

# Research on Innovative Development Strategy of Enterprise Human Resource Management

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**Abstract:** Under the market economy system, as the main body of China's national economy, the survival and development of enterprises are closely related to the changes in the market economy, especially the human resource management of enterprises. Currently, under the influence of global economy, human resource management, as the core strategy of enterprise development, has become an important component of modern enterprise management. With the development of information technology and Internet technology, the market competition environment has become more complex. In this context, enterprises must attach importance to human resource management if they want to maintain competitive advantage. Under the new situation, the traditional human resource management model has been unable to adapt to the development requirements of modern enterprises. Only by taking innovation in human resource management concepts as an important content can enterprises achieve sustainable development. This article analyzes this in order to provide reference for relevant staff.

**Keywords:** Business management; Human resources; Innovation-driven development; Market competition environment

## 1. Introduction

Human resource is an important part of the enterprise, and its management decisions will affect the operation and development of the enterprise. However, in the current global competitive environment, enterprises are faced with unprecedented challenges and opportunities [1]. How to stay in an invincible position in the increasingly fierce market competition and make the products and services of enterprises have higher quality and cost-effective has become a topic for all relevant personnel of enterprises to discuss [2]. In this context, human resource management has become one of the core strategies for the development of modern enterprises [3]. With the rapid development of information technology and Internet technology, enterprises' demand for talents is also growing. How to rationally allocate human resources, stimulate employees' potential and creativity, and improve employees' performance through scientific management has become a problem that enterprises must solve [4]. The traditional human resource management model has been unable to meet the needs of modern enterprises. In the process of modern enterprise management, it is necessary to innovate the human resource management model, strengthen the construction of enterprise culture, cultivate and introduce outstanding talents, in order to promote the sustainable development of enterprises. At the same time, with the continuous development of the social economy and changes in people's needs, employees' expectations for the enterprise are also constantly increasing. Enterprise human resources management needs to pay more attention to the personalized needs of employees, listen to their opinions and suggestions, and actively promote the construction of enterprise culture. Therefore, this article will explore innovative development strategies for enterprise human resource management. The purpose is to propose corresponding suggestions from multiple aspects, with a view to providing beneficial references for enterprises in human resource management.

## 2. Current situation of human resource management in enterprises

### 2.1. Digital Transformation

With the development of information technology, human resource management in enterprises is undergoing a digital transformation. Digital transformation not only improves the efficiency and accuracy of enterprises, but also makes human resource management more transparent and visible [5].

Digital tools can help companies automate recruitment, training, performance management, and other aspects, thereby saving time and cost. For example, talent management software, talent evaluation software, and online learning management systems are typical examples of digital transformation.

## ***2.2. Focus on employee experience***

Companies are increasingly focusing on employee experience and welfare to improve employee satisfaction and loyalty. In a competitive market environment, enterprises need to attract and retain outstanding talents. By providing a better working environment, enhancing training and development, increasing salaries and improving welfare systems, enterprises can increase the sense of belonging and loyalty of employees and reduce the rate of talent turnover. In addition, companies can also enhance employee happiness and job satisfaction through employee care programs, team building and other measures.

## ***2.3. Strategic transformation***

Human resource management is no longer just an administrative function, but has become a department that can provide strategic support for enterprise development. Enterprises invest more resources in human resource management to promote their strategic objectives. Human resource specialization, organizational structure design, and leadership development have become key areas of enterprise human resource management. Moreover, enterprises also need to ensure the synergy between employee development and enterprise strategic goals through strategic recruitment, employee development, performance management, and other means.

## ***2.4. Employee diversity***

Under the background of globalization and multiculturalism, employee diversity has become an important issue in enterprise human resource management. Enterprises need to develop more flexible recruitment and management strategies to integrate employees from different backgrounds and cultures into the enterprise, and improve the integration and sense of belonging of employees. At the same time, enterprises also need to strengthen cross-cultural communication and leadership development to meet the diverse needs of employees.

In general, the transformation of enterprise human resource management is taking place, which will bring new opportunities and challenges for enterprise development. Enterprises need to adapt to these changes and take corresponding strategies and measures to realize the transformation and improvement of human resource management.

## **3. Specific strategies for innovation and development of human resource management**

### ***3.1. Establish the correct concept of talent***

In order to improve their market competitiveness, enterprises must attach importance to human resource management and establish a correct concept of talent. Only by focusing on talents can we better promote the development of enterprises. Therefore, in practical work, enterprises should establish a correct concept of talent, actively introduce outstanding talents, and provide human resources protection for enterprise development. Firstly, it is necessary to conduct a comprehensive analysis and planning of enterprise human resources based on demand, and formulate a scientific management plan on this basis. Secondly, it is necessary to improve the talent management mechanism, stimulate employees' work enthusiasm through reasonable arrangements, training, incentives, and other methods for existing personnel, and improve their work efficiency and quality. Thirdly, we should strengthen the training of outstanding talents.

On the one hand, we should increase training efforts, so that employees can constantly learn and master new knowledge and new ideas; On the other hand, reasonable training mechanism and reward mechanism should be formulated. Finally, enterprises should be market-oriented to attract outstanding talents. Enterprises should adhere to the people-oriented principle in the recruitment process, provide good working environment and development space for employees, so that employees can realize their self-value and dreams.

### ***3.2. Improve the talent selection and incentive system***

Enterprises should develop a reasonable talent selection and incentive system based on their own development, combining the interests of the enterprise with the personal interests of employees, enhancing the loyalty of talents to the enterprise, and enhancing the enthusiasm of employees in their work. Specifically, in the talent selection process, it is necessary to comprehensively consider the comprehensive quality of employees to ensure the rationality of human resources allocation. For example, in the recruitment process, enterprises should conduct in-depth communication with candidates to understand their personal abilities and ideological understanding level; In the compensation and welfare process, enterprises should establish reasonable compensation systems based on their actual work abilities and development prospects. In addition, in terms of talent motivation, enterprises should establish a sound incentive mechanism that combines material incentives with spiritual incentives. For example, in the performance evaluation process, enterprises should establish corresponding evaluation standards based on the actual work performance of employees; In terms of promotion and welfare, enterprises should also establish reasonable incentive mechanisms.

### ***3.3. Building a talent cultivation system***

At present, if modern enterprises want to maintain sustainable development, they must attach importance to personnel training. Therefore, enterprises should start with the construction of a sound talent training system, provide better learning opportunities and development platforms for employees, and help employees to comprehensively improve their own quality and comprehensive ability. First of all, enterprises should give full play to the advantages of employees and train them regularly. In the training, the enterprise should develop a perfect training plan and curriculum system, so that employees can constantly improve their own knowledge structure in the learning process. Secondly, the enterprise should assess the learning effect of the employees, and formulate the corresponding reward and punishment system according to the assessment results. In addition, enterprises should provide regular communication and learning opportunities for employees, as well as promotion platforms, so as to improve the enthusiasm and initiative of employees.

### ***3.4. Optimize the structure of human resources***

In the market economy environment, enterprises must optimize the structure of human resources if they want to maintain sustainable and stable development, so as to attract and retain high-quality talents, so as to ensure the long-term development of enterprises. Therefore, the human resource management department of the enterprise should strengthen the investigation and research of the talent market, through the analysis of talent demand and talent supply, to clarify its own development direction and talent training strategy. At the same time, enterprises should carry out regular personnel exchanges and training to meet the changing career needs of employees. In addition, the enterprise should establish and improve the talent management system, rational allocation of human resources structure, so that human resources can meet the needs of enterprise development.

In the new situation, human resource management personnel in enterprises should clarify their responsibilities and tasks, and strive to do a good job in human resource development and management. In practical work, enterprises should formulate work plans and goals based on the personal growth and development needs of employees, and reasonably allocate human resources. In this process, the human resources management department of the enterprise should fully play its role and provide guidance and assistance based on the personal development needs of employees.

### ***3.5. Improving the construction of corporate culture***

In modern enterprise human resource management, enterprise culture construction is a very important content, which has a positive impact on improving the efficiency and quality of human resource management. Corporate culture is the soul of an enterprise. Building an excellent corporate culture can enhance the cohesion and centripetal force of employees and enable them to face work and life with a positive and optimistic attitude, thus improving the market competitiveness of an enterprise. Therefore, in human resource management, we should pay attention to the advantages of corporate culture and enrich the content of human resource management. For example, advanced technologies and ideas can be incorporated into human resources training to enhance work efficiency by improving employees' own skills. In the process of talent introduction can be combined with the enterprise

development strategy to develop scientific and reasonable recruitment plans; In talent management can improve the sense of belonging of employees, enhance the sense of belonging of employees. In short, enterprises should attach importance to human resource management innovation if they want to achieve sustainable development. To improve the efficiency of human resource management, we should establish a scientific and reasonable talent management mechanism, formulate a reasonable talent recruitment plan, enhance the sense of belonging of employees, optimize the talent management mode and other measures.

### **3.6. Pay attention to staff training**

Employee training is an important part of human resource management in enterprises, which has a positive impact on employee skills improvement and personal development. However, due to the fact that human resource management personnel in enterprises do not attach importance to employee training, there are certain problems in employee training. In this context, human resource managers in enterprises should attach great importance to employee training and make it a key content. In specific work, enterprise human resource management personnel should formulate employee training plans based on employee needs and development plans. At the same time, it is necessary to strengthen the evaluation of training effectiveness and improve the effectiveness of employee training. In addition, attention should be paid to the selection of trainers and adequate communication should be conducted with them. Finally, it is necessary to conduct a scientific evaluation of the training effect and formulate the next work plan and scheme based on the evaluation results. Paying attention to employee training can effectively improve the comprehensive quality and professional skills of employees, and achieve sustainable development of enterprises.

## **4. Conclusion**

Along with the rapid development of economy in our country, the pressure of market competition is more and more big, enterprises must pay attention to human resources management if they want to keep developing continuously. In the current situation, the traditional human resource management model has been unable to meet the requirements of modern enterprise development. Therefore, this paper mainly analyzes the innovation and development strategy of enterprise human resource management. Enterprises need to adjust the human resource management mode according to the actual situation, and formulate reasonable management strategies to create a good working environment for employees, so that they can play their own value and create greater economic benefits for the enterprise.

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