

# Application of big data in human resource management

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**Abstract:** In the modern society, the rapid development of all walks of life highlights the importance of human resource management. From the current situation, the traditional human resource management mode has been difficult to meet the needs of the current social development, it is urgent to explore a new management mode. Among them, big data technology can integrate information and data, which has unique advantages in promoting the development of Chinese enterprises, and its role in human resource management can not be ignored. However, how to effectively use big data to reform human resource management mode is still in the exploration stage, and there are still many limiting factors. Based on this, this paper explores the application of big data in human resource management, in order to provide valuable reference for the majority of colleagues.

**Key words:** Big data; Human resource management; Use strategy

In the information age, human resource management is still an important part of enterprise management. With the help of big data technology, we can effectively advance with The Times and promote the information development of enterprises. Based on the big data technology in the information age, it can effectively improve the human resource management mechanism of enterprises, promote the communication and cooperation between employees, and improve the work efficiency on the whole. However, due to long-term in the traditional management mode, many human resource management has formed an inherent mode, in order to give full play to the advantages of big data technology, but also need to actively deal with the problems in the current work, in order to explore effective improvement strategies<sup>1</sup>. Therefore, it is of great practical significance to explore the application of big data in human resource management.

## 1. The impact of big data on human resource management

First of all, big data technology has promoted the reform of human resource management. Big data technology is a technology for processing massive information, which can effectively cope with the new information of various projects in the development and expansion of enterprises. If the enterprise still adopts the traditional management mode, it will inevitably hinder the development. Therefore, in the process of rapid development of all walks of life, it is necessary to scientifically apply new management technologies, such as big data, Internet, etc., and comprehensively optimize human resource management to meet the needs of enterprise development in the new era. With the blessing of these emerging technologies, the enterprise human resource management mode will give full play to the value of big data technology and effectively improve the internal management mode<sup>2</sup>. Therefore, under the application of big data technology, enterprise human resources can smoothly promote the reform pace of human resource management and comprehensively improve the development level of enterprises.

Secondly, further tap the potential value of the enterprise. In the process of modernization, the data generated by enterprises is becoming more and more diversified, including the data of human resource management, which requires relevant personnel to provide support for management work with the help of big data technology, so as to comprehensively improve the management effect of enterprises. The application of big data technology can provide important help for the implementation of various activities of enterprises, such as the use of big data technology to comprehensively change the human resource management mode inside and outside the enterprise; The use of big data technology to adapt to the current accelerating information exchange mode, so that enterprises can achieve dynamic management. In the information age, enterprises should make full use of big data technology to tap their own potential, and realize development and transformation<sup>3</sup> in the fierce market competition.

Finally, it is conducive to improving the core competitiveness of enterprises. Human resource management plays an extremely important role in promoting the development of enterprises. With the coming of the information age, it is bound to be comprehensively adjusted with the help of information technology. For example, human resource management shoulders the task of recruiting talents in the enterprise, which needs to meet the transformation needs of the enterprise, introduce outstanding talents who can promote the development of the enterprise, and ensure that the enterprise stands firm in the market competition and achieves development with high-quality talents. With the help of big data technology, enterprises can eliminate the disadvantages in management and promote the steady progress of enterprises.

## 2. Analysis of problems existing in human resource management under big data

(1) The management concept is outdated

With the progress of society, enterprises in human resource management to achieve information transformation, but also need to further change the management concept. At present, human resource management has initially realized the development of information, but still relies on the traditional management mode in some aspects, which brings no small work burden<sup>4</sup> to the managers. For example, nowadays, human resource files are stored in the information system. Once personnel transfer occurs, personnel files need to be transferred through the information platform. The work procedure is very responsible, but relying on big data technology, these tasks become simple and efficient. However, some human resource managers have been familiar with the traditional management mode, but have not been deeply aware of

the advantages of information management mode, resulting in the application of big data technology is not thorough enough, affecting the further development of human resource management work.

(2) The management mode tends to be single

With the advent of the era of big data, the traditional human resource management mode has exposed many problems and brought certain limitations to the development of enterprises, such as restricting the allocation of human resources and making it difficult to maximize the advantages of human resources. The traditional management mode has promoted the development of enterprises and the progress of society in a specific period of time, and then expanded the demand for talents of enterprises, requiring enterprises to achieve sustained and stable development in the fierce market competition in a more diversified and diversified way. However, from the current situation, the human resource management with the help of big data technology is restricted by many objective factors during the period of change, and there are still more traces of “tradition”, and the diversified characteristics of the big data era are still biased to a single, but also need to further explore the “use of big data”.

(3) The speed of management change is slow

When applying big data technology to human resource management, managers need to realize the importance of change, and only on this basis can they accelerate the pace of reform and comprehensively promote the big data management model. However, through the actual survey, it is not difficult to find that most enterprises do not realize the importance of change. They will consider that the introduction of new management technology will increase the operating cost of the enterprise, such as the introduction of new equipment, the introduction of professional human resources, etc., will increase the operating burden of the enterprise, and then ignore the importance of innovative management mode, continue to maintain the original state, resulting in the slow speed of human resource management reform.

### 3. The application strategy of big data in human resource management

(1) Make use of big data functions to fully grasp the situation of employees

Human resource management is a dynamic process. The traditional mode is difficult to monitor the growth of employees in the whole process and in time. With the deepening of information development, it is gradually derailed from the modernization development of enterprises. In order to continue to play the role of talents in the enterprise market competition, human resource management needs to use big data technology to obtain the latest information of employees in a timely manner, so as to grasp the skills and cultural literacy information of employees in the whole process and in a dynamic way. In this regard, enterprises need to update the employee database from time to time and conduct in-depth analysis of the data. On the one hand, they need to master the development style of employees in order to timely obtain the factors that hinder the development of enterprises. On the other hand, they need to plan the career development route together with employees to meet the development needs of both enterprises and employees. In daily management, big data can sort out huge data information, such as employees’ assessment records, work behaviors, etc. These data are trivial and huge, and can provide enterprise managers with a lot of important information. Big data is used to summarize these information and provide scientific reference for various human resource management with accurate, objective and complete data information. In short, when applying big data to human resource management, enterprises can give full play to the basic functions of big data, fully grasp the actual situation of employees, and provide powerful help for the implementation of various work of enterprises.

(2) Give full play to the advantages of big data to promote the reform of human resource management

In the era of big data, enterprise managers need to update their concepts and cognition, view the needs of enterprise transformation and development from a long-term perspective, and apply big data technology to all aspects of human resource management. At the same time, enterprise management also needs to play a leading role in urging human resource managers to apply big data to recruitment, talent training and employee motivation.

Taking employee recruitment as an example, big data technology can use the retrieval function to integrate and analyze the candidate’s online behavior, quickly sort out the candidate’s professional situation, internship experience and life status, so that the employer can quickly and comprehensively grasp the candidate’s information, and then accurately obtain the required talent files. After the initial acquisition of talent information from a large number of candidates, recruiters can match the company’s talent vacancies through the information platform, so that it can be easier to recruit the right talents. For another example, talent training is also an important part of enterprise human resource management, which can help new employees adapt to the corporate culture and integrate into the development of the enterprise, and also enable old employees to achieve progress and common development with the enterprise. In this link, enterprises can collect employees’ personal needs and work performance with the help of big data technology, guide employees’ personalized career planning with the help of big data, and provide them with systematic training to help employees quickly play a role in the field they are good at and embody their own value. At the same time, the storage function of big data is used to record every training and generate “employee growth file”. Even if employees do not develop according to the planned route in the end, they can also understand their strengths and weaknesses through “training track”. In this way, by giving full play to the advantages of big data technology, enterprises can promote the transformation of human resource management, not only can realize the modernization transformation of human resources, but also can save the operation cost of enterprises in the long-term development.

(3) Make good use of big data technology to activate the internal vitality of employees

The combination of enterprise human resource management and big data can bring many possibilities for enterprises, but also requires managers to take a new vision, break through the limitation of thinking, and make full use of big data technology to bring new life vitality to

enterprises. To this end, enterprise human resource management workers need to give full play to the positive impact of big data on human resources, and use it to tap the potential strength within the enterprise.

For example, with the help of big data technology innovation management mechanism, the enthusiasm of enterprise employees can be mobilized through a new management mechanism. For employees, in the process of working together with the enterprise, they also need to realize their own career planning, so that their advantages can fully connect with the needs of the enterprise, in order to maximize their talents. In this way, enterprises can give full play to the potential of human resources and reduce the operating costs of enterprises. For example, under the application of big data technology, enterprises can use the comprehensive analysis function of big data to analyze the performance completion rate of enterprises, find out the existing problems with the help of the analysis results, and finally formulate effective solutions and reasonable deployment of talents. In addition, human resource managers can also use the employee information collected by big data to preferentially select internal employees from the database when the enterprise needs to introduce some talents, so that they can realize their personal development plans in the enterprise.

In addition, a good enterprise management model is also a guarantee to activate the internal vitality of employees. Therefore, enterprises can use big data to standardize the assessment work, strictly require the behavior of employees, and build a neat and united staff. For example, enterprises can use big data technology to evaluate and analyze various assessment of employees, formulate different assessment indicators according to the needs of different positions, and use the assessment data over a period of time to analyze the working status of employees and obtain the operation of the team in a timely manner. At the same time, the information collected by big data technology can be accurately and timely fed back to the performance of employees, so as to make the assessment and evaluation work fair, open and transparent. In this way, enterprises can let employees realize that “pay is rewarded” and avoid them from gradually losing their enthusiasm for work in the long-term “obscurity”. Through the above measures, human resource management can use the application of big data technology to activate the internal vitality of employees from many aspects and fully tap the internal potential of enterprises.

## Epilogue

To sum up, with the help of big data technology, enterprises can improve the original human resource management system in the process of modernization development, fully grasp the situation of talents, and train more talents for enterprises. With the blessing of big data technology, enterprises can implement high-level information management, effectively improve the efficiency of human resource management, and empower the new development of enterprises.

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