Analysis on the Optimization Measures of Human Resource Management in Colleges and Universities in the Internet Era

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Abstract: In recent years, the integration of the Internet and various industries has been deepening. With the continuous advancement of the reform of education and teaching in colleges and universities, colleges and universities have gradually adopted the traditional closed management and gradually specialized market-oriented management in order to adapt to the changing needs of the society for talent training in the new era. In order to better adapt to the new normal development requirements of colleges and universities, colleges and universities should set up Internet thinking in human resource management and build a new mode of human resource management in the era of big data. This paper analyzes the influence of Internet era on human resource management and discusses the measures to optimize human resource management in universities.

Keywords: Internet Era; Human Resource Management; Optimization Measure

Introduction

In 2020, the government stressed the importance of the "Internet Plus" concept in its work, calling for the full play of the advantages of the digital economy. All industries are also actively exploring the innovative development of "Internet Plus". Human resource management in colleges and universities is an important part of the management of colleges and universities. With the change and development of The Times, the number of personnel is increasing, and the personnel structure has also undergone great changes. The traditional human resource management mode cannot achieve a comprehensive and systematic management. Combining with the actual demand of human resource management, reasonable management modes and principles are formulated to improve the efficiency and quality of human resource management in universities.

1. Overview of university human resource management in the Internet era

In the era of rapid development of the Internet, the continuous integration of Internet technology and traditional industries has further extended and developed Internet thinking, which can more effectively play the role of the Internet in the resource allocation and management of various industries and reconstruct the original industrial system and business model, thus promoting economic transformation and development[1]. There are three main characteristics reflected in it. One is cross-border integration. To give full play to the value and role of the Internet, we must bring forth the new and be inclusive. Secondly, Internet technology itself is also a driving force for innovation and development, which promotes the reform of traditional industries and changes the original economic structure. Third, the Internet era is characterized by open thinking, more prominent value of innovation and stronger inclusiveness to new things, which is more conducive to industrial innovation and development.

Colleges and universities are important bases for training modern talents. In recent years, the development of economy and society has brought about great changes in the demand for talents, emphasizing the adaptability, application and innovation ability of talents. Human resource management mainly follows the principle of putting people first. Under the guidance of economics and other management methods, human resources in colleges and universities are optimized and allocated to better meet the development needs of colleges and universities through screening, training and other management methods, including human resource planning,

compensation and welfare, performance appraisal, recruitment and other contents [2].

2. Influence of "Internet Plus" on human resource management in colleges and universities

2.1 Changes in ideology

Although the existing human resource management in colleges and universities has realized the informationization office, many of them are only limited to the transmission and storage of information, data analysis and information service, etc. [3]. Under the background of the development of the Internet, human resource management needs to change its original ideas, make use of information and digitization, give full play to the advantages of computer and information technology in information collection and analysis, and digitize information, so as to make a qualitative leap in the thought of human resource management in colleges and universities, which is a new challenge faced by human resource management in colleges and universities in the new era.

2.2 The pursuit of convenience and swiftness in human resource management

In the era of rapid development of the Internet, convenient and fast working mode is the normal work. Data collection, analysis and sorting are all to provide a more convenient platform for people's work and life. Human resource management in colleges and universities is also striving to be convenient and fast, and there are still large tasks to achieve this goal.

3. Discussion on specific measures to optimize human resource management in colleges and universities in the Internet era

In the age of information digitization, data is highly informationized, and big data human resource management emerges at the historic moment. Compared with traditional human resource management, big data management is a new way of thinking, which integrates cloud computing, big data and other advanced technologies and effectively improves the efficiency of management [4]. However, there are some problems in human resource management in colleges and universities at present, such as backward ideas, single management methods and ways, which need to be innovated and studied, and actively explore the measures to optimize human resource management.

3.1 Actively change management concepts

Human resource management in colleges and universities is mainly based on administrative management and experience management. In the new development period, it is necessary to establish the humanistic concept, and strive to transform the current human resource management in colleges and universities into the human resource management of information data, and actively integrate into the modern management concept, and take it as an important basis for human resource management. Follow standardized and standardized management standards and means, fully mobilize the enthusiasm of university staff, constantly improve their comprehensive quality, so as to gradually improve the ability of human resources management and the overall level of education. Human resource development should be regarded as the key task of personnel work in colleges and universities, and the enthusiasm and initiative of staff to participate in college work should be stimulated through human resource management, so as to better play the subjective role of staff and students in colleges and universities. On the one hand, we should promote the training management to the depth level and attach importance to the cultivation of human resource management experts. The sustainable development of institutions of higher learning needs a healthy and scientific management system, so it is necessary to master scientific knowledge and means of human resource management, strengthen the intensity of human resource management training, promote the change of ideas and innovation of management means, make full use of information technology such as big data, familiar with the management process, strengthen the study of human resource management mode under the background of big data; On the other hand, it is necessary to constantly improve the relevant system of human resource management in colleges and universities. In order to adapt to the goal of human resource management in colleges and universities in the Internet era, it is necessary to constantly improve the relevant policies and regulations, improve the human resource management system, such as the system of talent introduction and the system of teacher team construction, so as to point out a new development direction for personnel management.

3.2 Establish big data thinking

Data thinking is mainly thinking about things with the help of data. It is a new mode of thinking, emphasizing seeking truth from facts and pursuing truth. In the process of establishing data operation mechanism in colleges and universities, data thinking should be set up constantly, requiring managers and staff to have the ability of comparative analysis and data processing, to correctly judge and evaluate their own value, and to give play to their own advantages. Combined with the current status of human resource management, big data should be compared and analyzed, and all aspects of human resource management should be handled with the help of information technology, so as to constantly optimize the structure of human capital, improve the status quo and enhance management efficiency [5]. Therefore, it is necessary to constantly establish and improve the operation mechanism of human resources data, so as to continuously expand the big data thinking consciousness of university staff and match them with more suitable posts, and introduce reward and punishment mechanism in the work to promote the steady development of universities and colleges.

3.3 Establish the human resource management database in the Internet era

With the help of the Internet platform, colleges and universities should give full play to the advantages of information technology such as big data, improve the management ideas and thinking at the same time, from a new perspective, seize the opportunity of education and teaching reform and development, make use of information resources, and actively establish and improve the large human resources management database. With the help of cloud computing and other data processing technologies, it classifies and processes the relevance of data information, predicts the development trend of human resource management in colleges and universities, finds the breakthrough of reform and innovation, and ensures the scientific nature of human resource management in colleges and universities. First, to build the human resource management information platform in universities. Under the background of the construction of smart campus, colleges and universities should accelerate the informatization of human resource management, consolidate the basic information, and promote the construction of "big personnel information data". Secondly, with the help of the Internet platform, the reform of the quality of human resource management is promoted to ensure the high-quality quantification and efficiency of daily management. The daily management software is designed in the smart campus system, and a convenient and fast management mode is established to ensure that the college staff can realize online attendance checking, punching in, approval and announcement.

Conclusion

To sum up, under the background of the rapid development of the Internet, colleges and universities should actively adapt to the development of The Times, explore the influence of the Internet on human resource management, and actively explore the human resource management mode of colleges and universities based on "Internet +", innovate management ideas and methods, and improve the overall level of human resource management.

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