

# The Optimization Strategy of Enterprise Human Resources under the Background of Knowledge Economy Era

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**ABSTRACT.** *With the arrival of the era of knowledge economy, our society also pays more attention to knowledge-based resources. There is no doubt that human resources occupy an important position in the economic era which relies mainly on knowledge resources. We must attach importance to the management of human resources. Therefore, the main content of this paper is to discuss how human resources management can be optimized to the maximum under the background of knowledge economy era, and to propose optimization strategies.*

**KEYWORDS:** *Knowledge economy; Enterprise; Human resources management Optimization strategy*

In the era of knowledge economy, with the rapid development of information and the continuous updating of knowledge, the possession of human resources and knowledge becomes the key for organizations to acquire and maintain competitive advantages. At the same time, with the deepening of internationalization and marketization of the world economy, as well as the expansion of China's accession to WTO and integration into the world economy, China's enterprise human resources management will face great challenges in the future.

## 1. Challenges of Human Resources in Enterprises

### (a) The challenges of economic globalization

Economic globalization has completely broken the boundary of market competition, making enterprises face unprecedented challenges from global strength. The ability to share information globally, to take effective incentives to encourage employees around the world to share their ideas and wisdom around the world, to create an idea, to ensure respect for local ideas and customs, and to learn from each other's global experiences become more and more normal. Under the background of globalization, enterprises need to construct a complex network to interweave the advantages of different regions in the world in order to obtain competitive advantages. These are all challenges brought about by the globalization of enterprises, which requires all department managers and human resources

practitioners of enterprises to rethink the role of human resources and a new global way of thinking for value-added enterprises, establish new models and processes to cultivate global sense of smell and improve efficiency and competitiveness.

(b) Challenges of Knowledge Society

The future society is a learning society. More and more people will be engaged in creating, disseminating and applying knowledge to create wealth. Knowledge management ability has become the key to the core competitiveness of enterprises, and knowledge has become the source of competitive advantages of enterprises. One of the strategic issues considered by business leaders is how to cultivate the creativity of employees and how to transform knowledge into intellectual capital and operating capital. People, especially knowledge workers, are regarded as the source of profits, and all expenditures on human resources will be regarded as investments with higher output. With the increasing role of knowledge workers in enterprises, the new information communication mode will inevitably lead to the reorganization of enterprises and changes in human resources policies.

## **2. The Optimization Path of Human Resources Management under the Background of Knowledge Economy**

(a) Creating a high-quality talent atmosphere

In the era of knowledge economy, talents are the catalyst for the sustainable development of enterprises. Excellent talents can promote the long-term development of enterprises, which requires enterprises to optimize the management of human resources in a timely manner. First, a good talent atmosphere must be created. First of all, in the enterprise human resources management, we should advocate that everyone is equal, regardless of whether it is the superior leadership or the subordinate employees, we should treat them equally, strive to "respect talents and help talents", and guide talents to develop their potential, thus creating a good corporate culture atmosphere and encouraging staff morale. Secondly, the optimization of talent atmosphere is taken as the core content of the enterprise development strategy, and on this basis, measures are taken to strengthen the gradual formation of enterprise talent culture based on talents. It is worth noting that in order to realize the corporate culture atmosphere of "respecting talents", specific policies, systems and concept systems must be fully implemented in order to standardize human resources management.

(b) Paying attention to the echelon construction of talents

The management of human resources in enterprises is more complicated and the promotion of talents is more difficult. To find outstanding talents, we must pay attention to the echelon construction of talents. Therefore, the enterprise must have a group of excellent talents and conduct regular training for them, so that every employee can learn new knowledge, give them the opportunity to develop themselves, accumulate over a long period of time, and strengthen their personal capabilities, thus serving the knowledge economy better. As human resources

management is greatly influenced by the evaluation system, only by strengthening enterprise team management and echelon construction, flexibly reserving enterprise talents, and truly taking "talents" as an important resource for the rapid development of enterprises. Only in this way, all departments of the enterprise can be supplemented with talents, so as to avoid loopholes and mistakes caused by lack of talents. At the same time, it can also optimize the human resources management of the whole enterprise and make the modernization of the enterprise build by going up one flight of stairs.

(c) The theory of strengthening talent management

To a large extent, talent is always the key factor to promote the healthy development of enterprises, which determines that human resources management plays an irreplaceable role in the development of enterprises. Under the background of knowledge economy, human resources management must reform its management methods and actively introduce advanced management theories. It can learn from the management experiences of developed countries in Europe and America and strengthen the human resources management theories of Chinese enterprises. Therefore, enterprise human resource managers should adapt to the actual situation, scientifically apply the new talent management theory to practice, and on this basis reflect on its feasibility and application value in enterprise human resource management, so as to find out the best talent management theory. Only in this way can the strength of the enterprise be strengthened, so that it can confidently move forward to the future and meet all the challenges brought about by the knowledge economy.

(d) The construction of human resources management network platform

In the information age, the survival and development of each industry need Internet technology. Building a human resource management network platform in an enterprise can help the enterprise to complete a series of human resource management work and strengthen the interaction and communication between employees. This convenient way can improve work efficiency and save costs.

### 3. Conclusion

Faced with the background of the knowledge economy era, enterprises should dare to face these challenges in their development. At the same time, they should seize this opportunity to promote the development of enterprises so that they can continuously improve and effectively move towards the world. In this process, the enterprise's human resources management and development work must be placed in an unprecedented important position, training specialized human resources management team, optimizing the allocation of knowledge-based talents in the enterprise, enabling the development of the enterprise to have good human resources as support, and promoting the enterprise to better participate in social competition under the background of knowledge economy era.

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