5. A COMPANY'S HUMAN RESOURCE MANAGEMENT OPTIMIZATION SCHEME BASED ON MOBILE INTERNET

5.1 Optimize the directory

First,Set up A company's specialized human resources department, and re-establish the position responsibilities of human resources department, so as to make the organization of company A more perfect; second, According to the company's various mobile management methods, optimize the recruitment process, for the wide selection of enterprises, reserve excellent talents; third,on the basis of the original training plan, we will increase mobile training, optimize the training process, and encourage employees to participate in the selection and preparation of training content so as to make the training more efficient, convenient and attractive; fourth,optimize the working process of business and customer service personnel, and facilitate the development of all kinds of work; fifth,explore A variety of incentive methods, and formulate the incentive system suitable for company A.

Through the above target, to improve the purpose of A company's human resources management mode, to achieve human resources management more intelligent, convenient and suitable for the development of A company as an Internet financial enterprises, based on the changeable competition in the market for A company to provide security.

5.2 Organizational structure optimization

Within companies, HR positions generally fall into one of two categories: generalist and specialist. Generalists support employees directly with their questions, grievances, and work on a range of projects within the organization. They "may handle all aspects of human resources work, and thus require an extensive range of knowledge. The responsibilities of human resources generalists can vary widely, depending on their employer's needs."(Robert, 2011). Specialists, conversely, work in a specific HR function. Some practitioners will spend an entire career as either a generalist or a specialist while others will obtain experiences from each and choose a path later. The position of HR Manager has been chosen as one of the best jobs in the USA, with a 4 ranking by CNN Money in 2006 and a 20 ranking by the same organization in 2009, due to its pay, personal satisfaction, job security, future growth, and benefit to society. (Louis, 2006).

The first problem of company A is that there is no independent human resources department, and the organizational structure has satisfied the flattening of the mobile Internet era. It is urgent to establish a special human resource management department to optimize the organizational structure.

We should separate the human resources department from the executive branch, and we should first clarify the responsibilities of the human resources department and the administration department.

Administration duties are: carrying out the policy of the company, do a good job in information service, organize and record company meeting, formulate rules and regulations, collect quarterly and annual appraisal, coordinate the relationship between inside and outside the company, reception, external publicity work and other integrated services. The company's internal and external documents are sent and received, signed, filed, the documents drafted by the leaders, and the documents and documents are processed. Company license, seal management, administrative archives classification, filing, custody and confidentiality. The purchase, registration and distribution of office supplies, safety, health supervision, management, external reception and other logistics support work.

The responsibilities of human resources department mainly include: formulating corporate hr strategy planning, preparing post responsibilities and formulating personnel management system. According to human resource planning and the development of various departments to make recruitment plans, organize recruitment activities, reserve talents. Formulate the training plan of the enterprise, carry out training activities according to the requirements of various departments and staff, check the training results and adjust the training plan. Carry out performance appraisal work, supervise, check the appraisal process, record the appraisal result. Design salary system, pay salary, bonus, welfare, etc. Manage labor relations, handle labor relations procedures, establish employee information files, and safeguard employees' legal rights and interests.

According to the status quo of company A and the responsibilities of administrative department, adjust the structure of the original human administrative department.The original human administration department to the human resources department, human resources manager for the original human administration manager, two temporary staff, department is mainly composed of the core management team, training, development and personnel administration, the core management team is mainly responsible for group human resources development planning, the establishment of the senior management personnel recruitment and management talent pool as well as the core team performance management and incentive remuneration management;The training development group is mainly responsible for the recruitment of functional positions, the development of talent training programs, training organization activities and training career planning; Administrative department personnel administration is mainly responsible for the formulation of personnel management policies, performance appraisal management of company personnel and salary and welfare management and personnel management. The director of the administration department of the ministry of administration is currently

serving as the minister of human resources. The optimized organizational structure will make the human resource management of company A more professional and refined.

5.3 Process optimization
5.3.1 Process of recruitment

We can use mobile recruitment to solve the problem of arbitrariness and blindness in the recruitment of company A.Mobile recruiting recruitment information are mostly some attention of our company, or the unit staff's relatives and friends, relative to the recruitment website net wider means to beg, they learn more, relatively high viscosity of the company.

A clear recruitment process is also needed. After the trial of mobile OA, all processes need to be reflected in OA for statistical summary.In combination with mobile recruitment and mobile office software, the workflow of recruitment and training is adjusted as follows:

Recruitment department through earth-sized application and requirements of choose and employ persons, the human resources department collect recruitment information and to prepare the recruitment information, is leading by earth-sized after the examination and approval, through the media release its recruitment information, recruitment website interviewees respond to electronic resume, after the company to select appropriate electronic questionnaire, apply for personnel to fill in and reply, the company according to the results of questionnaire interview and group interview, apply for personnel to participate in the company after the interview by physical examination and pre-service training, after through work can enter the company.

The human resources department according to the enterprise strategic objective to set up the corresponding human resource planning, according to the new recruitment process Recruitment work, each work link can be reflected through the earth-sized, facilitate managers view the work schedule, and continue to play to the characteristics of mobile Internet recruitment, prepare the electronic recruitment information, from the media, such as the public, through A company recruitment information and other recruitment software hair cloth, after the construction of the collection, screening and publish the post evaluation information, targeted to post evaluation of applicants, finally the recruiting departments and applicants for an interview, recruit the right talent for the enterprise.

Here it is important to note that the human resources department carried out a series of facilitating communication with a candidate's recruitment activity, but often at the end of the interview process there is always the applicant can not present, failure in front of

the recruiting behaviors, cause waste of work, this also reflected a disadvantages of mobile communications, information processing too easy, validity may reduce, this problem we also addressed by mobile Internet.

5.3.2 Training process optimization

Through the investigation and improvement of training employees, A company for A corporate training coverage is not comprehensive, and weak content needle for sexual problems, will the training process is optimized, the training development group employees in daily work pay attention to collect industry news related to A company's working content and training materials, to finish in time and share with colleagues.On daily 10 minutes early will encourage all employees and colleagues to share their content and comprehension, recent self-study managers according to the difference of the employee and a mining staff's concerns and difficulties, and on the basis of it, according to the requirements of each department training plan, training process according to according to the new training process tracking and adjustment.

At the same time, the training achievement is the reference content of performance appraisal. The collection and statistics of the electronic examination paper will not occupy much of the employee's working time, but will be reflected in the year-end bonus. Encourage employees to autonomous learning, to share with colleagues, or will be sent to the learning content training development committee, suggested that organization movement training, so that we can make the team to share, make progress together, constantly add new information and knowledge. The training time and content of the scheduled meeting on Friday will be reduced or changed to the monthly training general meeting to strengthen the review and mastery of the training.

The mobile training process is summarized as follows:training specialist according to the department or the staff needs to formulate training plan and summary, edited after finishing training content, after the review to the leadership training, by publishing earth-sized training content and knowledge, employee to fill in and reply, training specialist training summary evaluation, and adjust the training content in accordance with the situation.

5.3.3 Partial workflow optimization

The single problem of performance assessment method can be improved by using mobile office software.Business is A company with 4 s shops, used car business, such as cooperation, for the company recruit people to work for the main loan department, business development in the region, often without fixed office space for A long time, the introduction of the mobile office software brought A lot of convenience for their work.

The customer service department recruits investors for the company, and records the customer information and forms the information through the mobile office software, and quantifies the work contents. After the introduction of mobile office, the operation process of MOA in business department and customer service department is optimized as follows:

First of all, we should timely input the accurate customer information, follow up the customer status, then obtain the transaction information, and finally provide the corresponding customer service and make the return visit record.

Work process of the two departments through earth-sized clearly reflected, and according to the results of the questionnaire statistical staff visit to talk about that, after the introduction of mobile office software, business department and customer service department via mobile office software can be work better records, and on the earth-sized can seamless handover information with other employees or departments. All information managers can be informed by their own clients and give advice or help to their employees. Salesman can be more than their business transaction information, and timely information to the bank to send, quickly the borrower credit, finally will credit information feedback to the technical department, technology department can be instant publishing bidding information, make the completion of borrowing from the real-time safety. For the customer service department, the work information recorded by MOA can clearly show the working status of each person and help employees better record and master the customer.It is helpful to carry out the work, it has important reference significance to the performance appraisal.

The approval work of other departments is also carried out through MOA, and MOA has corresponding PC software to facilitate the work records and process management of employees working in the office.

In the new generation of human resource management mode, human resource managers need to use data and software to ensure that the company can recruit employees with the potential to improve their capabilities through channels and processes. Through continuous optimization and improvement of training and assessment of the flow process, to cultivate outstanding talents for enterprises and enhance the core competitiveness of enterprises.

5.3.4 Employee incentive optimization

In order to improve employee satisfaction, arouse the enthusiasm of employees and attract excellent talents to join the enterprise, company A has optimized the incentive measures in combination with the employee situation and the current situation of the

industry. Motivation can be divided into intrinsic motivation and extrinsic motivation. Extrinsic motivation can be divided into extrinsic motivation and external direct motivation.

Internal motivation: to give employees a higher sense of accomplishment and responsibility to meet the needs of self-development; Make employees feel noticed and respected at all times. Company A has formulated the talent echelon plan, focusing on training and assessing the key employees of each department. Meanwhile, employees who bring huge direct economic benefits to the platform can give equity incentives as appropriate.

External direct motivation: direct reward for long-term performance of excellent employees, A company set up A division champion quarter rewards for sales and customer service, and election year influential employees across the company.

External and indirect motivation: give employees a sense of belonging and show their concern for employees. In labor law of the five social insurance and one housing fund, most enterprises issued by the traffic, communication allowance, meal allowance, legal holiday, paid vacation, due to the particularity of the industry, if no special circumstances, the company each year during the Spring Festival holiday extended to 20 days, for parents to staff the Chinese New Year red envelopes. Keep mobile 0A free during the holidays. Each year, we work with mobile phone operators to purchase new smart phones for employees. There are other unscheduled flexible vacation benefits. In the era of mobile Internet, the enterprise is more and more toward humanized management, human resource management is the human nature in the work can not only ensure employees in a good mood, and can guarantee the high performance.