

Exploration of Human Resource Management in Enterprise Business Management

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Abstract: Human resource management is an integral part of enterprise operation and management, contributing to the avoidance of financial risks, alleviation of performance problems, promotion of organizational development, enhancement of operational efficiency, and fostering sustainable enterprise development. Enterprise management should prioritize attention to human resource management by establishing an independent human resource management department and strategically planning human resource management tasks. This involves building an information management platform, developing a professional human resource management model to mitigate market risks, actively recruiting human resource management talents to form a competent team, and enhancing the human resource management and supervision system. These measures are essential for comprehensively improving the level of enterprise operation and management.

Keywords: Human resource management; Business management; Importance; Current situation and countermeasures

Online publication: February 25, 2024

1. Introduction

With the comprehensive arrival of the “Internet+” era, enterprises are facing a more complex financial environment, and the competition between them is becoming increasingly intense. As a result, scientific and effective human resource management has become an important cornerstone for ensuring the stable development of enterprises and enhancing their competitiveness. Human resource management is a function within an organization dedicated to the management of employees. Its primary objective is to ensure the effective utilization of employees to improve the overall performance of the organization and to achieve organizational goals.

Human resource management encompasses a wide range of areas, including recruitment, selection, training, performance appraisal, employee relations management, and compensation and benefits administration. Through these activities, human resource management aims to attract, develop, and retain a talented and motivated workforce to support the organization’s strategic goals. Effective human resource management focuses not only on the current performance and well-being of employees but also on their future development and the maintenance of organizational culture.

Enterprise management should be based on their own management characteristics and the rational development of a human resources management system. This includes optimizing the organizational structure and the rational use of enterprise funds to ensure the effective development of research and management work, thereby enhancing their economic benefits.

Additionally, enterprises should actively recruit human resources management personnel, establish human resources management departments, integrate human resources management into the enterprise's strategic objectives, clarify the responsibilities of each department in human resources management, and improve their own risk prevention and control capabilities. This approach is crucial for pursuing the pathway of sustainable development and standing out in the fierce market competition ^[1].

2. Importance of human resource management in enterprise business management

2.1. Facilitating the realization of enterprise development goals

Human resource management plays a crucial role in assisting enterprises in rational planning for their development direction, thereby meeting the demand for enterprise development funds and promoting their stable growth. It integrates the personal goals of employees with the long-term strategy of the enterprise, aligning the skills and career development of employees with the enterprise's long-term strategic objectives, thus ensuring the effective implementation of the enterprise's strategy and enhancing its competitive advantage in the market.

Through human resource management, enterprises can identify and cultivate talents in key positions, enhance employee participation and engagement, and subsequently increase employee job satisfaction and loyalty. This facilitates the optimization of an enterprise's organizational structure, ensuring that each department and team is configured to maximize effectiveness and improve organizational efficiency. Moreover, it ensures that the business possesses the key competencies required to achieve its strategic objectives ^[2].

Additionally, human resource management aids enterprises in identifying and managing risks associated with human resources, such as labor costs and compliance issues. It helps identify and optimize internal work processes, reducing resource wastage, increasing overall productivity, and securing additional funds for the enterprise to ensure smooth research, production, and operational activities.

2.2. Favorable to help enterprises avoid financial risks

The market economy is evolving rapidly, and any misstep in enterprise decision-making can jeopardize both development and production. Therefore, enterprises must strengthen human resource management, establish a robust human resource management system, enhance compliance with relevant laws and regulations, and mitigate financial losses and legal risks stemming from non-compliance with labor laws and regulations.

It is essential to excel in employee management, fostering crisis management skills among employees through training and development programs. This improves employees' responsiveness and decision-making abilities when confronting market changes and corporate crises. Leveraging new technologies such as big data and cloud computing to analyze economic trends and internal organizational dynamics, while integrating financial data with human resource management can enhance the accuracy and timeliness of financial decisions.

Furthermore, identifying and managing employee-related financial risks, such as fraud and theft, requires effective conflict resolution mechanisms and sound workplace practices. By doing so, potential lawsuits and workplace conflicts can be minimized, thereby enhancing the enterprise's crisis prevention and control capabilities ^[3].

2.3. Favorable to enhance the core competitiveness of enterprises

With the increasing number of various types of small and medium-sized enterprises (SMEs) each year, competition among enterprises has intensified, pushing them to continually enhance their core competitiveness to remain resilient in the fiercely competitive market and achieve long-term stability.

Human resource management, as a core asset, plays a pivotal role in transforming the concept of enterprise management, integrating human resource management into the realm of strategic management. This prompts enterprises to strategically plan personnel management according to the prevailing business environment, market demand, and other factors, thereby developing a more rational human resource management system. Through efficient management, human resource management enhances the skills and motivation of the staff, thereby elevating the overall competitiveness of the enterprise and scientifically reducing enterprise costs to improve economic efficiency.

Furthermore, the close integration of human resource management with enterprise strategy ensures alignment between human resource plans and the enterprise's long-term goals. Human resource management also contributes to enhancing the enterprise's ability to prevent and control economic risks, facilitating timely adjustments in personnel and organizational management. These efforts further strengthen the core competitiveness of the enterprise, enabling it to excel in the increasingly fierce market competition ^[4].

2.4. Favorable to the promotion of long-term development of enterprises

Firstly, human resource management plays a crucial role in enhancing the operational efficiency of enterprises. Through effective human resource management practices, enterprises can adapt to market changes more swiftly, and adjust their business strategies flexibly. This enables them to better navigate the challenges of the market economy and handle market risks and business management crises scientifically, ensuring stable operations.

Secondly, human resource management contributes to improving the investment and operational management capabilities of enterprises. It facilitates a scientific analysis of market supply and demand dynamics and assists in risk reduction through systematic decision-making processes when encountering market risks and operational crises ^[5]. This enables enterprises to formulate production and operational plans more rationally and optimize fund utilization and flow, thereby averting potential issues with the capital chain. Ensuring a smooth capital flow and preventing disruptions in the capital chain allow for gradual expansion of production scale, ensuring both the development and stability of the enterprise and further enhancing the level of enterprise operation and management.

3. Problems in the application of human resource management in enterprise business management

3.1. Low awareness of human resources management

Due to the relatively late development of human resource management in China, many enterprises, especially SMEs, lack awareness of its importance. This situation is rooted in China's long-standing traditional management style and cultural background. Management in many SMEs tends to overlook human resource management and lacks an understanding of its relationship with business management, financing, and investment. Human resource management is often marginalized in enterprise strategic planning. Management may fail to recognize the significance of effective human resource management in achieving long-term enterprise goals and may neglect to integrate human resource management with strategic planning.

The lack of attention to human resource management results in inadequate strategies and practices in talent recruitment, training, retention, and development. Weak management awareness of human resource

management adversely affects the enterprise's operational and managerial development. Some enterprises' management lacks awareness of human resource management, neglecting to develop personnel plans in response to market dynamics, thereby impeding the long-term development of enterprises ^[6].

3.2. Lack of specialized human resources management personnel

Many SMEs have not established specialized human resources management departments, often blending administrative management with human resources management. They also overlook the importance of recruiting professional human resources management talents, thereby hindering the development of human resources management. The absence of such talents may prevent enterprises from effectively implementing human resource strategies such as staff development, performance management, and compensation and benefit planning.

In some enterprises, general employees are tasked with human resource management responsibilities. However, due to their lack of professional human resource management knowledge, they struggle to analyze the company's business objectives and development risks amidst changes in the market economy. This leads to a disconnect between human resource management and the company's overall strategic objectives. Employees lacking professional knowledge may struggle to identify and manage risks related to employment regulations, employee relations, and workspace diversity, thereby impacting business management development to some extent.

Moreover, although some enterprises have established human resource management departments, they often neglect to organize regular training for their human resource management personnel. As a result, these personnel fail to stay updated with cutting-edge information on human resource management, leading to outdated human resource management practices that cannot keep pace with the industry's best practices and trends. Consequently, enterprises find it challenging to leverage the strengths of human resource management in enterprise management, hindering their ability to attract and retain key talents. This limitation ultimately affects the competitiveness of enterprises in talent management ^[7].

3.3. Inadequate human resources management systems

While many enterprises acknowledge the importance of human resource management, they often fall into the habit of simply copying successful human resource management models from well-known enterprises. In doing so, they neglect to develop human resource management systems tailored to their own unique development situations, hindering the advancement of enterprise management. Even when some enterprises do establish human resource management systems, these systems may not be regularly updated to reflect changes in business management and market dynamics. Consequently, the human resource management systems become disconnected from the actual situation and fail to positively impact the enterprise.

Moreover, when enterprises mimic the human resource management models of other successful companies, they often overlook their own distinct business needs and organizational culture. This lack of customization in human resource management strategies results in an inability to effectively address their own challenges and opportunities. Enterprises may lag in updating their human resource management systems to align with market dynamics and their own development changes, rendering these systems ineffective and irrelevant.

Some enterprises rigidly adhere to outdated human resource management systems, lacking flexibility and innovation. This hinders their ability to adapt to changing business environments and puts them at a disadvantage in managing business risks. Additionally, when formulating or updating their human resources management systems, enterprises may fail to adequately consider the views and feedback of their employees.

Insufficient employee participation and feedback mechanisms result in systems that do not meet the actual needs and expectations of employees.

4. Application strategies of human resource management in enterprise business management

4.1. Establishment of a human resources management department and improvement of the human resources management system

Firstly, enterprises should actively establish independent human resource management departments and implement sound human resource management systems. These systems should be formulated according to the actual situation of enterprise operation and development, as well as market dynamics. Clear internal human resource management objectives, responsibilities, and rewards and punishments systems should be established. It is crucial to conduct top-level design of human resource management and enhance employees' awareness of human resource management. The human resource management department should assess risks in the enterprise operation process, focusing on personnel management, organizational structure, and other aspects of monitoring and evaluation. By scientifically predicting financial crises, enterprises can mitigate financial risks effectively.

Secondly, enterprises should tailor human resource management systems to local conditions. Human resource management departments should develop systems based on business situations, market dynamics, and other relevant factors, which will then inform management decisions. For instance, the human resources management department can clarify the responsibilities of various departments such as the financial department, administrative department, and sales department in human resources management. They can establish clear human resources management assessment standards for each department, rigorously control enterprise costs, and standardize the process of personnel changes related to enterprise capital. By adjusting the human resources management system according to the actual business situation, enterprises can meet the evolving needs of human resources management work and facilitate long-term development ^[8].

4.2. Building an information management platform to avoid financial risks

With the advent of the "Internet+" era, technologies such as big data and cloud computing have provided enterprises with more convenient tools for human resources management. This facilitates the sharing of human resources data within the enterprise, enabling enterprises to better understand their business situation and market dynamics, thereby enhancing the level of human resources management.

Enterprises can establish advanced information management platforms, such as enterprise resource planning systems, to connect human resources management systems with financial and administrative management systems. This enables instant data update and sharing, allowing the human resources management department to promptly understand the personnel situation in each department, detect hidden financial risks, and provide relevant data and risk warnings to decision-makers. Such insights aid in predicting market trends and carrying out effective human resource management accurately, thereby helping enterprises avoid financial risks.

Simultaneously, human resource management personnel can utilize big data to collect enterprise human resource management data and establish a talent database. By analyzing financial data and capital trends, they can carry out rational planning of capital transactions and improve capital turnover rates ^[9].

Moreover, the information management platform enhances the enterprise's responsiveness to market changes and internal operations while increasing management transparency. By analyzing data such as employee performance, training needs, and career development paths, enterprises can plan human resources

more effectively, thus enhancing employee satisfaction and productivity. Informatization management facilitates the integration of human resource management into overall strategic planning, ensuring consistency between enterprise strategy and human resource plans. This integration also fosters the alignment of human resource management with enterprise management, allowing for the formulation of personnel and organizational management plans tailored to the enterprise's actual business situation and market dynamics. This, in turn, further improves the level of enterprise production management and operating profits ^[10].

4.3. Cultivating professional human resources management personnel and improving the quality of human resources management

Human resource management is a highly specialized field that requires staff to possess professional talent management knowledge and skills. Therefore, enterprises should actively introduce and cultivate professional management personnel to establish a skilled, law-abiding, and dedicated management team, thus enhancing the quality of enterprise human resource management.

Firstly, enterprises should actively recruit human resource management-related professionals according to management needs to ensure the smooth operation of the human resource management department. They should integrate cutting-edge concepts in financial management, financing management mode, etc., into their human resource management practices to enhance the overall level of human resource management. For instance, the human resource management department can recruit talents in investment management, management, business administration, and related fields to meet internal needs for talent management, capital management, and organizational management, as well as support human resource management reform.

Secondly, enterprises should formulate a comprehensive talent training strategy, encompassing both internal and external training, as well as career development path planning, to enhance the comprehensive abilities of the human resource management team.

Thirdly, enterprises should actively provide training for human resource management personnel. In addition to theoretical knowledge, emphasis should be placed on accumulating practical experience. Training programs should be tailored to the current enterprise business management situation and market conditions. Case studies, workshops, and other interactive methods should be employed to enhance personnel's grasp of human resource management practices and further improve the professional abilities of human resource management personnel.

4.4. Strengthening human resources management supervision and safeguarding enterprise development

Enterprises should establish clear human resource management objectives and key performance indicators to facilitate the monitoring and evaluation of human resource management work. Utilizing advanced information systems and technological tools, such as human resources management platform software, can enhance data management and analysis capabilities and reduce corporate financial risks.

Secondly, enterprises should actively conduct group management supervision. They can engage third-party human resource management institutions to assess internal personnel conditions and organizational management, audit human resource management department funds and data, and promptly disclose human resource management data to standardize workflows and ensure enterprises achieve stable and sustainable development.

5. Conclusion

In summary, human resource management plays a crucial role in modern enterprise management, facilitating

the achievement of development goals, transforming management philosophies, and enhancing overall management effectiveness. Enterprises should actively cultivate professional talents, establish human resource management departments, formulate human resource management systems, clarify human resource management responsibilities, and thereby further enhance the economic benefits of enterprises.

Additionally, enterprises should proactively establish information-based human resources management platforms utilizing big data and real-time market dynamics monitoring. They should ensure timely updates of human resources management methods and effective supervision of human resources management within the enterprise to promote long-term development.

These actions will not only improve the efficiency of human resource management but also contribute to the sustained growth and success of enterprises.

Disclosure statement

The author declares no conflict of interest.

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