

4. THE APPLICATION AND EFFECT OF MOBILE INTERCONNECTION IN HUMAN RESOURCE MANAGEMENT OF COMPANY A

4.1 The application of mobile interconnection in human resource management of company A

Mobile Internet applications are first limited by network capabilities and terminal capabilities. Currently we use mobile network traffic or wireless LAN. Mobile network traffic fees is higher, the existing mobile office software use flow quantity is less, basic can satisfy employees, A company mobile training advantage will consume more flow is used to download the training video or teaching materials, the field staff had better look for free wireless local area network to download, there is A little inconvenience in practical application. Another mobile terminal device's battery life, memory size, the aging condition of equipment and so on will affect the employees use feeling, these conditions are not companies to rigid requirements of employees, unless the enterprise for employees unity with mobile devices. The problem of company A has not been hindered for A while.

Human resources professionals generally handle large amounts of paperwork on a daily basis. This paperwork could be anything from a department transfer request to an employee's confidential tax form. Forms must be on file for a considerable period of time. The use of Human Resources Information Systems (HRIS) has made it possible for companies to store and retrieve files in an electronic format for people within the organization to access when needed. This eliminates thousands of files and frees up space within the office. Another benefit of HRIS is that it allows for information to be accessed in a timelier manner. Files are accessible within seconds via the HRIS¹ (Johnson, & Guetal, 2012). Transforming HR Through Technology. Having all of the information in one place also allows for professionals to analyze data quicker and across multiple locations because the information is in a centralized location. Examples of some Human Resources Information Systems are PeopleSoft, MyTime, SAP, Timeco, and JobsNavigator.

At present, the use of human resources in mobile Internet terminals is still in the exploratory stage and there are many limitations. In particular on the market, many in the development of mobile Internet training software, computer technicians are pure, send some from the content simple, no difference with traditional classroom training, many employees receive information after all didn't go to learn. When conducting such management work, we should pay attention to tracking results and correctly guide employees' behaviors.

4.2 The application of mobile interconnection in human resource management

4.2.1 Mobile interconnection and application in personnel recruitment configuration

In the era of mobile Internet, we can make and send resumes through mobile phone software to see the application process. With its advantages of low cost, convenience and abundant resources, Internet recruitment has gradually improved and become the mainstream recruitment method. Mobile recruitment mainly includes social recruitment (WeChat, weibo, etc.), mobile website recruitment, mobile phone recruitment APP.

1.Type of mobile recruitment

According to the characteristics of the recruitment websites, the daily recruitment channels and the comprehensive quality level of the recruiters, we can make the following four types of mobile website recruitment roughly:

Social Network Site (SNS) Social recruitment: such hiring situation mainly recruit work conducted by Social networks, and rely on the accumulated contacts to find talent, and the Network BBS have similarities, active higher job is easier to let companies to understand oneself, recruitment success rate is higher also. Similar recruitment website also have show job seekers comprehensive situation of layout, registered job seekers can interact with interested companies through review and better understand to the party, which according to the practical experience to make a choice.

Traditional comprehensive recruitment: traditional recruitment website to provide recruitment information online display services to target customers, due to the comprehensive position, therefore attracted a lot of job seekers to register, and rely on the many job seekers has set up a huge talent resource, to provide customers with more abundant human resource selection.

Vertical recruitment, recruitment, also known as community that recruitment approach focuses on the Internet industry, mutual recommended by the user to realize the objective, for enterprise registered in a more strict standards, and the quality of job seekers are relatively high, is there is a rich experience in the industry and also has a strong objective, and in the process of mutual says will communicate with each other and exchange work experience, more direct, recruitment success rate is higher.

Headhunters: companies usually rely on headhunters to get high-end jobs. Enterprise search consultant website on page have a large number of outstanding change after post jobs information, by offering a way to attract recruiters to provide high standard, high precision refinement of consulting and recruitment services, headhunting will be to the enterprise according to their mastery of the talent resources is recommended.

The recruitment website combines the characteristics of mobile Internet technology to develop products that use big data technology and social network for the recruitment of enterprises. Many recruitment websites developed with PC seamless docking recruitment APP, but mostly on the traditional recruit manner, is not convenient to use the computer job seekers can use the fragment time like brush weibo browsing recruitment, and a key delivery themselves in PC edit good electronic resume ahead of time, after the success in applying for and hiring APP can't escape the fate of uninstalled.

Different recruitment types are suitable for employees with different positions. The social recruitment of mobile Internet era has become a hot topic in recent years. People with the help of social media platforms (such as WeChat, weibo, post bar, etc.) needs, collect job seekers information release position, and the job seekers are online evaluation, make the man-machine interaction into every interaction.

2.4S recruitment model analysis

We will analyze the recruitment work with mobile Internet characteristics through the 4S recruitment model.

Standard: what kind of people do we need? In the era of mobile Internet, company A values employees' learning ability, working passion and cultural matching. Eichinger for reference and Lombardo proposed Learning more acuity (Learning Agility) study (Michael, & Robert, 2010), summarize the people with Learning ability has the characteristics of: active Learning, sum up, trying to grope summary and reflection. People who love their work and have the courage to face the difficulties and drive themselves to action are the key to team passion (Yang, & Li, 2016). The candidates' values and ways of doing things are the simple forms of cultural matching. On this basis, we should adhere to the continuous improvement of recruitment standards and continue to accelerate the growth of enterprises.

Sourcing: through what channels do you find the right people? As the different types of Internet recruitment, when hiring staff on different posts should also be A company through different channels, through social channels to recruit personnel for the enterprises pay attention to and understand basically, employees understand what the company needs to people, understand the characteristics of the candidates, they are the most efficient executive search, company the best bole. At the same time, employees into to the enterprise image ambassador, the enterprise job opportunity to recommend to their friends, enterprise attaches great importance to the employees' opinion, according to the investigation, the staff adjustment of company policy, and hire people recommend, strengthen existing staff a sense of accomplishment and corporate loyalty degree.

Screening: how to screen candidates suitable for us? Resume collecting first electronic informatization greatly ease the burden on the selection of unit of choose and employ persons mass resume, by means of qr code for all job seekers according to individual ability and interest, etc., were precisely for a specific post, improves the success rate of recruitment. Through the intelligent recommendation of the Internet, we can get a resume with a high matching degree. After A preliminary screening, through A company specialized in making questionnaire and test site to make recruitment assessment questionnaire concurrent sent to mobile phones to the primaries on the basis of evaluation: for example, in the questionnaire work sample tests, cognitive ability tests, import or exploratory questions to answer, preliminarily determine whether the candidate with the enterprise values. There is also the dominant function of APP and off-line interview, in a nutshell, is the HR interview questions and push this password to release for job, job seekers themselves to record video to answer the question to the cloud, for the interviewer appraised.

Securing: how do we ensure that the people we see are hired? Found the best talent, issued A letter of appointment, doesn't mean they will join us, at this point, A company need to closely follow up, let the candidates feel company to his care and attention, by affection and moving, attracting talent. In the new staff into the stage, more should be duty-bound to help him to adapt to the organizational environment, through the help of his work, concern for the life dynamic, when high expectations to help him understand the real challenges, pep talk when expectations low. The social software moment is helping me subtly influence our employee relationships.

In recent years, many recruitment activities have achieved "green paperless". For example, some technical personnel of company A have made their own personal electronic resume to be the exclusive qr code to be sent to A company via online platform message, social transmission and so on. A company manager can directly integrate the talent information into the talent pool of the enterprise through the screening of data terminals such as mobile phones and tablet computers.

4.2.2 The application of mobile interconnection in human resources training and development

Technology makes it possible for human resources professionals to train new staff members in a more efficient manner. This gives employees the ability to access onboarding and training programs from anywhere. This eliminates the need for trainers to meet with new hires face to face when completing necessary paperwork to start. Training in virtual classrooms makes it possible for the HR professionals to train a large number of employees quickly and to assess their progress through computerized testing programs (Lepak, & Scott, 1998).

Mobile Learning is also called the M - Learning is a Mobile device, with the help of can be obtained at any time and at any place of Learning, Mobile Learning the use of Mobile intelligent devices must have the ability to effectively present Learning content and guarantee of two-way communication between teachers and learners. Mobile learning is learning on the Internet on the basis of the development and progress, so it has all the advantages of the Internet to learn first, and is more flexible than learning a computer terminal, can be summarized as the following:

First, the training content is more abundant. Traditional training courses mostly just a one-way receive to prepare the content of the teacher of the mobile Internet era, students can choose more courses in the mobile client, or according to their interests or work requires cross-departmental cross major to study, access to a wider range of knowledge for the staff, through mobile learning learn more skills, the knowledge structure more stereo, unriddling anytime and anywhere. At the same time, free search engines on the Internet can also make up for the lag of traditional teaching materials, and provide students with the latest and most comprehensive learning materials through mobile devices.

Second, time is more convenient. Mobile training not only save the cost of buying paper textbooks, more effective down low time cost, students need not specially to the classroom training class, saves between office and site training time, and time to choose more flexible, when to have a time when to study, as long as within the prescribed time to complete the training can achieve the purpose of learning content. Mobile learning is the fragmentation of time can be used, employees take public transportation time, queue time, and time on the lavatory to study can be used by mobile client.

Third, the training exchanges are more extensive. Traditional enterprise training, department of students is limited to sit together in the same class or with classmates, mobile learning created a infinite classroom, students can communicate with via the Internet, online learning from each other, make more friends with common learning goals, make learning easier learning interesting, expand the network at the same time.

Fourth, diversified training methods. At present, enterprise training should seriously consider the problem of the full utilization of debris time, design diversified training content, and teach lively and interesting courses to attract students. Through the use of mobile phones, tablet computers and various terminal devices, the training courses are more accessible to students. Employees can access various interesting information and novel knowledge through mobile software such as weibo and WeChat, making learning more flexible and interesting.

Fifth, the training course can be repeated. Unlike traditional training, in the past, face-to-face lecturers taught, students listened to lectures, and through mobile interconnection, students could repeat the training courses recorded according to their learning needs. On the mobile client side, students can pause at any time to take notes, take screenshots, and even share experiences with other users from the bullet screen.

Mobile learning is introduced into the concept of organizational learning, greatly reduce the training costs, through mobile phones, tablets, mobile terminals, such as convenient students in wifi environment download training textbooks, video learning course, repeatedly anytime and anywhere through the phone screen, such as notepad APP note knowledge, record learning lessons. Introducing learning daily work process, combined with network, sharing, interactive and informal learning elements, joint of formal learning, gaming, learning, knowledge management and performance support functions, really help A company employees to "free" to learn easily, "anytime" work teams. On employees' learning management background data can be quantified statistics, the credit of every course has formation, regularly according to the situation of credits accumulated master degree of interest and promote employees, and to reward employees.

A company limited by enterprise scale and development at present and have no special training their own APP, early training activities for every Friday afternoon, all the staff to carry out the training meeting, more than by the general manager for the popularization of financial knowledge for everyone.

4.2.3 The application of mobile interconnection in performance appraisal

Performance management is a topic that constantly changes with time and environment. Different enterprises are seeking for their own performance management mode according to the actual situation, and the important driving role of performance management in enterprise development is undoubtedly. Company A has tried to use mobile office software by comparing several mobile office platforms widely used by domestic enterprises. At present, 850,000 customers have implemented mobile office through the software, and more than 2 million users use the mobile office software every day, and the daily living user is 630,000, and the active proportion is over 30%. There are more than 290,000 approval processes, 350,000 work reports and 510,000 attendance data every day. It includes mobile attendance, procedures for examination and approval, work report, inform, serve, task Management, Customer Relationship Management (CRM), enterprise cloud disk, such as functions, covers mobile Office Automation (OA) and the most commonly used function of CRM module. Simple to use, basic doesn't need training; Functional and functional, the logic of each functional module is clear; Free (unlimited functionality, size, length and storage space).

For managers, the software can be fully supervised to employees (sales/technical support/business/expatriate staff) and keep track of their whereabouts; Check the staff's whereabouts, attendance, work report and process approval, so that the enterprise can operate more quickly. With the exclusive enterprise office tools, employees no longer use personal chat tools such as QQ, which improves employee productivity, and also ensures enterprise information security. The software is free, covering all functions of enterprise office (sales supervision, communication and coordination, etc.), which can promote the information construction rapidly. No implementation, training time, risk cost, input-output ratio is extremely high; For employees, there is no need to queue and be in a better mood. Mobile approval, no need to urge, experience is better; Teamwork is more efficient.

4.2.4 The application of mobile interconnection in compensation and welfare

Salary from composition can be divided into basic salary and auxiliary compensation, basic salary is basic salary; Auxiliary compensation form is varied, such as bonuses, dividends, allowances, etc., also including the benefits, such as employee benefits, enterprise benefits, social insurance, etc., internal compensation includes all kinds of spiritual incentives, such as honor, promotion.

In the era of mobile Internet, diversified compensation benefits and equity incentives are brought to employees.

Equity incentive is the future trend. In the past, most of the company's shares were in the middle and upper echelon of the organization, and the profits of the organization were profitable, and the behavior of holding shares could be combined with the interests of the organization. Employee stock ownership plan for worker's incentive and constraint, the employee's personal interests closely linked with the enterprise overall benefit, therefore, of the interests of the people in the organization must give priority to your company's overall benefit as, shareholders, directors, senior managers are not in the best interest of his small, management activities to use effective distribution of responsibilities, such as equity incentive to release the live reforming zeal, arouse the enterprise.

Salary, benefits, employee benefits usually refers to the enterprise to provide staff in addition to the salary, bonuses, subsidies, allowances, medical insurance, pension, provident fund, outside of education funds and cash benefits. It can be divided into statutory welfare and corporate welfare. We mainly discuss corporate welfare, which reflects the differentiation and human nature of the company. Immediate family members, for example, medical subsidy, the worker from medical expenses, staff canteen funds allowance, all in cash subsidies, cooling purposes, heating subsidies, the one-child, dining room, home leave, staff the doctor's money, housing subsidies, dormitories, difficult allowance, nursery, nursing homes, retired to raise costs, pension, funeral subsidies

subsidies, different family allowance, communications and transportation, etc. Mobile Internet era to bring these benefits to great changes, for example, by bank transfer payroll, can through the mobile Internet short message to inform employees, a small amount of welfare can be directly through the mobile Internet to electronic account for the staff and workers, the worker at the mall shopping, transit card prepaid phone, communication cost, can be used directly to receive such as canteen meal card prepaid phone. There are many more flexible populist era characteristic of the era, such as the holiday of holiday of dating, physiological benefits in many young enterprise, mobile Internet is changing people's work and life, at the same time make the salary welfare pluralism, staff from all walks of life demand is different, the emphasis of the incentives are also different.

4.3 The effect of the mobile Internet human resource management method

4.3.1 Macro environment analysis of mobile human resources

Based on PEST model, the macro environment of human resource development in mobile internet background is studied, and the macro direction of human resource development is obtained.

P: Political. On January 15, 2017, China issued by the general office of the state council on promoting the development of mobile Internet key kang orderly opinions, of regulating the healthy development of the Internet industry, correctly guide the development of the industry towards standardization road have positive push action. To promote and popularize comprehensive development of the Internet application technology, the Internet to mobile, handheld and rapid development of information network, mobile intelligent terminal market got rapid development, promote the depth of the Internet and the real economy. Our government attaches great importance to the in-depth integration and development of mobile Internet and service industry, and strongly supports the work of promoting the talent flow with information flow and promoting the optimal allocation of resources.

E: Economic. In 2015, the Chinese economy of the third industry - service revenues for the first time become the first pillar industry, holds 50.5%, mainstream consumer start to the new Internet economy, more and more industries, enterprises through the innovation of the mobile Internet applications, producing more and more new industries, new business models. The rapidly expanding Chinese mobile marketing market has become the most promising hot spot for capital chasing. Large groups such as alibaba, hunan radio and television, blue cursors, and guangdong media have moved into the mobile marketing market in the form of acquisitions. According to preliminary statistics, in 2015, a total of domestic large-scale mobile marketing investment and financing event 25, financing billions of occupy more than half, mobile marketing market attracts a large

number of money, become the current financial to be bestowed favor on newly (2016 China mobile Internet industry innovation trend report inventory).

S: Social. China Internet network information center released the 39th of the China Internet network development state statistic report shows that as of December 2016, number of Chinese Internet users reached 7.31 billion, Internet penetration for 53.2%. Among them, the proportion of Internet users aged 20 to 29 was the highest, up to 30.3%. The proportion of groups aged 10-19 and 30-39 years old was 20.2% and 23.2% respectively. The number of mobile Internet users is 6.95 billion. It can be said that China's Internet users use mobile phones to surf the Internet. The average weekly Internet time is 26.4 hours. In terms of application, the number of mobile phone online education users reached 97.98 million, and the annual growth rate of education courses in mobile phones reached 88.8%.

T: Technological. Development in the field of mobile communication technology in China are among the best in the world, huge labor market for mobile Internet development laid a provides the technical support of mobile interconnection infrastructure including mobile terminal data, starting data of sensors, network broadband data transmission and data storage of cloud storage, algorithm, such as reading data has been complete, the data will be like water and electricity, become the enterprise management infrastructure, mobile Internet has transformed digitally enterprise value chain, bring the operation effect of promotion and business model innovation. The development of mobile Internet has lowered the threshold of Internet use, and the convenience of mobile devices will continue to drive the growth of new Internet users.

We see not hard, according to the PEST model at present in the mobile Internet environment, enterprises and human resource management by the different impact, no Internet behavior of thinking, in today's era is very undesirable, this is the development of The Times, no one can stop. We can no longer carry out human resource management in an isolated way and simply carry out a festival, and embrace change and reform and innovation. Whether it's an entrepreneur, a company manager, or a knowledge worker, it's important to be clear about the current focus: to constantly innovate and reinvent yourself. Unpredictability of the change of the unknown, the product life cycle, enterprise survival cycle is shorten, fast rhythm more new iteration, combined with the actual development of the social environment and the enterprise, follow the market in the footsteps of the reform, cautious innovation enterprise development is likely to continue on and on.

4.3.2 The influence of mobile interconnection on enterprise culture construction

Each age has the the trend of The Times, no matter how tide surging, the financial sector is always when every generation of mainstay, because you are is the commodity

economy society, no matter what industry, cannot leave the money, away from the capital. Company A is one of the products of the era of mobile Internet. It has distinct mobile interconnection features, including network, platform and information diversification. A company through compliance years of steady development, strictly control the scale of operation and in daily work time to permeate employee safety, compliance, flexible working style, active is responsible for the work atmosphere and cultural value concept of keeping pace with The Times. The enterprise culture can be divided into three aspects: material, system and essence. The mobile interconnection background brings forward new methods and new requirements for these three aspects.

The construction of corporate culture at the material level is the concrete manifestation of the corporate culture. At this level, Company A effectively carries the cartoon image of the small rich man, which is mainly red and yellow, as the logo of the enterprise, and reasonably distributes the company's logo in the office area. Propaganda slogans, and through WeChat Public name, Weibo and other ways to show the company's brand image and the company's fine style, promote corporate culture.

Institutional level is an important guarantee for the implementation of corporate culture. Establish accurate system to support and implement all the ideas in the culture value system, corporate culture to the employee behavior play an important guiding, constraints and incentive, the employees values guidance capability assessment is the important embodiment of efficient matching values and system. The enterprise culture in the era of mobile Internet should embody the principle of system guidance, equal rights and responsibility and clear division of labor. Company A constantly adjusts and improves the system according to the actual situation on the road of enterprise development.

Spirit is the highest level of constructing enterprise culture, to work in A company always insist on to employees for this, take the customer as the center, from the company top managers, middle managers to frontline staff all staff to the satisfaction of customer demand as the center and operation. In the era of mobile Internet, A company tries to emphasize to set up the internal and external customer oriented business philosophy, from the perspective of employees, starting from the experience of customers, continuously improve products and services, staff loyalty to the enterprise, customers trust of the enterprise is the successful development of the enterprise is the key.