

Human Resource Management Strategy and New Mode of Internet Plus in COVID-19

¹Shaohua Zhu ^{1st Author}

¹School of Humanities and Economic Management, China Agricultural University, Beijing, China

Abstract—COVID-19 has a comprehensive impact on China's economy and labor market, and has a significant impact on the production and operation of Chinese enterprises. It urges enterprises to optimize and adjust their human resources in a more scientific way, so as to cope with the challenges brought by the COVID-19. By studying the human resource management strategies of enterprises under the COVID-19, this paper makes an in-depth analysis from five aspects: human resource security, employee relationship management, employee security, performance management and salary management, and provides suggestions for enterprises by combining the Internet Plus new human resource management mode.

1 INTRODUCTION

At the beginning of 2020, the COVID-19 spread in China, bringing severe economic losses to all industries, and the human resources department of enterprises also faced severe challenges.

Enterprises are the main part and cell of the national economy, and the development status of enterprises directly affects the operation status of the national economy. The impact of COVID-19 on enterprises will inevitably affect the stable operation of China's economy, while the human resource management status in enterprises is the decisive factor for scientific management of enterprises. In the process of modern social change, the Internet has been inseparable from our lives. Under the background of epidemic spread, we should reform the traditional management operation mode by using the internet plus operation mode, and combine the new enterprise human resource management strategy to reform and optimize the human resource management and improve the core competitiveness of enterprises. This paper will analyze the five aspects of enterprise human resource management strategy, and try to combine the Internet Plus new mode with the traditional mode of human resource management, and put forward relevant scientific countermeasures.

2 RESEARCH ON HUMAN RESOURCE MANAGEMENT STRATEGIES UNDER COVID-19

To prevent COVID-19, people are isolated at home, and the traditional human resource management mode is replaced by the online new management mode. The author will study the coping strategies from five aspects

ShaohuaRiddlezs@163.com

of enterprise human resource security, employee relationship management, employee safety security, performance management and salary management.

2.1 Human resources guarantee of the enterprise

In the face of public health emergencies, enterprises strictly observe the resumption of work and production time.

If the enterprise cannot resume work, some of the original employees may not be able to adapt to the needs of enterprise development under the new background. They can break departmental boundaries and conduct flexible transfer of multi-skilled individual positions to ensure the legitimate rights and interests of the original employees. Enterprises should start from their own reality, change the direction of talent recruitment, and at the same time adjust the scale of recruitment, so as to moderately reduce the overall human cost and improve production efficiency while ensuring the competitiveness of talents.

The traditional recruitment interview mechanism cannot be carried out normally due to the impact of the epidemic. The new online recruitment mechanism innovated the traditional recruitment mode, and enterprises should actively adjust their recruitment methods to meet the needs of epidemic prevention and control.

2.2 UEmployee relationship management

Under the background of epidemic prevention and control, due to the stagnation of economic development, employees' confidence in the development of enterprises will have pessimistic psychological expectations, which will reduce their sense of security. Continuous and effective organizational communication can improve the

cohesion of employees and restore their confidence in enterprises. Leaders need to conduct unified leadership, communication and coordination for enterprises, and be able to timely and accurately inform every employee of the enterprise of the enterprise's prescribed arrangements formulated by the upper leaders; The company needs to clarify the communication structure between employees at all levels, expand external communication channels, and make the relevant information such as employees' wishes and demands be efficiently conveyed to the upper departments, so as to know the wishes and trends of employees in real time. At the same time, to meet the needs of epidemic prevention and control, we should continuously pay attention to the progress of epidemic prevention and control, timely convey the relevant regulations on employee management, and implement relevant policies for prevention and control policies to cope with unexpected situations of enterprises.

2.3 Employee security

The personal health and safety of employees is the core of all work after the resumption of work and production. The health and safety of employees should be given top priority, complete health guidelines should be formulated to popularize the epidemic among employees, enhance the awareness of epidemic prevention among employees, and advocate the formation of healthy personal hygiene and protection habits. Enterprises need to monitor the health status of employees in real time, actively provide relevant protective equipment, realize enterprise disinfection, standardize employees' wearing masks and temperature monitoring, and minimize unnecessary walking. All departments of an enterprise should try to avoid gathering offline meetings, make full use of online platforms and other channels, improve the ability of the new online office, and ensure the personal safety of employees.

2.4 Performance management

The purpose of performance management is to improve the ability and quality of employees and create more value for the enterprise. In the context of epidemic prevention and control, the working methods and contents of employees have changed. While pursuing the original corporate goals, it has also become a key task for enterprises to ensure the implementation of the government's requirements for epidemic prevention and control, and to ensure the health and safety of employees. The performance of original system can't under the background of the new scientific and fair evaluation on the employee's job performance, the need to establish a new performance management system, goal oriented and according to their own operational development model, a

new performance index and assessment scheme, formulate appropriate staff development multi-objective performance rules, can fully improve the employee return to work after the rehabilitation work enthusiasm.

2.5 Salary management

The goal of salary management is to motivate employees to create greater value for the enterprise. Salary management is closely related to performance management, and it is also an important means to motivate employees to work actively. With the reform of performance management, compensation management is also bound to be adjusted. In the context of epidemic prevention and control, the value created by enterprises not only lies in the traditional capital value, but also covers the value created for individuals, enterprises, society and the country in order to prevent and control the epidemic. The new salary management regulations should take into full consideration the individual contributions made by employees to this part of value. The formulation of salary standard needs to protect the interests of the majority of employees, avoid large-scale dissatisfaction among employees, reduce their work enthusiasm, and make it difficult for the enterprise to maintain normal operation.

3 RESEARCH ON THE MODEL OF INTERNET PLUS HUMAN RESOURCE MANAGEMENT

In the context of the epidemic, it is a new way for enterprises to develop human resource management by combining the Internet with new human resource management strategies, updating the human resource management mode and improving the efficiency of human resource management. Only by fully understanding the role of the Internet in human resource management and organically combining the traditional management mode with the new mode can the Internet really play its role.

3.1 The composition of human resources management system in internet plus

In the era of continuous development of information technology, enterprises can achieve their own healthy development only by keeping up with the pace of society, and combine information technology with human resource management to sort out the human resource operation system under the Internet environment, as shown in Figure 1:

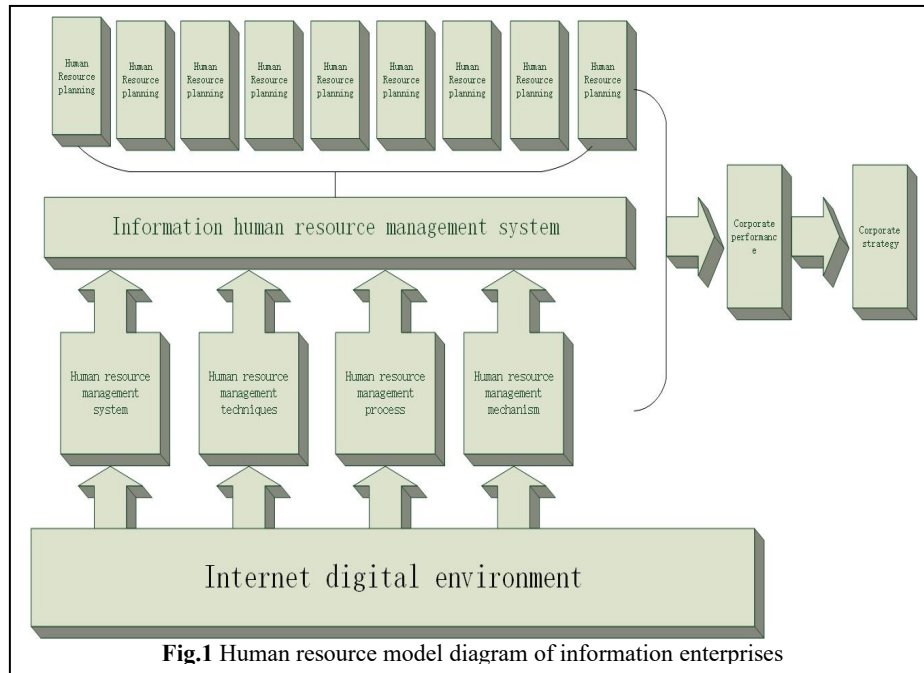


Fig.1 Human resource model diagram of information enterprises

3.2 The Impact of Internet Plus on Human Resource Management

3.2.1 Provide quantitative management

The Internet era is an era of information sharing, and the traditional management mode is characterized by low efficiency, asymmetric information and lack of scientificity. During the epidemic period, digital and intelligent human resources management is carried out by using the Internet, which can predict the future of enterprises in an all-round way, avoid the risks that may arise in the future of enterprises, and greatly improve the management efficiency and ensure the scientific nature of management. The establishment of enterprise employee database, the use of Internet information collection and sharing, scientific processing of employees' personal information, the realization of comprehensive quantification of personal work, and the summary analysis of employee data, analysis of the core competitiveness and shortcomings of human resources, to provide scientific information support for decision-makers, making human resources become the human capital for the smooth operation of enterprises.

3.2.2 Improve the accuracy of enterprise employee service

The epidemic has extended the distance between individuals in space, but the use of the Internet can break the spatial distance between enterprises and employees, change the traditional hierarchical information transmission mechanism of offline organizations, and form a seamless connection between employees and business leaders. Employees can interact with other employees and business leaders through the Internet

online social platform to create more personalized enterprise employee services; Using the Internet, combined with the bottom-up communication mechanism of enterprises, the barriers of various departments of traditional enterprises can be broken down. Employees can efficiently convey feedback information such as opinions and demands to enterprise leaders, and establish a more standardized enterprise information communication mechanism.

3.2.3 "Networking" of Human Resource Management

The new internet plus era is an era of information sharing, and the traditional management mode is characterized by low efficiency, asymmetric information, and lack of scientificity. During the epidemic period, digital and intelligent human resources management is carried out by using the Internet, which can comprehensively predict the future of enterprises, avoid possible risks in the future of enterprises, greatly improve management efficiency and ensure the scientific nature of management, enable quantitative management of human resources, establish enterprise employee database, expand more data sources of enterprises, provide more digital data for enterprise human resources decision-making, and improve the accuracy and scientificity of decision-making.

3.2.4 Diversification of human resource structure

Under the background of internet plus, the structure of new human resources presents diversified characteristics. The direction of human resources development is specialization and high-level development. For enterprises, under the ever-changing social background, whether they can gain competitive advantage in the fierce struggle depends largely on new higher education talents. Excellent talents have a good reserve of knowledge and

skills, and also have their own clear value orientation, which has become the direction of enterprise development. Their work philosophy and value orientation are in sharp contrast with traditional employees. With the changes of the times, the new management mode of introducing talents through the Internet has brought about unprecedented changes in the management and structure of human resources in enterprises.

3.2.5 Promote the scale flow of human resources

With the continuous development of China's economy, the flow of human resources presents distinct characteristics. Large-scale labor flows from inland areas to coastal open cities and from rural areas to cities. China has entered a new stage of development, the industrial structure of traditional enterprises has been continuously upgraded and innovated, and the popularity of the Internet has led to the emergence of new high-tech industries. In order to maintain its development momentum, traditional industries must be integrated with the new development model of the Internet, combining traditional industries with modern and intelligent development means. The rapid development of the Internet has changed the original structure of enterprises, prompting enterprises to continuously change the structure of human resources to ensure the long-term development of enterprises. The innovation of human resources structure accelerates the flow of human resources and forms a new wave of large-scale flow of high-tech talents. It has become a prominent feature of talent flow in the new era

3.3 Shortcomings of the new model

3.3.1 Insufficient supply of relevant talents

The research on human resource management mode started from the industrial revolution, and the traditional management mode has been improved with the continuous development of society, which has been widely recognized by the world in recent hundred years. The Internet has brought about a new information revolution, and a new research on human resource management model has emerged. However, in the process of actual enterprise practice, the traditional management mode has not really been combined with Internet informationization. The fundamental reason for this situation lies in the lack of relevant theoretical practice and the lack of relevant technical talents in enterprises. The development of related theories is immature, a set of mature management system and talent training methods have not been formed in the industry, uncoordinated problems have appeared in practical practice, compound talents are lacking in enterprises, and existing employees cannot meet the needs of the new management mode, which seriously restricts the development of human resource management.

3.3.2 Lack of Internet system management

Under the influence of the epidemic, some enterprises seek new human resource management mode in order to enhance their competitiveness. For example, in Alibaba, during the epidemic, the company used a new intelligent management system, which enabled the enterprise to accurately grasp the work information of every employee in various departments, and provided great support for the healthy development of the enterprise. However, although the enterprise keeps pace with the times and optimizes the management mode, the development of related systems is still in a bottleneck state, which is restricted by many factors. The timeliness and dynamics of the new management system still need to be further improved, which cannot meet the daily needs of enterprise staff management and affects the normal operation of the enterprise.

3.4 Internet Plus Human Resource Management Strategy

3.4.1 Improve the talent selection mechanism

Under the Internet mechanism, enterprises should improve their attractiveness by establishing a perfect mechanism. Enterprises publicize through the Internet and transfer the traditional human resources management work to the public Internet platform, which greatly improves the efficiency of staff recruitment and forms an ecological circle of talent recruitment. At the same time, based on the transfer from contribution to value, the enterprise starts from job seekers, explores the corporate culture environment of employees' needs, and enhances employees' sense of identity with the enterprise.

3.4.2 Improve the personnel training mechanism

The training of employees in enterprises determines the core development of enterprises. Under the Internet mechanism, how to establish an online talent circle for employees, use interactive platforms to accurately position employees, quickly train employees, and provide new employees with the opportunity to quickly get on the job to rapidly expand the new enterprise talent team is a difficulty and challenge in the reform of modern enterprise management methods. According to the needs of different employees, the enterprise needs to explore the untapped potential of employees, accurately locate each employee by using Internet data statistics, and focus on training new skills for the old employees of the enterprise to avoid the solidification of the old employees' work. Make it clear about its own work goals and directions and stimulate its work enthusiasm; For new employees in enterprises, they should be provided with diversified rotation opportunities in various departments, so that they can contact more different positions and different businesses at the beginning of entering the enterprise and provide sufficient practical opportunities, so that employees can grow up quickly,

enrich their work experience, find their best work fields and improve their working ability in a short time.

3.4.3 Improve performance-based compensation management

Traditional performance system can no longer evaluate employees' performance scientifically during the epidemic period, which requires enterprises to take relevant measures to ensure the effectiveness and fairness of enterprise performance, so as to ensure that enterprises can retain talents during the epidemic period and continuously stimulate employees' work enthusiasm. Using the Internet platform, this paper studies the dynamic relationship between enterprise development and employee compensation by quantifying the enterprise and individual employees, deeply analyzes the internal causes of high and low performance employees, and evaluates employees comprehensively and objectively. Establish a reasonable incentive mechanism for performance pay in an open system.

3.4.4 Establish a digital platform and train digital talent

The foundation of the new Internet management mode is to establish a set of safe and reliable digital platform system, which is also one of the difficulties encountered by enterprises today. For enterprises with a certain level of conditions, it is the basis and premise for implementing the new talent management mechanism to introduce a large number of relevant Internet technical talents during the epidemic period and establish their own Internet platform system. For small-scale and immature enterprises, the practice of Internet management is difficult to realize in most enterprises, but the big data thinking under the Internet tide is still worth learning and exploring. Small and medium-sized enterprises can learn from the platform data of third-party companies in the same industry and provide reference for human resources management decision-making in combination with their own enterprises; At the same time, small and medium-sized enterprises have less quantitative information, so they can quantitatively manage enterprises and find out the relevant laws of enterprise data with the help of market-oriented data platform to provide scientific basis for human management decision-making under the background of epidemic situation.

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