

# **RESEARCH ON HUMAN RESOURCE MANAGEMENT OPTIMIZATION OF COMPANY A BASED ON MOBILE INTERNET**

## **1. INTRODUCTION**

### **1.1 Research background**

The Human Resources field evolved first in 18th century in Europe. It built on a simple idea by Robert Owen (1771-1858) and Charles Babbage (1791-1871) during the industrial revolution. These men concluded that people were crucial to the success of an organization. They expressed the thought that the well-being of employees led to perfect work; without healthy workers, the organization would not survive (Griffin, 2006).

HR emerged as a specific field in the early 20th century, influenced by Frederick Winslow Taylor (1856 - 1915). Taylor explored what he termed "scientific management" (others later referred to "Taylorism"), striving to improve economic efficiency in manufacturing jobs. He eventually focused on one of the principal inputs into the manufacturing process — labor — sparking inquiry into workforce productivity (Merkle, 2012).

In recent years, intelligent mobile equipment has been fully occupied our life, the development of the IOS system and Android system has long been overturned our understanding of mobile phones, especially the development of mobile payment in the last two years, more make us feel the charm of mobile Internet era.As of December 2017, China's mobile smart terminal scale has broken through 140 million units (the in-depth development report of China mobile Internet industry in 2017).The popularization and rapid development of mobile Internet have changed our way of life and put traditional human resource management under unprecedented test. Under the influence of mobile communications, human resources management mode of our country presents a commercialization, technical characteristics, the formation of the theory of mobile learning, data management, and other novel, and conducted fruitful practical activity, companies continue to improve the traditional pattern of human resources, self-renewal, is a powerful thrust industry changes.

Founded in 2017, company A is A professional Internet financial information service platform in the automotive industry, and A member of the army of interconnected

financial platforms. The main business of the company is new car loan, easy commercial loan, pledge loan and other financial loan products; Through the third party fund custodian institution to provide opportunities for customers with investment needs and to make the members gain stable returns. As of December 31, 2017, the total registered user of the platform is 26,768, with an accumulative investment of 867.76 million yuan, which accumulates a profit of 18,870 yuan for users. A company is A new enterprise set up in less than two years, there is no separate human resources, human resources management is not perfect, at this time to optimize human resources work can timely correct management of ills, give full play to human resources management function, to avoid the formation of management "stubborn".As Internet financial enterprise, A company must be the moment pay close attention to the development prospect of the mobile Internet, project investment for our customers through mobile terminals, employees through customer relationship management for mobile Internet, mobile Internet is closely related with the operations of A company, the development trend of human resource management is also closer to mobile marketing, human resources management of A company is to take advantage of moving to A more convenient and efficient development of the Internet.

To make our company A better adapt to the wave of the Internet financial, this article from the perspective of human resource management, A company under the mobile Internet era, how to improve the optimization of human resource management method, A company to help A company in the mobile Internet era progress better and faster development.

## **1.2 Purpose and significance of the research**

### **1.2.1 Research objectives**

In the era of mobile Internet, the ideas and methods of human resource management are constantly innovating. The strategic focus of human resource management of company A is to ensure that the enterprise has sufficient professional talents and efficient team in the process of management and development. This paper through the study on the method of mobile Internet era of human resource management, human resource management in A company is used in A variety of management with the characteristic of mobile interconnection, and explore new methods suitable for personnel management of A company, optimize the company force resources management mode, help enterprises to retain talent talent, enhance the competitiveness of enterprises, promote the development of enterprise in the era of mobile mutual couplet steady.

## **1.2.2 Research significant**

Provide the talent guarantee for the realization of company A's strategic goal. In the development of enterprise human resources management, first of all have to do is "education, employing, get together and stay", recruitment, training for the enterprise to realize enterprise strategic target of talents, and through to the personnel management, improving economic efficiency of enterprises development and strengthening to belong to the company's own unique competitive advantage. Build the talent training strategy, make the talents as the core competitiveness of the enterprise, provide the guarantee for the enterprise development, and provide the effective talent supply for the realization of the enterprise strategy.

To form a more systematic and excellent human resource management method. In broad terms, human resource management is not only the human resources work, but above all mid-level employees are part of the daily work, structural constraint clause alone are insufficient to improve human resources management system. A systematic human resource management method that is suitable for company A can help enterprises to conduct management work more conveniently and carry out business better and seek development.

Improve the management innovation ability of company A. External factors such as society, economy, science and technology in development, humans also in constant change, human resources optimization also need changing, scientific human resources optimization can drive a series of mechanisms conducive to the development of human resources. Particularly at present, mobile Internet era of rapid development, open innovation of human resource management, can drive the enterprise all sorts of work process innovation, and improve the company's management innovation ability, help A company to develop in the direction of wider farther, provide energy for the enterprise management innovation ability.

## **1.3 Domestic and foreign research trends**

### **1.3.1 Foreign research trends**

In 1958, e. Wight Baker, an industrial relations and sociologist, first discussed human resources as a general function of management in human resources function (Chang, 2013).

India's management research scholar Bipin C. Pandey, mobile Internet technology to make our life all activities to produce a wide range of change, changing the development of mobile Internet technology has also been used to create and develop new employees training, etc. Mobile learning also has great potential under the development of Internet technology, which completely overturns education and learning mode in the past. The

development and expansion of mobile communication technology enables the information processing and storage capacity of existing mobile devices to better meet the emerging model of mobile learning (Bipinc, 2012).

Ammar es - said of the university of hassan ii and Labriji el houssine pointed out that the pipe work process Reason and management of human resource management is a concept of overlapping, when you will to improve the working process and relative should be the improvement of human resource management method, so that the workflow management important achievements. In recent years, enterprises have attached great importance to the use of mobile applications to improve management methods. In order to meet the demand of the flexibility of enterprise human resources management, the transformation of human resource management from tangible to intangible, continue to develop mobile communications technology, research and development of broader mobile terminal software is a 'big competition and challenge (Amma, & Labriji, 2015) .

The spread of the UK's own mobile devices has led to a growing number of British workers using their smartphones to do their daily tasks. "Bring Your Own Device" means to use Your Own portable devices, mostly mobile smart devices such as phones or tablets. Login at the airport, coffee shops, hotels and other places, the company E-mail, online office system, from the time, place, personnel, equipment, network environment limit, BYOD in the future will show a beautiful office.

British workers also use their personal smartphones for private communications during work hours, according to a new report by laptop Direct, co. Of the 2012 British adults surveyed, 98 percent of H employees said they use smartphones during work hours. More than three-quarters (78 percent) regularly text messages, 59 percent talk on the phone, 52 percent use apps like WhatsApp or Facebook, and 9 percent use Snapchat.

### **1.3.2 Domestic research trends**

Ali pictures, chief operating officer said at the annual meeting of the eighth China human resources management, the Internet to the traditional industry and even the way we think, has had a great impact, one of the biggest impact is a mismatch, is people's minds the idea, known as the Internet. The Internet has improved the mismatch of information, the mismatch of time, the mismatch of resources, and the ability of ordinary people to become useful people and to create value.

In 2014, general manager of zte human resources, Shared the new practice of human resource management in the mobile Internet era on HR3000 BBS. By establishing the SHARE platform, zte enables employees and leaders to SHARE the enterprise culture and work construction, and make full use of MOA mobile office platform to improve

work efficiency. In the electronic market, the most famous office software has been transferred from PC to mobile phone.

Wang wei, deputy general manager of hna group's human resources department, said wage growth in China's corporate sector has been under pressure as the industry seeks to increase the use of personnel. Identify the value of employees, build models, and quantify people's capabilities through big data. Make career planning for employees and improve staff stock.

According to professor CAI chengxi of Hohai University, "mobile HR" is reflected in two aspects: movement of thinking and movement of position. Thinking movement refers to the position of human resources staff are no longer as traditional time sitting in the office waiting for the other functional departments of the work requirements, and should with "manager" thinking, department actively play its role characteristics, from the perspective of human resources, promote the development of enterprises. The movement of position refers to the development of human resources which must conform to the trend of social high speed development.

### **1.3.3 Domestic and foreign research dynamic review**

In terms of the development of mobile Internet, leads the world in our country at present, through the social software, we can often see in other countries people marvel at China's mobile payment, mobile Internet services such as strong life service experience. China's mobile Internet development speed and coverage rate is far higher than that of other developed countries, and has even become an example for other countries to follow. For example, the total market value of several life service Internet platforms in the United States adds up. Revenue, number of users, order quantity and transaction scale are not equal to one group purchase platform in China. This not only because of our country population density higher communication efficiency and innovation opportunities, but also because China's huge market and higher consumption ability, gives us the opportunity to a leading position in the world.

Mobile Internet has developed rapidly in our country, the human resources of mobile also has formed, there are many mature mobile recruitment platform, many well-known enterprises are building their own mobile training platform, but the mobile application in small and medium-sized enterprises of human resources is still in low-level phase, all work communication through the micro letter, for example, the lack of an effective records and routing management; The recruitment information processing is quick, the result is to improve; The free training course is very complex, but it is not very helpful for the job. In this paper, we will pay attention to these problems in the human resource

optimization of company A, combine the characteristics of mobile Internet and explore solutions.

## **1.4 Research ideas and methods**

### **1.4.1 Research ideas**

Firstly, the research background, purpose and significance of this paper are described. The main research ideas and methods, the main contents and expected results of the research are introduced. This paper summarizes the characteristics and development trend of mobile interconnection, human resource management optimization and mobile interconnection background. Analyze the current situation of human resource management in company A and point out the problems in management. This paper studies the management means of mobile interconnection in the human resource management of company A, and analyzes the effect of these optimization measures. A human resource management optimization scheme which is beneficial to the development of company A in the mobile Internet era. To study the safeguard measures of human resource management optimization scheme in the era of mobile Internet.

### **1.4.2 Research methods**

This paper will use the following methods to study the use of human resource management in mobile Internet era.

One is the literature research, this article through the library literature, search methods of network data, collect related theory, books, journals and other data, the theoretical basis of the comprehensive understanding of the subject research related to integrate research content required theory point of view, for the use of research topic.

The second is qualitative analysis method. Through the field research of company A, the actual management work is summarized, analyzed, summarized and summarized to reveal the inner laws.

Third, questionnaire survey, for A company to carry out the movement training, the use of mobile office software with mobile interconnection characteristics, such as internal management of A questionnaire survey, through the questionnaire data statistics, analysis of mobile Internet application effect in human resources management.

Fourthly, summarize and summarize the conclusion of the previous content, summarize the important role of mobile Internet in human resource management, and draw the conclusion of the system's concluding language expression.