

Marketing Management Innovation of Enterprises Under the Background of BIG DATA

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Abstract: The advent of digital era offers a brand new development environment for enterprises, which is a vital factor for organizations to achieve modernization. Therefore, enterprises should actively cater to the evolution of the era of digital and consciously promote the reform and innovation of management mode and management means. By analyzing the favorable influence of digital era on enterprise management, this paper concentrates on the current situation of enterprise human resource management, and finally puts forward corresponding reform strategies and measures on the problems and shortcomings of enterprise human resource management.

With the innovation of modern science and technology and Internet technology, digital is gradually playing an increasingly significant part in the process of production and operation of enterprises. It promotes organizations to adapt to the environment of economic and social development and helps enterprises to realize information management. Under the era of digital technology, enterprises should focus on the improvement of core competitive strength if they want to occupy a favorable position in the fierce market competition.

1. The Favorable Influence Of Digital On Enterprise Human Resource Management

1.1 Enhancing the Core Competitiveness of Enterprises in the Market

Human resource management runs through the whole operation process of an enterprise and deeply refers to the progress and development of the enterprise. If enterprises want to achieve modern development, they must comply with the development trend and trend of the digital era, and eventually improve their core competitiveness in the complex market environment. Enterprises must correctly recognize the significance of digital for enterprise development and take the characteristics and advantages of digital to promote the reform and progress of enterprise human resource management.

1.2 Optimizing the Management Mode of the Enterprise

The era of digital has provided great convenience for the overall development of enterprises, especially enterprise management. In line with the basic workflow of enterprise human resource management, relevant managers should skillfully utilize high technology to sort and correct out the internal information resources of the enterprise, and comprehensively achieve optimal and

reasonable allocation of human resources through integration and analysis. However, in view of the current development of enterprises, their management mode is simple usually, which is not easy to satisfy the demands of the era and social modernization development process, which is one of the major drawbacks affecting the subsequent development of organizations. Therefore, enterprises must actively use digital technology to innovate their management methods and systems, and stimulate the enthusiasm of employees. It is essential to optimize the management mode of the enterprise based on the needs of enterprise development and the real demands of internal employees, improve the new management system, so that the enterprise has a system to rely on in the overall operation process.

1.3 Promoting Enterprise Human Resource Management To Conform To The Trend And Tide Of Market Development

With the development of modern economy, the market environment facing enterprises is becoming more and more complicated. In order to gain a more favorable competitive position, enterprises must promote human resource management and conform to the trend of market development. Through the reasonable and optimized allocation of human resources, enterprises can build up their technological and talent advantages and create a good environment for their subsequent development. Enterprise must suit the needs of era and society, and conform to the trend of the development of the market trend, promote realize own various reform and innovation, strengthen the management of the enterprise internal human resources, gradually improve the management level, fully comply with the innovation of new technology and market environment, also satisfy the demands of the footstep of the organization itself.

2. Current Situation of Enterprise Human Resource Management in the Era of Digital

In the era of digital, shortcomings of HRM in enterprises gradually show. Enterprises must pay attention, take scientific and effective measures to solve this problem, and use the advantages of digital technology to promote the reform of HRM in enterprises.

2.1 Deep Root of the Traditional and Backward Management Concept

The current management concepts of some enterprises cannot keep up with the pace of The Times, and the backward management methods and modes are inevitably difficult to adapt to the development and progress of the economy and society. In the era of digital, backward management concept, management mode and strict employee management system will seriously hinder the development and progress of enterprise HRM.

2.2 Difficult Application on the New Management Mode of Human Resource Management

The current management mode of enterprises is outdated and backward, and there are some disadvantages. In order to achieve benign development, enterprises must take measures to promote the reform of internal human resources management mode. However, this is a difficult challenge for many enterprises. The traditional management concept is deeply rooted in the enterprise, coupled with the lack of new management technical personnel, the enterprise human resource management reform has been hindered and restricted.

2.3 The Enterprise Management Lack of Correct Understanding of Human Resource Management Reform

Some enterprises have applied digital technology in production and operation, but have not achieved large economic value and corporate benefits in the short term, leading to a one-sided understanding and evaluation of digital technology by organization leaders and managers. The use of digital technology in organizational management and the cost of manpower and financial resources are all problems worthy of deep consideration by enterprises.

3. Strategise and Measures to Promote Enterprise Human Resource Management Reform in the Era of Big Data

3.1 Innovating Human Resource Management Mode

In the past, enterprises used static management mode in human resource management. Undersuch management mode, the human resources and information of each enterprise employee are recorded into the archives for centralized and unified management, which is conducive to enterprise leaders and managers to have a more accurate grasp of the human resources information of internal employees. However, with the innovation of network science and technology, the birth of digital technology, traditional static management mode has become hard to satisfy the demands of organization modernization development for human resource information.

3.2 Comprehensively Building a New Human Resource Management Team

Traditional HRM teams have been continuously indoctrinated and influenced by traditional management concepts, and traditional management modes and fixed thinking have been formed in the team. In the new period of development, the idea and pattern has not adapted to the subsequent development of the organization, the organizationHRM is the first step to change, and it will enhance traditional concept of HRM team into a new type of management idea, and request team staff to grasp a wider range of human resource management knowledge and skills, constantly enhance their overall quality and ability, Continuously improve the team's human resource management level.

3.3 Getting Rid of Outdated HRM Concepts

Enterprise human resources management method and mode of backward, is due to falling behind the concept of HRM enterprise's management and leadership have no deep understanding to the advanced management concept to the enterprise human resources management the important role of enterprise HRM concept to meet the needs of the times change and enterprise development. Enterprise leaders must focus on science in the era of digital to promote reform and innovation of enterprise human resource management, only the new management mode to achieve the optimal allocation of internal staff, can with the fastest speed to complete the enterprise human resources management work, high quality and in an increasingly complex market competition gradually enhance the core competitiveness of organization, lay a stable basis for the sustainable development of organizations.

3.4 Collecting All Aspects of Employee Information Comprehensively

So as to better improve the innovation of the enterprise, the human resources department should recruit new talents regularly. In the recruitment, the knowledge and ability about basic work of employees should be examined, and all aspects of the staff information gathering should be clear as

far as possible, so that the work status of each employee can have a roughly the grip and facilitate in the process of HRM based on the employee's ability quality to arrange it to the most appropriate post and maximize the ability of employees to work. Collecting and sorting out all aspects of information of employees is beneficial to the enterprise management department to integrate the living conditions and working conditions of employees.

3.5 Using Big Data to Strengthen the Analysis of Employees' Technical Level and Working Ability

Big data technology is applied to comprehensively integrate and analyze employee information collected from all aspects, including the comprehensive quality, work ability and technical level of the employee, so as to accurately judge whether the employee's work level and ability accomplishment are in line with the demands of the enterprise post. Enterprises should be guided by the basic standards and requirements of each position for staff's ability and quality, and comprehensively promote the optimal and reasonable allocation of human resources. Each position in the enterprise has specific requirements on the working ability and comprehensive quality of employees. Only by constantly strengthening the fit between the quality of employees and the needs of the post, can the professional advantages of the post be fully brought into play and create more value for the enterprise.

4. Conclusion

To sum up, enterprises still have corresponding defects and deficiencies in human resource management in the era of big data. For example, influenced by traditional ideas and backward management mode, the efficiency of HRM is greatly reduced. Therefore, enterprises must adapt to the development environment of the digital era, actively update management ideas, change management methods and modes, comprehensively promote the reform and innovation of enterprise HRM, realize information management, and further enhance the quality and efficiency of enterprise HRM.

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