

# Exploration and Research on Improvement Ideas of Enterprise Human Resource Management and Planning in the New Media Era

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**Abstract:** Under the background of the new media era, the human resource management of an enterprise is largely affected by the existing management system of the enterprise itself, and the organizational structure and management model of the enterprise have become the decisive factor of human resource management. The implementation of human resource management in enterprises should make corresponding improvements according to the needs of the environment. In the new media environment, the innovation and reform of corporate human resource management should be combined with the new media environment and the improvement of the operating mechanism should be implemented. It is the inevitable choice for the development of enterprise human resource management. This article aims to study the improvement ideas of enterprise human resource management and planning in the new media era. Based on the analysis of the definition of human resource management, the problems faced by enterprise human resource management in the new media era, and the improvement ideas, the questionnaire survey method and case studies are adopted. The research method investigates two companies, finds out the problems in the human resource management of the company, and then gives targeted suggestions. The survey results show that currently only 15% of employees of A and B companies come to the company through online recruitment channels, 40% of employees enter the company through job fairs or directly to the company for on-site interviews, and 33.5% of employees go through campuses.

**Keywords:** New Media Era, Corporate Planning, Human Resource Management, Improvement Ideas

## 1. Introduction

With the advent of the new media era, the influence of new media involves all parts of the world and all walks of life, and the arrival of our country's new media environment has also greatly affected the future development plan of the traditional economy [1-2]. In recent years, the development of enterprises has relied on the new media environment and has grown rapidly. A large number of small and medium-sized enterprises have begun to enter the stage of rapid development and have achieved good market results [3-4]. However, affected by the new media environment, the informatization demand of human resource management has become inevitable. Traditional enterprises have also begun to increase their attention to informatization human resource management to better enhance their core competitiveness and improve their internal management level. Make full use of the market value of human capital to meet the needs of corporate strategic development [5-6].

Human resource management is related to the core competitiveness of an enterprise. The current new media era determines that human capital is the most core source of competitiveness for an enterprise. Therefore, in the new media environment, the enterprise's human resource management is scientifically transformed and combined with the new media environment. Starting from the characteristics of the enterprise, a more reasonable human resource management system can be established, and the management mode can be continuously optimized to meet the requirements of enterprise development in the new media environment [7-8].

This article uses questionnaire survey method and case study method to investigate two enterprises, find out the problems in the enterprise's human resource management, and then give targeted

suggestions. The survey results show that currently only 15% of employees of A and B companies come to the company through online recruitment channels, 40% of employees enter the company through job fairs or directly to the company for on-site interviews, and 33.5% of employees go through campuses.

## **2. Exploration and Research on Improvement Ideas of Enterprise Human Resource Management and Planning in the New Media Era**

### ***2.1. Definition of Human Resource Management***

Modern enterprise human resource management refers to the use of modern enterprise management methods based on modern enterprise management theories to implement corresponding organizational management of human resource management within the enterprise. In order to realize the scientific and rationalization of human resources management, to maximize its role in enterprise management, to realize the effective guidance of human resources management to the thought, psychology and behavior of enterprise personnel, so as to achieve better organizational management results [9 -10]. The basic characteristics of modern enterprise human resources management are as follows:

(1) Regarding people as corporate wealth. In modern enterprise human resources management theory, emphasis on the role of human resources in enterprise management and development, and to manage it as corporate wealth, will inevitably enable the function of human resources to be fully developed. Therefore, when conducting relevant research, we must first clarify the basic values of human wealth, so that human wealth and potential can be developed more effectively [11-12].

(2) In an important position of corporate management. Human resources management occupies a very important position in modern enterprise management theory. Therefore, modern enterprise human resources management should clarify its position in enterprise management in order to better promote the realization of enterprise goals.

(3) Complicated human resources management content. The human resources management of modern enterprises includes various management content related to demand forecasting, human resources allocation, assessment, environment, etc. besides people.

(4) Pay attention to education and training. As an important wealth of an enterprise, enterprise human resources must better perform its functions. Education and training are very effective and necessary means. Modern enterprise human resources management attaches great importance to education and training, which is an important guarantee for the realization of corporate strategic management goals.

### ***2.2. Common Problems of Enterprise Human Resource Management in the Era of New Media***

#### **(1) Increasing difficulty in recruiting and screening corporate talents**

Under the perspective of new media, there has been a significant increase in corporate recruitment channels, and recruitment information has been widely and rapidly disseminated through the mobile Internet, bringing more potential talents to the company. When posting recruitment information through major recruitment apps, due to the limitation of the number of words, companies can only describe in general terms, and the recruitment information is not detailed and accurate. This leads to many candidates who actually do not meet the recruitment requirements to submit their resumes to the human resources department. Carrying out the resume screening work has increased the work pressure. At the same time, when applicants submit their resumes, the resumes written online are simple in form, insufficient in content, and authenticity cannot be studied. Therefore, although HR has convenient tools when screening resumes, they often lose talents due to imperfect technology. Some people with incompetence hit the interview by mistake, while some talents with ability are missed.

#### **(2) Talent training is facing difficulties**

Most companies attach great importance to the training of talents and the development of their employees' potential. However, with the emergence of new media, companies have gained more convenience in recruiting talents, leading to deviations in the thinking and perception of some managers. They believe that employees can be quickly supplemented after they are lost. New talents do not need to waste a lot of costs in training and cultivating talents, which will eventually lead to the loss of outstanding talents to rival companies, reduce their own comprehensive competitiveness, and bring

great threats to their long-term development. Under such misconceptions, the human resource training plans and curriculum design developed by some companies lack pertinence and innovation, and are the same; in terms of training resources, most of them only have training outlines and task lists, and most of the teacher resources are internally excellent. Employees are leading the specific training and training work, and there is a lack of professional training teachers. In training evaluation, there are only two types of reflection evaluation and result evaluation. The evaluation method is single and it is impossible to accurately grasp the training effect.

(3) Salary and performance management are facing difficulties. In order to attract outstanding talents, companies usually disclose remuneration and benefits in new media. The transparency of remuneration keeps the company under external supervision for a long time. This poses greater challenges to human resource management, especially salary management and performance management, has also had a certain impact on the external reputation of the company. On social platforms, some employees tend to "show" their salaries and benefits. Through this information, the outside world can understand the current business situation of the company; especially potential competitors can use this to understand the employees' positions and work content in the company. Increased the probability of leakage of corporate internal intelligence. In addition, if the company's salary and performance management is unreasonable, especially when the salary package is not transparent, employees find that there is a gap between themselves and employees of the same level, etc., it is easy to be dissatisfied with the company, which seriously affects the work efficiency and loyalty level of employees. Employees are in higher positions and may even pose a threat to the long-term development of the company.

(4) The cost of human resource management has risen. In the era of new media, companies can analyze various speeches of employees through social platforms, understand their ideological trends, manage corporate human resources in a targeted manner, and effectively play the role of human resources. Objectively speaking, new media reduces the cost of human resource management, but at the same time, companies need to consume more financial and material resources to control the interference of new media on employees' thinking, such as introducing corresponding software and identifying various possible impacts. Employees work efficiency and content that causes employees to show negative emotions (all kinds of complaints from employees, deliberate guidance from competitors, etc.) are eliminated. Although the effectiveness of this type of software is not strong, the cost of human resource management is still significantly higher. While introducing technology to supervise employees' speech and thoughts, enterprises also need to strengthen the training of relevant personnel, and improve the management personnel's ability to operate and maintain the software system to meet the needs of networked management of human resources. Under such circumstances, the management cost of human resources has risen again.

### **2.3. Improvement Ideas**

#### **(1) Human resource management concept innovation**

The management concept is the foundation for the development of various work of an enterprise, which can guide the behavior of the enterprise and promote the steady development of the enterprise. In this regard, in the human resource management under the perspective of new media, the innovation of traditional management concepts has become inevitable. First, when constructing a cultural concept, an enterprise should create its own culture based on its own comprehensive situation, and use new media to form a good cultural atmosphere within the enterprise, so as to better stimulate the enthusiasm of employees and improve the management level of human resources. In the era of new media, corporate culture management concepts should develop towards democratization, liberalization, and transparency in order to better exert their effectiveness and build a positive working atmosphere; secondly, human resources should be developed in accordance with the people-oriented and employee-oriented concepts Management work. In the era of new media, affected by the open and free network environment, corporate employees are showing more personalized and differentiated characteristics. Therefore, in human resource management, while achieving corporate benefits, employees should be respected and appreciated to the greatest extent. Employee differences, to meet the interests of employees, in order to retain more talents for the development of the company, and give full play to the management effect of human resources.

#### **(2) Human resource management system innovation**

Under the perspective of new media, the human resource management system should also be

innovatively developed. In traditional human resource management, companies often pay too much attention to their own interests, ignore the interests of employees, and even harm the interests of employees for their own interests, resulting in insufficient trust and loyalty of employees to the enterprise and serious brain drain. Through the innovative management system, the introduction of flexible management, the establishment and implementation of a fair salary management model, and full consideration of the needs of employees, for employees in difficulties, appropriate subsidies can be provided to increase the number of employees, so as to reduce the chance of brain drain. Some small and medium-sized enterprises cannot ensure the effective development of human resource management due to their small scale. They can introduce human resource outsourcing management. For example, the outsourcing company undertakes pre-job training and salary accounting for corporate employees, so as to improve the effect of pre-job training and guarantee The scientific salary calculation improves the management level of human resources.

### (3) Innovation of employee training mechanism

From the perspective of new media, in order to enhance the professionalism of the production and operation of the enterprise and give full play to the potential of the employees, it is very important to innovate the employee training mechanism. Traditional employee training is mostly limited by time, location, and funding, which leads to excessive formal characteristics of employee training, and it is impossible to obtain the ideal corporate training effect. Therefore, we should actively use new media to enrich and improve training evaluation methods, and convert some traditional offline training into online training, or directly make it into micro-classes. Employees use their spare time to participate in training and learning, and discuss and discuss immediately. Sharing to improve theoretical knowledge and professional skills. This training method breaks through the limitations of time and space, achieves systematization and continuity, so that while the training cost can be controlled, it is also convenient to save training content, realize the reuse of training resources, and give full play to the effectiveness of new media.

## 3. Experiment

### 3.1. Research Purpose

With the rapid development of market economy and science and technology, talents have become the most important resource of enterprises and the leading power to promote the development of enterprises. Therefore, human resources are the most important resources in enterprises and institutions. With the advent of the new media era, the Internet is constantly entering every family, and the rise of information technology continues to bring vitality to society. Now, enterprises also regard human resource management as the top priority in their development and management. Therefore, the purpose of this article is to understand the current status of enterprise human resource management and existing problems, so as to provide corresponding improvement ideas and solutions to promote the rapid development of the enterprise.

### 3.2. Research Methods

#### (1) Questionnaire survey method

In order to grasp the management situation of A company and discover the deficiencies in the management, this article conducted a questionnaire survey through the human resources department of A and B companies, and planned to distribute 200 questionnaires to A and B companies, and collect statistics on the returned questionnaires. Analyze and use the results of statistical analysis as the basis of writing data for this article.

#### (2) Case study method

According to the different research objects and goals, a research method of practical analysis by substituting theories and models into actual cases. This article collects materials and data on recruitment, team age structure and other aspects of human resource management through field investigation and inspection of A and B companies. According to the relevant theories of new media and human resource management, conduct analysis and research on A and B enterprises. Apply new media technology and thinking in the process of talent recruitment of A and B companies to help A and B companies to optimize human resource management, and hope that the actual cases of A and B companies can be used for other companies with similar situations.

### 3.3. Reliability Test of the Questionnaire

The so-called half-reliability is to divide the questionnaire into two halves, and then calculate their reliability coefficients separately. When the reliability coefficients of the two halves are the same, the Spearman-Brown formula is often used to obtain the reliability coefficient of the entire questionnaire.

$$r_{SB} = 2r_{SH}/(1 + r_{SH}) \quad (1)$$

When the coefficients of the two halves are not the same, the Lulun formula should be used for calculation.

$$r_{Rulon} = 1 - \frac{S_{a-b}^2}{S_t^2} \quad (2)$$

## 4. Discussion

### 4.1. Talent Recruitment Method

In the context of the current new media era, online recruitment has been recognized and implemented by enterprises. Some scholars have compared online recruitment methods with traditional recruitment methods, and concluded that the new online recruitment methods can save more manpower and material resources of the enterprise, and its efficient and fast advantages can save time, improve work efficiency and accuracy for human resources practitioners. The massive amount of information generated by candidates submitting resumes on the Internet just provides a data foundation for the application of big data technology. Companies can analyze potential internal laws in candidate information through big data thinking, and analyze and search for the most relevant positions. Matching candidates can also improve recruitment efficiency and objectivity in decision-making.

Table 1: Corporate recruitment method

	A company	B company
Campus Recruiting	32%	35%
on-site recruitment	41%	39%
Online recruitment	14%	16%
Headhunting Recruitment	9%	7%
Others	4%	3%

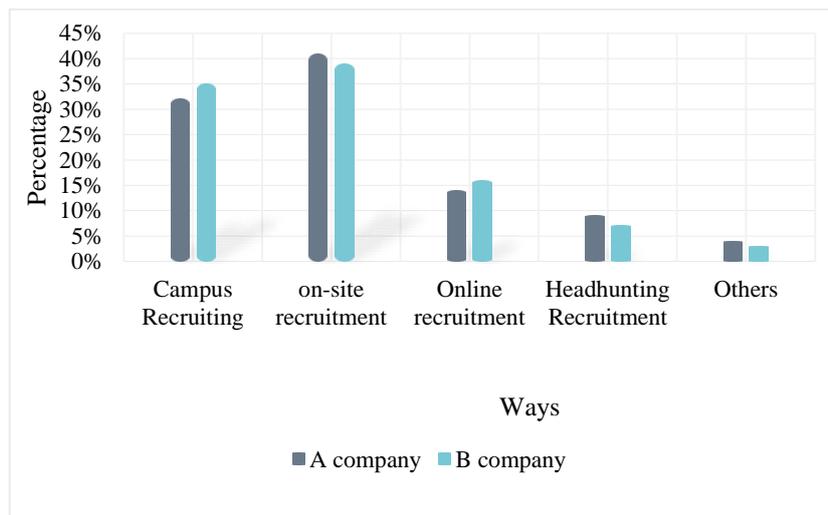


Figure 1: Corporate recruitment method

In contrast, the current recruitment work of the A and B companies is still based on manual resume screening and on-site interviews. After statistics on the employment channels of the employees of the company, as shown in Table 1 and Figure 1, at present, only 15% of employees in A and B companies come to the company through online recruitment channels, 40% of employees entered the company through job fairs or directly to the company for on-site interviews, and 33.5% of employees came to the

company through campus recruitment.

From this, it can be seen that the current recruitment method of the company is too traditional. In the recruitment process, the company uses more methods such as on-site recruitment at job fairs or on-campus. Although the introduction of online recruitment channels, the utilization rate is not high. After an applicant sees the recruitment information on the Internet and submits his resume, the human resources practitioners of the enterprise will not pay attention to and follow up in time, but are more busy with on-site recruitment to supplement talents.

#### 4.2. The Age Status of Personnel

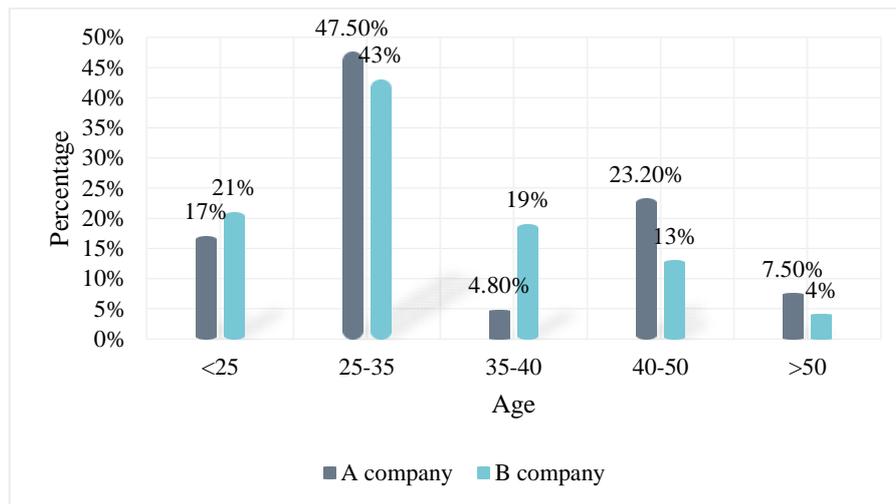


Figure 2: Age structure

It can be seen from the data in Figure 2 that the number of employees aged 25-40 in the two companies A and B accounted for 57.2% of the total number of employees, and the number of employees under the age of 25 accounted for 19% of the total number of companies. On the whole, the talent teams of the two companies are relatively young, and some experienced employees account for a relatively small proportion of the overall staff. This phenomenon is due to the fact that the company has more new employees, and the company's experienced managerial faults in the past five years have not been completely eliminated.

#### 4.3 Targeted Suggestions

##### (1) Actively cultivate new media thinking and rationally use new media technology

In terms of corporate personnel recruitment, the human resource management department should first break its own traditional way of thinking, use current common social networks, recruitment websites and other channels to collect talent information, and establish a talent database and a matching talent screening system that suits its own company.

On the one hand, when the new recruitment work is carried out, the system automatically screens the resumes submitted by the applicants, which can save the human resources department a lot of repetitive work of little significance; on the other hand, the human resources department continuously collects, sort, and enter applicants' information, such as applicants' personal information, social relations, family status, employment intentions, professional skills, work experience, etc. The company's talent database will continue to be enriched, which is conducive to better human resources in the future. The analysis and decision-making of the resource management department provides data resources, and can improve the matching degree between future applicants and various positions of the enterprise, and reduce recruitment costs.

##### (2) Strengthen the construction of human resources management team

Under the perspective of new media, the construction of human resource management teams should also be innovatively developed. Building a human resource management team with professional knowledge and high quality is the primary task of improving human resource management in an enterprise. Affected by traditional factors, most of the human resource management personnel of

enterprises are composed of former skilled workers or middle and low-level managers. The enterprise lacks emphasis on human resource management, and the personnel within the department also lack the necessary understanding of human resource management. Problems such as low quality of knowledge, lack of outstanding business ability, and lack of understanding of human resource management have been generally exposed in recent years. A construction enterprise urgently needs to change the status quo of the human resource management department. First of all, staffing, the enterprise needs to recruit a group of professional human resource management personnel from the society, and update and enrich the human resource management team. Secondly, companies need to systematically train existing human resource management personnel, update their knowledge reserves, and gradually transform traditional personnel management into modern human resource management.

## 5. Conclusions

The advent of the new media era presents both an opportunity and a challenge to corporate human resource management. Enterprises should fully integrate their own actual conditions, actively innovate human resource management concepts, management systems, employee training mechanisms, incentive mechanisms, etc., and give full play to the advantages and functions of new media, improve human resource management, and promote the company's long-term future.

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