Research on the application of big data in enterprise human resource management

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Abstract: With the development and progress of the information age, the Internet and big data have rapidly invaded people's lives and work, and also brought a variety of impacts. The application of big data in enterprise human resource management undoubtedly has a positive impact. Its flexible application in human resource management can establish an effective talent data management model and create great value for human resource management; At the same time, it can provide data reference for human resources work and reduce the cost of information collection and time in the process of employment; It can also provide convenience for talent management and employee services, promote a good working atmosphere, and improve the work efficiency and quality of talents. It can be seen that the research on the application of big data in enterprise human resource management has far-reaching significance. This paper makes an in-depth analysis of the relevant significance, current problems and strategies.

Keywords: Big data;Enterprise;Human resource management;Application strategies

Introduction

In recent years, the word "big data" has been mentioned more and more, and the field of data penetration has become wider and wider, marking the arrival of the era of big data, and a digital world has been established through more comprehensive perception, preservation and sharing of data. In this context, the situation of enterprise human resource management is also facing great challenges and tests. How to break through from the aspects of talent recruitment, assessment, incentive, development and so on remains to be explored and practiced. It is of far-reaching significance to study the application of big data in enterprise human resource management. It is convenient to use big data to promote the selection, cultivation and retention of human resources into the quantitative category. Using big data to help human resource managers make scientific decisions and optimize services, and using big data to screen talents with more core competitiveness and better ability to improve the competitiveness of enterprises is the key work of current human resource management research.

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1.Significance of big data application in enterprise human resource management

(1)Establish an effective talent data management model

In the Internet era, information and data are widely spread, and related resources are widely re developed and utilized, which makes the relationship between people closer and closer, while the scale of corresponding data resources is still expanding. In this context, the cognition, ability and quality of talents can be measured by data. The brain of employees is no longer an information carrier, but has evolved into data that can be used at any time. Obviously, talent competition has been alienated. We can input the ubiquitous information into the computer and store it as data, establish an effective talent data management model, analyze and export the results, create a convenient channel for enterprise human resource management, and promote the modernization and comprehensive development of enterprises.

(2)Provide quantitative data for human resources work

Combined with big data analysis, command the complex human resources system to collect information, which includes behavior information, visual information, text, voice, video and other forms. When these information are summarized and embedded in the database, the human resources work can be comprehensively quantified. Establishing a reasonable algorithm for quantitative data and repeatedly mining value can reflect the concept of human capital. When information and data resources are regarded as human capital to help enterprises operate continuously and effectively, they can play a huge value and reflect the working capital attribute.

(3)Facilitate talent management and employee services

In the era of big data, the human resource information system has broken the traditional hierarchical reporting organization mode, allowing employees to interact directly with enterprise managers, and then generate useful interactive data. The analysis and application of relevant data can create a better enterprise atmosphere and working atmosphere; The organization of human resource management can provide reliable information reference for talent recruitment, assessment, development and other aspects, which is convenient for talent management and employee services. In addition, relevant data and information can also promote the establishment of standardized systems and work processes for departments, promote collaborative tasks among departments, and further improve work efficiency and quality.

2.Current problems in the application of big data in enterprise human resource management

(1)Information security issues

In today's era, a wide range of information and data resources can be applied to various professional fields, producing more or less economic value. This also means that the problem of information security has gradually surfaced, threatening everyone's information situation. It can be said that opportunities and challenges coexist. For example, in order to save economic costs, enterprises directly transmit important data on the Internet, so they are vulnerable to virus threats, potential attacks, hacker attacks, etc., which may lead to data loss, leakage and other situations. More enterprises store data in the cloud, so that cloud services can directly see all the data within the enterprise. Once the cloud service functions are illegally used, it may cause serious losses to the enterprise. However, human resource data often records the situation of each employee in detail, which seems inconspicuous and has no usable value, but poses a serious security threat to employees. Once these data are leaked, it will cause irreparable and compensatory losses.

(2)High economic costs

With the wide application of the Internet and information technology, big data has brought more possibilities for human resource management services. However, enterprises that want to use big data for in-depth analysis often have to pay high fees, which means that not all enterprises can introduce big data to optimize the human resource management process. First of all, the software and hardware devices supporting big data are important, and these devices are often expensive and difficult for small and micro enterprises to afford. Whether it is a data analysis system supported by technology or high-end hardware equipment, the enterprise itself needs to have a large amount of working capital to purchase or borrow. Secondly, it is hard to imagine the investment of companies or suppliers providing cloud computer information services in research and development, resource integration and other aspects. These costs will put pressure on enterprises when they are converted into big data services. If you enjoy big data information services and big data service achievements, you must pay for such economic costs, which is not worth the loss for enterprises with high economic pressure.

(3)Lack of big data awareness

Due to the influence of traditional working mode and personal working habits, the advantages of big data are not fully utilized in the human resource management of contemporary enterprises, and most employees have not formed a good big data thinking consciousness, which is not conducive to the personal development of employees and the transformation and upgrading of enterprises. Some managers are tied up and can not find the application direction of big data technology in enterprise human resource management, so it is difficult to give full play to the advantages of big data resources; Some managers do not pay attention to the development and application of big data, and it is difficult to optimize the workflow and human resource level, which may lead to the lag and blind of enterprises. The author believes that although empirical judgment is important, objective judgment based on facts is undoubtedly not an efficient and accurate development path, which means that the application of big data in enterprise human resource management is imminent.

In the era of big data, we lack the awareness of big data security in the process of application data analysis, and the sharing and large-scale dissemination of massive information on the network is like "streaking". In other words, the lack of data security awareness in the use of big data resources will have a serious impact on the development of individuals and enterprises. Therefore, the cultivation of big data thinking awareness and big data safety awareness is very important. While applying big data analysis, enterprise managers and human

resource managers should also see the importance of standardizing processes and systems, and then optimize and improve relevant work processes, and strive to build a healthy, harmonious and stable work exchange scene, so that everyone can benefit from the convenient service of big data and reap a lot, Ultimately, enterprises can also gain profits and room for growth.

(4)Lack of data analysis capability

In the era of big data, enterprise human resource management should keep up with the development and change trend of the times, and make full use of modern technology to optimize the process of human resource management. It can be seen that big data analysis ability is also one of the necessary skills. At present, some of our enterprise human resources departments lack the examination of the development trend of the times and the living space of the industry in relevant work, so it is difficult to see the value of talents with big data analysis ability at the root of talent recruitment, which is not conducive to the improvement and maintenance of the competitiveness of enterprise human resources, nor to the modernization and comprehensive development of enterprises. At the same time, when we do not actively learn new technologies and skills, we will soon be abandoned by the times and the market, which is the inversion of the cart before the horse of enterprise human resource management and a practical problem to be avoided in the context of the current era. Since we lack the ability of big data analysis, we should strengthen our own learning and screen out more talents with big data technology and data analysis ability to serve enterprises, so as to improve the competitiveness and development level of human resources.

3.Strategies for the application of big data in enterprise human resource management

(1)Talent recruitment

Big data, based on facts, provides new logic and ideas for enterprise talent selection, and makes talent selection more objective, accurate and convenient. Therefore, enterprises can integrate information and data resources in the process of employment, form personalized candidate portraits with enterprise brand, and then screen out those talents who really need post skills and abilities, and finally carry out reasonable employment. In the process of enterprise talent recruitment, we should combine the interest and action data of candidates on social networks, build a reasonable algorithm model, establish a perfect big data architecture and use mature big data technology, analyze the job matching rate, accurately locate the talent demand and reality, and improve the efficiency of enterprise recruitment. For small and medium-sized enterprises, the data analysis of candidate talents based on the big data framework can also more efficiently and accurately screen out the appropriate talents, optimize the talent recruitment process and improve the efficiency of talent recruitment. When we turn our attention to the inside of the enterprise, we can also combine the internal employee data to obtain the employee information model of the enterprise objectives, such as behavior characteristics, high performance performance, emotions and values, and so on. According to this, optimizing and perfecting the big data algorithm will still help to verify whether the candidates are suitable for the unit or are consistent with the development plan and enterprise vision of the unit, and finally quickly screen out the candidates that are suitable for the employment objectives of the enterprise, Directly, accurately and efficiently complete the enterprise recruitment process.

(2)Talent assessment

Most enterprises have a large number of talent data resources, such as basic information, assessment results, employee changes, talent training, etc., but few enterprises can see the value behind these data. Assuming that we can make good use of these data to feed back to the enterprise operation and business, we believe that it can help the enterprise maximize the benefit of human resources, and help the modernization and comprehensive development of the enterprise. Big data can predict the relationship between the development trend of the enterprise and the salary increase by analyzing the salary level of the external market and the industry, so as to establish a reasonable performance and salary system, improve the salary situation of enterprise employees, and finally accurately measure the reasonable degree of the candidate's salary expectation. Based on this, we can also establish data algorithms related to the business status of enterprises, find the reasons for the breakthrough of employee performance improvement, establish a reasonable talent incentive system, stimulate employees to improve personal performance, and help improve employee income and enterprise economic benefits. In addition, this idea can also be used in the formulation of talent assessment model. Finally, the data information of high-performance talents is obtained, and the salary and performance incentives matching their actual work are given. At the same time, the relevant data information is reasonably used to objectively evaluate the daily work and actual effect of employees, and the subjective reasons are deeply analyzed, and then the data is applied to talent screening and recruitment. By reasonably adjusting the employee compensation and incentive system, we can effectively stimulate employees and produce high performance. For those subjective factors, we can also conduct in-depth analysis, give employees the opportunity to train and transfer, or use it for talent screening and recruitment, which can achieve twice the result with half the effort, so as to realize the optimization of talent efficiency.

(3)Talent development

Talent is the core of enterprise development, especially in the new era of changing external environment, the stability of internal organization and working environment is very important. With the slogan of "mass innovation and entrepreneurship" resounding throughout China, the new generation of post-95s and post-00s enter the workplace, which makes the unique market environment and characteristics of the times face great challenges in retaining and developing talents. The author believes that the application of big data technology provides foresight for enterprises to train and develop talents, makes quantitative analysis of talent indicators, and enterprise managers can make scientific decisions on employment, and also enables enterprises to identify talents suitable for their own development, improve the competitiveness and productivity of enterprises while improving the level of human resource management, and coordinate the modernization and comprehensive development of enterprises. At the same time, enterprises can also use big data technology to analyze

employees' behavior data on social networks, predict employees' turnover intention, and feed back to talent training and development projects, so as to strengthen their comprehensive quality with content more suitable for the characteristics and quality of their employees, improve the centripetal force of employees, and improve the production and business level of enterprises. Through the development data and performance data, establish the basic skill model required by the post, customize the career development plan and career report for new and old employees, and expand the scope of enterprise human resources training and development; By analyzing the gap between the evaluation data of employees' ability and the post performance skill model, formulate personal development plans and personal growth plans to make big data convenient for employees to learn and improve themselves; Through reasonable evaluation data, summarize the current situation of enterprise human resource management and talent development, establish a standard talent pool, make the talent echelon more convincing, and then coordinate the modernization and comprehensive development of enterprises.

Concluding remarks

In a word, with the vigorous development of China's science and technology, the application of information technology, big data technology and artificial intelligence technology is becoming more and more extensive, which makes relevant workers must dutifully study the implementation strategies and improvement countermeasures, explore the development strategies of integrating new technologies into various fields, and help China's economic prosperity and social stability and development. Especially in enterprise human resource management, the application of big data in talent recruitment, performance and incentive, training and development can effectively screen out professional and comprehensive talents suitable for the development of enterprises, so as to promote the production efficiency and quality of enterprises, and promote the modernization and comprehensive development of enterprises.

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