

Research on Human Resource Management Innovation of Small and Medium-sized Enterprises under the Background of Sharing Economy

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Abstract

As the economic environment becomes more and more complex, more and more management problems will arise in human resources of enterprises. Sharing economy brings new opportunities and challenges to human resources management of enterprises. Enterprise managers must pay attention to the problem of human resource management, pay attention to the innovation of human resource management, constantly adjust to adapt to the new changes. Enterprises should make full use of the advantages of the sharing economy and the Internet to optimize the human resource management mode, seize the opportunity of development, and realize the development and growth of enterprises in the face of challenges.

Keywords

Shared economic; Human Resource management; Innovation.

1. INTRODUCTION

With the continuous development of network technology, the emergence of the sharing economy has attracted extensive attention, and various sharing platforms are constantly emerging, exerting a huge impact on people's lives. As the foundation of sharing economy, Internet has established a new trading mode for sharing. The convenience of the Internet solves the transaction problem in space and time, and at the same time, it can screen out useful information from a large amount of information, which saves a lot of time and energy. With the development of the Internet, sharing has gradually become an indispensable part of People's Daily life and work. At the same time, the emergence of new business models and the change of business philosophy have brought new opportunities and challenges to the traditional human resource management. First of all, under the background of sharing economy, the human resource management environment has changed. Many enterprises improve their work efficiency by means of meeting on the Internet, telecommuting and electronic payment. The face-to-face management mode of enterprises is gradually replaced by the service platform mode. Secondly, by Posting recruitment information on the Internet, it improves the speed of talent flow and greatly improves the convenience of hiring employees.

2. THE CONNOTATION OF SHARING ECONOMY

For the connotation of sharing economy, academia has not been unified and clear definition. The concept of the sharing economy can be traced back to 1978, when the American sociologists Marcus Felson and Joel Spaeth came up with the term "collaborative consumption." As a new business model, sharing economy has become popular with the development of Internet information technology. Sharing economy, also known as sharing economy, is a specific

manifestation of the concept of Shared development. Ye Xingqing believed that promoting income distribution in a more reasonable and orderly way was the most important and direct way to improve people's livelihood and realize the achievement of development to be Shared by the people .Zheng Zhilai proposed that the motivation of supplier sources in the sharing economy is based on improving the utilization rate of stock resources and obtaining certain benefits. "Idle resources -- temporary transfer of the right to use -- obtaining benefits" forms a dynamic industrial closed-loop with inherent tension and sustainability. Wang Ya et al pointed out that the sharing economy can reduce transaction costs and realize value appreciation by invigorating idle resources. The value appreciation of sharing economy is conducive to promoting the high-quality development of China's economy integrating efficiency and equity .Song Yiqun et al proposed that the sharing economy is the economic activity organization mode characterized by sharing, and the most profound change it brings is reflected in the leap change in the organizational relationship between people .Zhang Hongbin et al believe that sharing economy is not just sharing, but it has inherent logic of value creation and value acquisition .Liu Jun found that the integration of sharing economy and agriculture has positive significance for accelerating the green and ecological transformation of agriculture .

To sum up, the academic circles all affirm the positive influence of sharing economy on economic and social development and the organizational relationship between people, and also find the important value of the added value of sharing economy in promoting the high-quality development of China's economy. From what has been discussed above, The sharing economy is based on the Internet, and its core feature is that third-party platforms optimize the allocation of existing social resources by relying on modern information technology to improve the use efficiency of resources. The essential difference between sharing economy mode and traditional economic mode is that the value of sharing economy is mainly reflected in improving the utilization rate of idle social resources, maximizing the use value of idle social resources and realizing zero marginal cost.

3. THE STATUS QUO OF HUMAN RESOURCES IN SMALL AND MEDIUM-SIZED ENTERPRISES

3.1. Decision Makers Pay Insufficient Attention to the Human Resources of Enterprises

Under the complex business environment, the market competition is increasingly fierce. The management of many small and medium-sized enterprises do not have enough understanding of the importance of human resources, and do not really regard human resources as the core resources needed for enterprise development. They pay more attention to business indicators such as sales volume, gross profit rate and market share, and fail to systematically and scientifically plan the development of human resources. As a result, the enterprise fails to establish the overall human resources plan and various specific business plans in a timely manner that match its development goals, which affects the normal operation of the enterprise. Especially in the expansion of enterprise scale, human resources work is very passive.

3.2. The Shortage and Outflow of Talents Are Serious

In order to survive and develop themselves, small and medium-sized enterprises often adopt the business strategy of cross-regional expansion and multi-format development, and the demand for various kinds of business talents increases sharply. It is well known that most small and medium-sized enterprises are labor-intensive industries in the national economy. For example, a large number of employees need to be recruited for various positions such as store management, commodity sales, inventory warehousing, logistics distribution, cash register and settlement, after-sales customer service, etc. In addition, a certain number of employees are also required for the administrative, personnel, financial, information maintenance, market and

other functional departments. Once the scale of operation is expanded, it will inevitably lead to the shortage of human resources, and even the "poaching" of peers, which accelerates the loss of senior managers and grass-roots employees.

3.3. Staff with Low Education, High Mobility, Job Identity and Satisfaction

China is in a period of great transformation from a traditional society to a modern one. The old social and economic system tends to disintegrate while the new one is not yet perfect. New interest groups and patterns are gradually taking shape, the social and economic differentiation is gradually expanding, and the social stratum structure is undergoing major changes. All of these will inevitably affect the stability of the workforce. From the perspective of the development status of domestic small and medium-sized enterprises, many enterprises have the problem of low education level of employees. For example, some chain enterprises are mainly engaged in retail, catering, home appliances and department stores, etc., and they have low entry threshold for grassroots employees and low requirements for educational background. Employees with low educational background account for a large proportion. Due to many reasons, such as low technical skills, monotonous and boring work, long working hours, and few holidays and holidays, employees lack of sense of identity to work, low job satisfaction, and high turnover rate.

3.4. Human Resource Compensation Policy Is Unreasonable

For the sake of profits, many small and medium-sized enterprises have unrealistic salary design and management, and the salary level of their employees is generally low. Long working hours and high pressure easily affect employees' work enthusiasm, and employees even become inactive. The fundamental purpose of salary management is to make employees satisfied with their salaries and work better for the company. The more satisfied the employees are with the salary management, the more obvious the incentive effect of the salary will be. The better the employees will work, and the higher the salary will be. This is a positive cycle. If employees are less satisfied with their pay, they will fall into a negative cycle, which often leads to employee turnover. Employees' satisfaction with salary management depends on the social average comparison and fairness of salary. Social average comparison means that employees will compare their salary level with the salary of the same position in the same industry. If they find their salary is higher than the average level, their satisfaction will increase; if they find their salary is lower than the average level, their satisfaction will decrease.

3.5. Staff Recruitment and Training Are Not Scientific

In order to recruit enough employees quickly, enterprises often reduce the requirements for education, specialty and skill, which leads to the low overall quality of employees. Many small and medium-sized enterprises do not strictly check the recruitment process, the threshold of the industry is low, the professional and technical requirements of the position is relatively low, the recruitment standards are not standardized, the recruitment process is too subjective. This phenomenon is very obvious in the busy season of small and medium-sized enterprises.

4. THE INNOVATION PATH OF HUMAN RESOURCE MANAGEMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES UNDER THE BACKGROUND OF SHARING ECONOMY

4.1. Scientific Talent Allocation

Through the study of the overall data, the sharing platform matches the positions suitable for employees, promotes the rational use of human resources, and makes the matching of posts more accurate. With the help of network data, the value generated by enterprises can also be evaluated more comprehensively and rationally, and talents can be managed with more

scientific methods, so as to improve enterprise efficiency, promote social welfare, enhance industrial interests, improve the overall environment of HUMAN resource management, and create a fast and efficient human resource management mode. From the perspective of sharing economy, human resource, as an important factor of production, has gradually developed into a Shared resource to improve work efficiency. Traditional HRM contents, namely organizational form, labor and employment relations, etc. have also undergone significant changes. Enterprise organizations form different teams based on different projects to provide guarantee for the timeliness, accuracy and sharing of statistical data.

4.2. Pay Close Attention to the Recruitment of Personnel and Ensure Their Quality

To do a good job in recruitment, first of all, the criteria must be clearly defined. Generally speaking, rapid recruitment of the right people is the premise of good recruitment. However, whether large enterprises or small enterprises, in order to do a good job in recruitment, they must adopt recruitment methods that meet the needs of The Times. HR professionals must know that interview is the most inefficient part of the recruitment process. In order to improve the work efficiency of the recruitment process, it is necessary to launch a revolution of traditional recruitment methods with the application of new Internet technologies. Before the mobile Internet was immature, more enterprises would adopt offline face-to-face recruitment. The advantage is that they can conduct intuitive investigation of candidates through face-to-face communication. However, this recruitment method is affected by geographical restrictions and miscellaneous process links, so the recruitment efficiency is low. In the Internet era, remote recruitment is a new way to establish a complete and efficient recruitment system.

Compared with the traditional offline face-to-face recruitment, online video recruitment has the advantages of expanding the talent boundary, optimizing the interview process, quantifiable feedback tools and accurately grasping the real employment needs. Therefore, the human resources department should make a series of preparations before recruitment according to the staff turnover and the job requirements of vacant positions, and conduct assessment and screening through written examination, interview, psychological test, background investigation, physical examination and other links, so as to finally hire the talents needed by the enterprise. Accurate and scientific recruitment can guarantee the quality of talents to a great extent and provide talents guarantee for the development of enterprises.

4.3. Focus on Staff Training and Improve the Staff Training System

Recruitment provides the enterprise with human resources, and training is the key to improve employees' vocational skills and promote the long-term development of the enterprise. Therefore, under the background of haring economy, chain enterprises such as, should build a set of systematic and perfect staff training system to improve staff's vocational skills by Internet. The human resources department should carry out scientific and effective training according to different training objects, and update the training content timely to ensure the training quality. For new employees, training in corporate culture, job requirements and other aspects should be strengthened to make them understand the development characteristics and job requirements of the enterprise, so as to increase their sense of belonging and sense of responsibility.

For the veteran employees, the training should focus on updating their professional knowledge and skills to make them better adapt to the requirements of post development. For employees with strong working ability, outstanding performance and strong sense of mission of the enterprise, the rotation system is implemented to improve their business ability and comprehensive quality, expand development space, and provide talent reserve for the management.

4.4. The Employee Service Platform Is Networked

Data shows that, due to the rapid development of network information technology, self-service platform plays an increasingly important role in enterprise human resource management. The popularization of the Internet and intelligent devices ensures the connection between people's life and work, and helps enterprises to realize the network management of employees. The networking of the employee service platform is conducive to the opening of the enterprise employee self-service platform. It can also serve as a link between the enterprise and employees to help employees carry out personnel work and promote the enterprise's understanding of employees. In addition, it can also serve as a platform for information exchange, so that enterprises can know how satisfied employees are with the enterprise, timely find internal contradictions, and solve problems.

With the help of the service platform, the relationship between employees and enterprises is optimized. Employees are no longer simply obedient and dependent, and managers are transformed from dictators into the centripetal force of enterprises. In such a relationship, the value potential and work efficiency of employees will be greatly improved. Enterprises will no longer treat employees in different levels, but employees can better realize self-restraint and requirements, and obtain corresponding remuneration through their continuous efforts.

4.5. Establish A Sound Employee Development System

In the era of sharing economy, enterprises need excellent talents to meet their development needs. To enable employees to meet the requirements of the post, in addition to the basic quality of employees, also need to be cultivated in the later stage of the enterprise. Therefore, enterprises should pay attention to personnel training, establish a sound staff development system, formulate scientific personnel training program, in order to ensure the supply of human resources. We can start from the three-level training system of the company, department and staff, and the training should reflect the level and the whole staff. The selection of training objects should be targeted, so as to combine the core needs of the enterprise with the needs of employees' self-development, so as to enable employees to achieve all-round personal development while being competent for their posts and improving their work performance. Practice, small and medium-sized enterprises to professional skill appraisal and competition duration as the carrier, the hierarchical and various kinds of effective education training, targeted to cultivate different professional line and technical backbone for jobs, and team performance and career development, mobility, pay incentives and PingXian recommendation closely linked, won MEDALS are among the best in the province, formed layers of motivated, everyone upstream of the gratifying situation.

5. CONCLUSION

At present, China's sharing economy has entered a period of rapid growth. With the development of Internet technology, the continuous maturity of business model, extensive participation of users and the influx of funds, the development momentum of the sharing economy is increasing day by day. It should be noted that the business model and areas involved in the sharing economy are constantly evolving. In addition to the sharing economy model based on physical sharing, such as Shared bikes, Shared houses and accommodation, the sharing economy model based on abstract concepts, such as Shared services and Shared knowledge, has been constantly emerging. This shows that human beings, as one of the core elements of economic production, play an increasingly important role in the sharing economy and gradually become the core foundation of the sharing economy. Human resource sharing has become the trend of the development of the sharing economy.

As the economic environment becomes more and more complex, more and more management problems will arise in human resources of enterprises. Sharing economy brings new opportunities and challenges to human resources management of enterprises. Enterprise managers must pay attention to the problem of human resource management, pay attention to the innovation of human resource management, constantly adjust to adapt to the new changes. Enterprises should make full use of the advantages of the sharing economy and the Internet to optimize the human resource management mode, seize the opportunity of development, and realize the development and growth of enterprises in the face of challenges. The world to promote the development of science and technology with the change of the market economy mode, sharing the economic model of human resources management is to provide efficient and convenient, but due to the imbalance of economic development, the combination of Shared economic and human resource management has been exploring stage, and hope that this article conclusion can provide theoretical reference and professional support in the application stage, help to improve the efficiency of human resources management in the Shared economic mode, the reasonable allocation of human resources, perfect operation mechanism.

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