

Research on the Impact of Internet Finance on Human Resource Management in Banks

Qi Shao^{1,2}

¹Business Development Department, Shandong Linyi Luozhuang Rural Commercial Bank Co.,Ltd., Linyi, Shandong, 276000, China

²Philippine Christian University Center for International Education, Malar, 1004, Philippines

Abstract: In the process of continuously improving the level of information technology, internet finance information technology is gradually maturing, bringing development opportunities to banks, while human resource management also faces severe challenges. This article will provide an overview of the impact of internet finance on banks in various aspects, including trading platforms, product homogenization, and management concepts. It is believed that the human resource management of banks in the context of internet finance has problems such as weak management awareness, single talent recruitment, incomplete assessment, reward and punishment mechanisms, salary mechanisms, and incomplete employee training systems. Propose optimization strategies for bank human resource management, which require innovative thinking in internet finance management, enhancing the rationality of talent employment, constructing a human resource management model, improving performance reward and punishment mechanisms, and increasing training to enhance professional abilities.

Keywords: Internet finance; Bank; Human Resources Management

1. Introduction

In the process of continuous development of information technology, internet finance has gradually matured with the support of information technology. At present, internet wealth management products such as Yu'e Bao and Wealth Management have become the main ways for citizens to make small investments. Compared to other financial investment methods, the investment methods generated under the internet finance model have the characteristics of low risk, easy operation, and low requirements^[1]. When the internet has become an inseparable part of national daily life, banks must integrate traditional banking business models with internet finance in order to further develop. The integration of traditional financial models and internet finance has put forward higher requirements for the human resource management work of banks. If banks want to seize the opportunities brought by internet finance, they must make adjustments to their own human resource management work, achieve stable operation of the bank through this method, and lay a good foundation for the further development of the bank.

2. The Impact of Internet Finance on Human Resource Management in Banks

Firstly, in terms of trading platforms, the emergence of internet finance has had a severe impact on the trading forms of the banking industry. With the support of internet technology, various online financial trading platforms have emerged. Compared to the early manual trading mode of banks, the operation and use of online financial trading platforms are more convenient. Most residents express their willingness to store idle funds in various online platforms such as Yu'e Bao^[2]. Compared to traditional deposit forms, the annual returns of internet platforms are higher, and they are also more convenient to use, which can be completed without too much operation. The operational model of internet finance poses challenges to banks. As a traditional financial medium, banks have long played a leading role in financing, payment, and settlement in society. The main sources of income for traditional commercial banks are deposit loan spread income and intermediary business income. The rise of Internet finance, especially the third-party payment methods represented by WeChat and Alipay as well as various online lending products, completely bypassed the banks to complete the payment transfer and lending of funds independently. Commercial banks suffered from serious customer loss and sharp decline in interest margin income. In addition, internet financial institutions utilize their wide

audience and fast information dissemination characteristics to penetrate insurance, funds, wealth management and other businesses, directly affecting the income of bank intermediary business. These realities are driving commercial banks towards exploring the unique path of internet finance development.

Secondly, in terms of products, in the process of the development of internet information, the convenience and operability of third-party payment platforms themselves have increased the recognition of third-party payment platforms among the public. With the strengthening of promotion efforts, third-party payment platforms have become an important component of residents' lives^[3]. The development of idle funds has shifted to a decentralized trend, which directly affects the intermediary business income of banks and is not conducive to their further development. In the context of internet finance, financial institutions are no longer just competing for physical outlets, personnel numbers, and capital, but more importantly, competing for customer experience, scenarios, data, and products. The focus of the banking industry should also be based on internet technology, combined with application scenarios, to explore customer needs, tightly bind customers' daily lives around the bank's products and services, and increase customer adhesion. This forces commercial banks to transform the impact of internet finance on themselves into a driving force for reform and development. By adjusting their development strategies, they transform and upgrade their business management, rely on internet technology, clarify customer positioning, deeply explore customer needs, adjust organizational structure, optimize products, provide customers with diversified, differentiated, and personalized services, and properly address the lack of cutting-edge new markets and technologies. Continuously improving one's own competitiveness due to issues such as inflexible institutional culture.

Finally, from the perspective of management concept, the marketing management of Internet finance is mainly completed by relying on the network platform. The main form of marketing services in early China's banking industry was manual service. The professional ability of the bank staff reached the standard, but there were problems in the service concept. Under the impact of Internet finance, the lack of user experience led to the loss of some customers of the bank. Internet finance respects customer experience more^[4]. Based on internet technology, customers can experience convenient and diverse elastic products and services without leaving their homes. This consumption habit and mode is in stark contrast to the physical network programming services provided by traditional commercial banks. The physical network advantages that banks once proud of have gradually been weakened, and the customer group structure of banks is quietly changing. This requires the traditional banking industry to adjust and transform its business content, service methods, and channels.

3. The Problems of Human Resource Management in Bank 3 in the Background of Internet Finance

3.1. Weak awareness of human resource management

Under the early development of the banking industry and the influence of various policies, banks did not attach due importance to human resource management during the development process. They believed that human resource management was not important, and most of their energy was focused on improving the economic benefits of banks during the development process. There is a serious issue of seniority within banks. Human resources themselves have the characteristics of preserving and increasing value, and the management of banks does not attach enough importance to human resource management work, resulting in the inability of human resource management work to produce its expected results. The further development of banks has been severely restricted^[5].

3.2. Single employee recruitment method

At present, the main method of employee recruitment adopted by Chinese banks is to recruit college graduates, and it is rare to choose employees with excellent abilities through the social talent market. Although recruiting college graduates can ensure that employees have a sense of belonging to the bank and is conducive to improving the overall atmosphere of the bank, some graduates lack their professional abilities. In order to meet the employment needs of the bank, Graduates also need to undergo a lot of training after entering the bank. However, in the actual process of bank operation, some bank talents who have undergone long-term training will be lost.

3.3. Imperfect assessment, reward and punishment system

Regardless of the industry, the assessment, reward and punishment system is always an important foundation for improving employees' subjective initiative. For banks, a good assessment, reward and punishment system can enhance the service philosophy and attitude of bank staff, while also enhancing the bank's talent retention rate^[6]. However, at present, most banks in China have not kept up with the pace of the times and updated their assessment, reward and punishment systems. The assessment work of some banks still relies mainly on the qualifications and background of employees, which is not conducive to the improvement of employees' work enthusiasm, and the bank's talent retention rate cannot be guaranteed as it should be.

3.4. Problems in salary mechanism

In relevant studies, it is clearly pointed out that the average income of bank employees is significantly lower than that of other bank employees. Low salary levels can lead to employees losing work enthusiasm, and during the work process, employees naturally cannot face customers with full enthusiasm, which is not conducive to improving the bank's customer experience. At the same time, there are serious problems with the bank's compensation mechanism, as there is insufficient assessment of employee workload and work quality. Internet financial institutions are mostly distributed in developed regions^[7]. Due to their obvious geographical and employer advantages, compared to commercial banks distributed in various regions, Internet financial institutions have attracted numerous outstanding talents with their superior salary levels and good development platforms. In the traditional salary system of commercial banks, positions closely related to transformation such as information technology, risk control, and product development have little difference in salary and benefits compared to other backend positions, and lack competitiveness in attracting talents.

3.5. Incomplete employee training system

The current implementation models of internet finance business in commercial banks include: internal talent transformation model, outsourcing company model, and external cooperation model. In order to meet the development needs of Internet finance of commercial banks, employees involved in Internet finance of commercial banks are required to have the ability to comprehensively use finance, information technology and risk control knowledge for innovation. For a long time, commercial banks have implemented recruitment, training and reserve of personnel in accordance with the traditional business orientation^[8]. There is a certain distance between the existing personnel's ability and quality and the comprehensive quality of talents required for business transformation, product innovation and management reform. Employee training is the foundation of a bank's operation, and the work content of a bank has various characteristics such as rigor and standardization. In order to meet the operational needs of the bank, employees of the bank must undergo corresponding vocational skills training after entering the bank. However, during the actual training work, the bank management did not optimize the bank's training mode on the basis of Internet finance. The bank training work cannot achieve its intended purpose.

4. Optimization Measures for Human Resource Management in Banks

4.1. Innovative Internet Financial Management Thinking

Firstly, bank management needs to establish the concept of user first in the hearts of bank employees. In the process of improving living standards, residents' demands for services are also constantly increasing. Continuously optimizing the service concept of the bank and improving user satisfaction, followed by the cultivation of cross-border thinking models^[9]. In order to further enhance the service ability of bank employees, in the process of bank development, the bank management needs to clarify the importance of cross-border thinking, strengthen the cultivation of cross-border thinking among employees, and promote the continuous development of employees towards all-round high-quality talents, laying a good foundation for the further development of the bank. The establishment of internet finance thinking can effectively improve the efficiency of bank human resource management work, encourage the human resource management department to optimize and innovate the bank's human resource allocation model based on the operational needs of the bank and employee needs, improve the work experience and subjective initiative of employees, and ensure that

employees can face every customer with a positive and full attitude in the subsequent work process, Always keep in mind the concept of customer first.

4.2. Improving the rationality of total talent employment

The development of internet finance has made online banking the main way of operating funds. In response to this issue, in order to reduce the operating costs of banks, bank management needs to adjust the total employment volume of banks, improve the rationality and standardization of the total employment volume^[10]. Firstly, the bank management needs to conduct a comprehensive analysis of the bank's own profit structure, and adjust the total employment based on the bank's subsequent development needs. For projects with prominent profits, the total employment should be appropriately expanded, while projects without profits need to be appropriately reduced to increase the bank's non-interest income. In the process of analyzing the total employment amount, in order to ensure the rationality of the adjustment of the total employment plan, the bank management needs to change their own management philosophy and make further in-depth optimization of the employee structure on the basis of the stable operation of the bank.

4.3. Building a Human Resource Management Model

In order to further improve the quality of bank human resource management work, in the process of bank development, bank management needs to start from the following three points to complete the construction of human resource management model. Firstly, achievement guidance analysis. In the process of bank operation, achievement guidance analysis can provide employees with a more specific work goal and promote employees to achieve their own value. Secondly, there is an analysis of learning ability. In order to improve the quality of talent in the bank, the human resources management department needs to attach importance to the learning ability of employees during the operation of the bank, and cultivate more innovative talents for the bank. Finally, there is an analysis of communication skills. Communication is the foundation of work, and in order to enhance customers' consumption experience, the communication skills of bank employees must meet the standards. We can tend to choose versatile talents with strong plasticity and high willingness to learn in recruitment, and reasonably control the demand for personnel in operational positions. In terms of personnel transformation, we will do a good job in managing the internal labor market of the bank, tap into the potential of employees, provide a rotation mechanism for personal ability transformation and upgrading, help employees transition to positions required for business development, ensure a high degree of matching between personnel and their positions, and maximize employee efficiency.

4.4. Improve the performance reward and punishment mechanism

Faced with the increasingly complex and ever-changing financial environment, banks have had to make changes. The development of each product corresponds to employee efforts, and banks should vigorously encourage employees to develop new products and marketing models, and build innovative platforms for employees; At the same time, innovation competitions can be held annually to stimulate employees' enthusiasm in multiple dimensions. Banks can incorporate innovation into performance evaluations and reward employees for outstanding contributions. Innovative products and marketing methods are not just used for competitions, but are truly applied to work. Encouraging employees to innovate should not be limited to senior management, but rather to transmit the spirit of innovation layer by layer, so that employees can know that products that adapt to the current social development are good products. Good products can be extracted and excavated from daily work without waiting, relying, and demanding, and can be innovated as long as one observes oneself with their heart. Therefore, establish a reasonable and motivational reward and punishment system for bank employees, enhance their subjective initiative through a complete assessment system and salary system, and lay a good foundation for the improvement of employee service concepts.

4.5. Increase training to enhance professional abilities

In the process of innovative development, banks need to rely on modern thinking for reform. Firstly, it is about the establishment of a new financial service system, and secondly, it is about the support of talent. By adjusting salary, benefits, incentive systems, and other contents, banks can openly recruit from society, select high-quality professionals, and have formed staff with advanced thinking, as well as customer managers with internet thinking, product managers, etc Risk control managers and others

to optimize the elite team within the bank. At the same time, data analysts should also be equipped to achieve long-term development goals. After all, future development requires data support, such as big data and cloud computing, which are tasks within the workplace to gain assistance in competition. In the context of internet finance, the competition among employees in commercial banks is no longer limited to the banking industry, nor is it limited to natural individuals. Employees must accept the challenges of internet finance together with the bank. The bank should convey a sense of job crisis to employees, promote their competitiveness, and consciously improve their overall quality, timely grasp new knowledge, and enhance new skills. As a commercial bank, we should focus on increasing the development of training courses in financial technology. In the process of employee training, we should strengthen the deep integration of financial professional knowledge and information technology knowledge, and improve the quality of employees through various forms and channels such as theoretical learning, job training, and mentor guidance. Innovate training channels and guide the entire bank, especially young employees, to develop the habit of cross-border learning and diversified career planning.

5. Conclusion

In short, facing the impact of internet finance, banks should actively seek response methods, reform their human resource allocation models, adjust their own development strategies, and enhance market competitiveness. Internet finance, as an emerging thing, has a rapid development momentum and great potential for development in the future. It has a competitive and cooperative relationship with banks. How to seize opportunities, respond to challenges, and achieve the development of banks is still a problem that relevant scholars need to study in the future.

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