

2. THEORETICAL BASIS AND LITERATURE REVIEW

2.1 Related concepts of mobile interconnection

Mobile Internet refers to the technology, the Internet platform, business mode and application combined with mobile communication technology and the general practice activity, is the combination of mobile communication and Internet, become an organic whole. At the same time, can't consider "" mobile" simple "Internet" branch, though it belongs to the Internet, but it is on the basis of the "Internet", due to the increase of mobile technology makes the network technology and the embodiment of the new business model better fusion.

2.2 The concept of human resource management

In the late 20th century, advances in transportation and communications greatly facilitated workforce mobility and collaboration. Corporations began viewing employees as assets. "Human resources management" consequently, became the dominant term for the function—the ASPA even changing its name to the Society for Human Resource Management in 1998.

Human resource management (HRM or HR) is the management of human resources. Commonly referred to as the HR Department, it is designed to maximize employee performance in service of an employer's strategic objectives (Johnason, 2009). HR is primarily concerned with the management of people within organizations, focusing on policies and on systems (Collings, & Wood, 2009). HR departments are responsible for overseeing employee-benefits design, employee recruitment, training and development, performance appraisal, and rewarding (e.g., managing pay and benefit systems). (Paauwe, & Boon, 2009). 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 (Klerck, 2009).

2.3 The impact of mobile Internet on human resource management

With the powerful tool of mobile Internet, human resource management is changing, and enterprises will continuously explore and focus on many small interests, so as to gather more value.

2.3.1 Enterprise human resource management big data

Companies want to blend in big data in the human resources management system, the first thing to consider its feasibility, namely to consider its size and assets, weigh the benefits and costs, profit maximization as the goal all the time. At present, some small and medium-sized enterprises blindly follow the wind, and eagerly introduce big data into the human resource management system, believing that having big data is the key to having the opportunity and standing out. However, many enterprises are not clear the real meaning of the big data and useless information data collection, consumes a lot of money to build the information management system based on data, and carries on the maintenance. Such behavior completely ignores the relationship between the benefits and costs, which may not be worth the loss, and can easily cause the paralysis of human resource management system. Therefore, in the future development process, enterprises should first consider the necessity of combining big data with human resource management system, avoid blindly following the wind, and weigh the advantages and disadvantages with cautious and serious attitude.

Is dealing with huge amount of data, the mobile Internet era of human resource management is better than the traditional human resource management can be extracted from the data of the general reference to make decisions, make human resources management work really can be quantified. In the process of management, enterprises use the huge and effective data volume behind big data, and make accurate management Suggestions to enterprises. The development of database provides a reference for management decision-making, so that enterprises can improve the management methods of human resources accurately and lay a solid foundation for improving work efficiency.

2.3.2 Employees influence the brand image through social application.

With the interconnection of mobile Internet, each employee can be a personalized "self-media platform". Nowadays, people like to use their platform to express their thoughts on various things in life and work, release pressure and find resonance. Whether we release the sun to work overtime, welfare, drying performance, recruiting propaganda and so on, osmosis of the social cognition to the enterprise, is a kind of publicity of enterprise intangible, propaganda enterprise culture, increase awareness; Enterprise can through own since the media platform to show itself to the public, or through hiring link propaganda to improve enterprise's image, create the employer brand value, let the employee's sense of belonging and sense of honor is stronger, work enthusiasm is higher. At the same time, the enterprise culture construction faces the challenge. Values have become diversified staff to implant the enterprise values become difficult, employees can no longer believe in what you say, also don't believe what publicity materials, they are more valued enterprise is how to do, believe in yourself feel and experience.

2.3.3 The human resources in the era of mobile interconnection require a cross-boundary thinking and more hierarchical knowledge structure.

Volatile market or complex working environment prompted managers to new thinking to use the Internet to enterprise management, forecast and evaluation of enterprise internal talent ability and knowledge structure, at the same time the attention from the perspective of professional and business to help promote personal ability of each employee and enterprise strategic management ability can be improved. Human resource managers have to more or less dabbled in psychology, statistics, and so on knowledge, with the development of enterprises to a higher level, the human resources management should be added to the internal operation management, business process management, financial management, Internet, etc. Knowledge reserve, human resource management perfect cross boundary can promote enterprise business better development.

2.3.4 Employees tend to be younger, new employees need to strengthen innovation ability

The business development of the enterprise depends on the talent, the enterprise strategy needs the talent strategy cooperation, needs the talented person to carry out. In addition to the basic survival and security needs of the current workplace freshmen, more emphasis is placed on their professional achievements and self-worth. Therefore, the requirement of the enterprise in the era of mobile Internet must be transformed into the requirements of talents, so that the organizational capability of the enterprise can meet the requirements of future development. The traditional human resource management is usually a top-down, but in the era of mobile Internet has will weaken the original model a lot, a lot of enterprise organization structure into a flat structure from the pyramids. In this way, enterprise in human resources management is the need to meet the needs of employees as far as possible, continuous innovation, to find a way to make the management more diversity, flexible, and considering the employee goals and goal of enterprise, the combination of the grassroots employees and companies grow together and step into, make the high-level employees through the inspiration of innovation promoted management.