

1. INTRODUCTION

1.1 Research Background

Human resource management is the strategic approach to the effective management of organization workers so that they help the business gain a competitive advantage, Common referred to as the HR Department, it is designed to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems. HR departments are responsible for overseeing employee-benefits design, employee recruitment, training and development, performance appraisal, and rewarding. HR also concerns itself with organizational change and industrial relations, that is, the balancing of organizational practices with requirements arising from collective bargaining and from governmental laws. Human resource is the most difficult resource type of enterprise, it is changeable and lacks the surface law, but human resources. It is the key resource of the enterprise's future strategy, which decides the success or failure of an enterprise. However, Chinese companies generally lack first. The concept of human resource management, low management level and lack of competitiveness in human resources Want to get worse. To win the competitive advantage in the battle for talent, we need to think about the various aspects of human resource management from the perspective of enterprise strategic management. The human resource management strategy should be compatible with the enterprise strategy and establish a unified strategic goal. With the deepening of the country's supply reform and the promotion of the "made in China 2025" state, China's economy will undergo a major transformation. Correspondingly, Cao(2013:p.11)suggests that in order to survive and develop, enterprises also need to advance with The Times and carry out strategic transformation and upgrading. FIRM KATINE as a project construction as the main business of private enterprises, under this big background, forced onto the road of the transformation and upgrading, from project construction transformation for a real estate development company. Enterprise development strategy of the transformation, it is bound to the company's human resource management has brought serious challenges, some after the transformation of the old employees cannot adapt to the enterprise strategic needs, business knowledge aging, knowledge and skills to update the lagged.

Chen(2012:p.200-204) suggests based on the relevant theories of human resource management optimization, proposed under the condition of business transformation, optimize enterprise human resources management needs to solve two problems, one is old employees placed and skills upgrading; Adapt to the new staff recruitment and environment problems, on this basis points out that at the time of human resource management optimization, two problems should be considered, within the scope of the enterprise to carry

on the overall planning, build a combined with the enterprise actual situation, has the practical value of human resources management system.

1.2 Research Significance

Optimization of human resource management is an important content of enterprise strategy optimization, is a matter of success or failure of enterprise development, and thus to explore the influence factors of optimization of human resource management and its realization path, has the vital significance to the development of enterprise strategy. This paper tries to explore under the background of business transformation, under the premise of employee to do new business requirements, how to realize the optimization of human resource management of the path, and implement strategies, for the existing literature is an important complement and rich. Specifically, the research results of this paper will have important theoretical value.

First, this paper explores the problem of human resource management optimization in the context of business transformation, and enriches and develops relevant theories on human resource management optimization. The existing theories mainly carry out the research of general human resource management optimization, and rarely explore how to optimize human resource management under special conditions. Although there are individual literature exploration under the condition of the state-owned enterprises or under the new situation of human resource management optimization problem, but under the background of these older workers can also through appropriate training to a certain degree of skill, can through the training to adapt to new situation of the development of the enterprise business needs .And for a transition from engineering construction for real estate development enterprise, is the employee's existing skills through skills training to adapt to the new business development requirements, requires a different approach, in order to solve this problem. Therefore, the research results of this paper will help enrich the existing theories on human resource management.

Secondly, the research of this paper is helpful to enrich the existing theories on enterprise strategic change. Strategic change is an important strategic issue of modern enterprises. Under the new environment and conditions, any enterprise needs to make appropriate strategic changes. Existing research about strategic change, mainly focused on the general conditions change, and mainly from the perspective of how a change in strategy management, such as organization structure change, the transformation of the organizational culture and so on, little literature exploration under the condition of business transformation to a change in strategy, especially how to human resources management

changes, thus has certain limitation. This paper attempts to explore under the condition of the main business of major changes in how a change in strategy, especially how to optimization of human resource management, so as to enrich the existing literature about the research of enterprise strategic change.

1.3 Scope of Study

This paper mainly explores the problem of human resource management optimization under the background of enterprise business transformation. The research results of this paper will help to provide practical reference value in two aspects.

First, this study will help the people who need to implement the strategic transformation under the condition of optimization of enterprise human resources management of enterprise, for they are similar to the human resources management under the condition of optimized path and strategy to provide reference value

Second, this article research results will be in a certain sense also help the government to provide decision-making basis The government vigorously promote the development of national economy innovation background, in addition to the need to close down backward production facilities, encourage the development of emerging industries, the government needs to the transformation and upgrading of for the enterprise to provide the guarantee on the human The security of an important way is that the government should be encouraged to backward industry personnel quality promotion and supply problems of new employees, so the government needs to national education training at the national level planning problem, for the transformation and upgrading and development of enterprises to provide talent support and assurance.

In this paper, the author studies on FIRM KLINE, the predecessor to undertake conditions engineering and municipal road construction sing out enterprise, which is mainly completed the primitive accumulation after ten years of struggle, success from sing out business transformation is to develop real estate real estate company. While in the process of our development has accumulated certain experience in human resource management, but as the business transformation and extension, the staff recruitment, corporate management, training development, performance evaluation, salary management, the exposed problem is becoming more and more serious. Human resource management not only fails to keep pace with the development of enterprises, but also exerts its due role, and even to a certain extent, it is a drag on the company's development speed.

In this article, the author put the company as the research samples in the transformation of private enterprises, through the company's human resources management in enterprises in transition matching development and in the "candidate, education, employment, retention" this a few aspects to study the system, and using questionnaire survey to employees understand the analysis above, on this basis puts forward the enterprise human resources in recruitment, training, performance, salary management advice such as how to synchronize with corporate transformation development, hope to promote private enterprise human resources management level have certain enlightenment and reference.