

# *Innovation Analysis of Human Resource Management's Role Positioning in Enterprise Management*

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**Abstract:** In the market economy environment, human resource occupies a very important position in enterprises, which is closely related to the competitiveness of enterprises and the development of enterprises. The current traditional mode of human resource management has been difficult to adapt to the actual needs of enterprises. In order to ensure the smooth progress of all the work, it is necessary to actively innovate human resource management, realize the effective change of role positioning, strengthen the cooperation between human resource department and other departments, so that enterprises can obtain good competitive advantages in the development.

## **1. Introduction**

Market competition is actually the talent competition, talent competition has become the core of enterprise competition. For human resource departments, they should be fully aware of their own changes in the nature of work, provide a platform for talents, promote talents to show their own value in the enterprise, and create good conditions for high-quality development of enterprises. Human resource management plays an important role in modern enterprise management, but human resource managers can not clearly and correctly recognize its important value. <sup>[1]</sup>

## **2. Role Positioning of Human Resource Management in Enterprise**

### **2.1 Personnel Management Experts**

The human resource management implemented by Chinese enterprises is currently in the initial stage. The management theories and methods are mostly based on foreign experience, but the management techniques and theories suitable for their own characteristics have not been formed, and there are few professional personnel. In order to promote the development of enterprises, human resource management should pay attention to the role of its own personnel management experts, and on this basis, enterprises can develop in the direction of systematic and formal human resource management.

### **2.2 Advisers and Helpers**

At present, many enterprises do not pay enough attention to human resource management, and neglect human resource planning when carrying out strategic planning. The main reason for this

situation is that enterprise executives do not fully understand the positive role of human resource management in enhancing enterprise competitiveness.<sup>[2]</sup> Therefore, the enterprise management should take human resource management as the entry point to enhance the competitiveness of the enterprise, give full attention to human resources, and make plans related to human resources. In this process, human resource managers should play their role as advisors and helpers. Improve the relationship between hr department and other departments to ensure the effectiveness of hr management implementation.

### **2.3 Change Agents**

For enterprises, corporate culture belongs to the value standard formed in the long-term development of enterprises, and plays an important role in motivating employees. In carrying out cultural change, human resource managers can play a promoter role, establish a learning organization in the process of resource development, promote the formation of enterprise learning atmosphere, and each staff can understand their own responsibilities, so as to promote the improvement of enterprise competitiveness and survival ability.<sup>[3]</sup> At the same time, the enterprise should coordinate the relationship between employee development and organizational needs, provide a good atmosphere for employee growth, and enable employees to achieve better development.

## **3. Importance of Human Resource Management in Enterprise Management**

For enterprise management, human resource management status is very important, in the development of human resource management, the relevant staff should fully recognize the role and value of management, understand the relationship between human resource management and enterprise management. In general, enterprise management usually refers to the effective management of economic input by enterprises to promote enterprises to achieve their own development goals. For enterprises, resources and economic input mainly include material, capital, human resources, technology, customers and so on. Enterprises mainly manage these aspects when carrying out management work. Human resource management and enterprise management belong to part and whole of management.

## **4. Current Situation of Human Resource Management in Enterprise Management**

### **4.1 Lagging Management Concepts**

At present, many enterprises neglect human resource management when carrying out management work, and there are many problems such as lack of standardization of management, imperfect system and imperfect function. As for human resource management, it should serve other departments and cooperate with other departments to ensure the smooth progress of evaluation, assessment, staff training, information fusion and other work. In the development of an enterprise, if there is insufficient human resource management, it will directly affect its role in the enterprise.

### **4.2 Manager ability to be improved**

When carrying out human resource management, the ability of the management will have a direct impact on the resource development of the enterprise. In the case of the lack of ability of the manager, it will be difficult to give full play to their own efficiency in human resource management, and then the work efficiency of the enterprise will be adversely affected. In fact, the human resource

department is independent to a certain extent, but it is closely connected with other departments when carrying out its work. <sup>[5]</sup>

### **4.3 Lack of Accuracy in Positioning**

Affected by a variety of factors, some enterprises fail to implement scientific positioning of human resource management during operation and management. In this case, it is difficult to give full play to management functions, and it is difficult to ensure optimal allocation and combination of human resources. Some companies didn't realize the importance of human resource management to carry out, also include human resources management in enterprise management, but there is the problem of insufficient refinement, which mainly embodies in not comprehensive, failed to the positioning of the allocation of resources and resource management detailed processing, thus make the management efficiency into full play.

### **4.4 Low Resource Usage**

In the stage of rapid economic development in China, in order to seize the market and obtain the maximum economic benefits, enterprises focus on business development, and then ignore human resource management. Therefore, after many enterprises occupy the market, due to the lack of continuous talent team to support the follow-up work, the market share occupied by enterprises is constantly lost, causing a huge impact on the long-term development of enterprises.

## **5. Human Resource Management in Enterprise Management Role Positioning Innovation Strategy**

### **5.1 Change Management Concept**

When carrying out human resource management, enterprises can learn from western methods, strengthen the study of excellent management mode, and combine it with enterprise development and market positioning, so as to ensure that the formulation of management mode is consistent with the development needs. <sup>[6]</sup> In this process, attention should be paid to the perfection of the management mechanism, so that employees can fully define their own functions at work and actively change the original management mode. In order to achieve long-term development of enterprises, human resource management departments should pay attention to the combination of functions, including development strategy, operation and management. In the internal management of staff, we should ensure that the activity planning formulated is consistent with the practice of human resources implementation, so as to ensure that the enterprise is in a rich state in human resources.

### **5.2 Improving the Comprehensive Quality of Managers**

During the implementation of human resource management, it should be repositioned and not limited to resource allocation. In this process, enterprises should diversify their development strategies to ensure that human resource managers can give full play to their potential in their work. For managers, they should pay attention to the diversification of role positioning, expand innovative ideas, supervisory responsibilities and professional qualities, and ensure that human resource management can give full play to its own role and value.

### 5.3 Innovation of the Positioning of Operators and Supervisors

The implementation of human resource management in enterprises is closely related to its stable and healthy development. When human resource management staff make innovations based on role positioning, they should pay attention to the embodiment of enterprise decision-making, so as to make management decisions more high-end. From the strategic perspective, we should strengthen our understanding and cognition of roles, promote communication and cooperation among employees, and put forward suggestions and references for enterprise management optimization. At the same time, the implementation of human resource management in enterprises often has diversity and complexity. Therefore, human resource management can be gradually transformed from service to supervision in the implementation, and the management system implemented in the enterprise is constantly improved to ensure that the enterprise human resource management is carried out in an orderly state. In terms of enterprises, innovation is an important driving force to promote their development.

### 5.4 Specialization of Management Work

Driven by the development of information technology, human resource management can not stick to the traditional management form, but need to deepen the reform and innovation of management. In addition, it is necessary to promote the professional development of human resource management, improve the access conditions, and conduct scientific and strict professional evaluation for each person who joins the human resource management team to ensure that they have professional human resource management professional strength.

## 6. Conclusion

In a word, human resource is an important resource for enterprises to develop and compete, which can help enterprises maintain competitive advantages and create infinite value for enterprises. In the process of the continuous development of market economy, enterprises need to reposition human resource management, promote business operators to continuously optimize their own functions, and guide the role of human resource managers to diversify and professional development. In addition, scientific management and development of human resources should also be carried out to maximize their potential in the management work and meet the needs of market competition. To sum up, the innovation of human resource management should be based on the actual development of enterprises and the changing trend of the market, so as to innovate management work and reposition management roles to ensure that human resource management can be implemented in place.

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