. In short, it is based on the advantages and characteristics of human resources individuals to allocate different human resources to different jobs. On the one hand, it will enable them to give full play to their personal strongest ability to serve the construction and development of enterprises, on the other hand, it will

enable them to truly experience the satisfaction and pleasure of success, which is an effect that any education and training can not achieve. First of all, we should determine people by their posts and abilities, so as to create new economic growth points for enterprises. Secondly, starting from the actual structure of the enterprise, we should reasonably allocate talents and realize the rationalization and standardization of personnel allocation as a whole. At the same time, don't forget to take into account the characteristics and advantages of everyone, and promote the optimal allocation of human resources in the process of learning from each other.

Second, detail management method of mental resource management. People oriented, we need to "put my sincerity in your hand", and we can not do without top-down cultivation, care and care. Of course, we also need to change sincerity for sincerity. Detail management highlights systematization. In short, details determine success or failure when you seek your position. At the same time, the words and deeds of the person in charge of the enterprise have a profound impact on the details management of the enterprise. From the perspective of managers, we can write short stories about problems that employees care about or are prone to make mistakes, and hang them in the form of cartoons in prominent positions of the enterprise, which can serve as a wake-up call for employees, and give employees incentives and encouragement, thus forming one of the important components of the enterprise's characteristic culture.

4. Conclusion

In a word, it is precisely because the new normal of economy has brought more and more influence on the development of enterprises in China. In this context, the human resource management of enterprises also needs to undergo fundamental changes. In particular, enterprises that have been in the traditional economic system need to deeply understand the importance of change, analyze the current situation, problems and optimization strategies of enterprise human resources management from a new perspective, and actively strengthen and optimize enterprise human resources management by flexibly combining the advantages of the new normal of economy, put human resources in an important position of work, attach importance to the special role and function of human resources, and highlight the awareness of human resources management, And then lay a solid foundation for enterprises to achieve high efficiency and low-cost sustainable development faster and better.

References:

- [1] Yan Dingfeng. Enterprise Human Resources Management Strategy under the New Normal of Economic Development [J]. China Collective Economy, 2022 (19): 121-123
- [2] Jiang Chuanyi. Research on Human Resources Management of State owned Enterprises under the New Normal of Economic Development [J]. China Market, 2022 (4): 86-87
- [3] Zuo Desong. The Difficulties and Countermeasures of China's Enterprise Human Resources Management under the New Economic Normal [J]. SME Management and Science and Technology, 2021 (31): 28-30
- [4] Tang Yingjiao. Human Resources Management of State owned Enterprises in the Context of the New Economic Normal [J]. Office Business, 2021 (13): 148-149
- [5] Iran Singapore. Innovation Strategy of Enterprise Human Resources Management Based on the New Normal of Economy [J]. National Circulation Economy, 2022 (13): 103-105