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# Analysis of the Influence of Big Data on Enterprise Human Resource Management

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## Abstract

Everyone knows that China's economic development has been deepening. Since China's reform and opening up in 1978, China's economic level has made considerable progress. This paper aims to clarify the opportunities and challenges faced by enterprise management in the context of the big data era by interpreting the definition and nature of big data in detail. The data can be used in the financial management, human resource management and marketing management of enterprises.

## Keywords

Enterprise management; problems; countermeasures; big data.

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## 1. Introduction

In the past 30 years, the rapid development of the computer industry has prompted information technology to penetrate and innovate in social, economic, life and other fields. With the support of a series of emerging technologies, such as mobile computing, Internet of Things, cloud computing, the amount of global information has shown a blowout trend. Only in 2012, the total amount of global data. It is about 2.7 to 3.5ZB. And the amount of data that the network transmits per second already exceeds the total amount of Internet storage 20 years ago. Big data has become the hottest topic on the Internet, and many enterprises and government departments at home and abroad have begun to use big data to transform their business processes and innovate their products and services.

Undoubtedly, Chinese enterprises should seize this opportunity to improve their management and prepare for the new challenge of economic globalization.

## 2. Definition of big data

Big data refers to information that is too large to be captured, managed, processed and collated in a reasonable time by current mainstream software tools to help enterprises make more positive decisions. That is to say, it needs a new processing model to have stronger decision-making power, insight and discovery power and process. Massive, high growth rate and diversified information assets of optimization capability.

The characteristics of big data include: first, large capacity. The non structural data in the data increased by 10~50 times faster than the structural data, accounting for 80% to 90% of the total data. Second format. There are many different forms of data, such as text, images, video, machine data, etc. There are no fixed patterns and patterns are not obvious, and syntax or meaning is not coherent. Third high value. Through the purification of a large number of irrelevant information, we can make predictable analysis of future trends, or carry out in-depth complex analysis. Fourth speed. You can instantly analyze the data in real time. Through the analysis of its characteristics, it can be seen that the essence of using large data lies in the association and mining of the internal information of large data. Through the integration and analysis of a large number of data, we can discover new knowledge, create new value and bring new development. In the new era when the supervisory system is

increasingly perfect, the enterprise management system is gradually solidified, and the resources are increasingly scarce, it is very important to make full use of intangible assets such as information to improve the soft power of enterprises in order to make the most of the limited resources. The competition in the information age has changed from the competition of labor productivity to the competition of knowledge productivity. Data is the carrier of information and the source of knowledge. Therefore, knowledge-based competition will focus on data-based competition, which will become the inevitable economic and social development, the commercial value of large data is also obvious.

### **3. The impact of big data on enterprise management**

#### **1) The impact of big data on business management.**

The arrival of the era of big data has changed the internal and external environment of enterprises, leading to the transformation and development of enterprises. Enterprises are becoming more intelligent and informationalized. The data collection, transmission and utilization of enterprises need the support of modern management concepts.

Enterprise management in large data environment should be people-oriented, on the basis of practice, using modern information technology, flexible management, data as additional assets. Enterprises can not operate without the support of data, if business management can not deeply understand the importance of large data, only to the company's short-term profit as the goal, is the lack of strategic thinking. Effective use of data analysis results, early prediction, seize market opportunities, seize customer demand, can take the initiative to win the market, thereby creating greater wealth in business management and sales performance.

#### **2) Big data mining of consumer demand.**

The emergence of large data makes people no longer need to understand customer groups through questionnaires and other forms. The use and integration of large data enables people to clearly see customer preferences. For example, in today's online shopping boom, we often receive information in our mailboxes about products that we recommend based on our preferences. Where these preferences come from, of course, is based on the products we browse, the products we collect, and the products we order to buy. Businessmen can easily receive this information through the network platform. According to this information, not only can they recommend discount products to customers, but also can adjust their production inventory, product design trends, and can find areas for improvement in customer consumption evaluation. In this case, it is not only convenient for consumers, but also provides a shortcut for businesses.

#### **3) The impact of big data on enterprise human resource management.**

Human resources are the most valuable resources of enterprises and the foundation for enterprises to create core competitiveness. Based on big data technology, enterprises will greatly improve the efficiency and quality of human resource management. Effectively accelerate the transformation of human resources work from the past experience management mode to the strategic management mode. From employee recruitment to performance appraisal and training, the company has accumulated a large number of non-linear data, these data are intangible assets, the use of a large number of data technology, the integration of these data analysis and utilization, can bring great contributions to the enterprise. First of all, in employee recruitment, it is easy to select qualified employees by matching the employer's requirements with the employee's ability data and combining the experience of human resource recruitment. Secondly, in the performance appraisal, it is necessary to carry out standardized management, analyze the daily data of employees, and set the level standards, so as to obtain objective and fair evaluation results. This greatly eliminates the subjectivity and non comprehensiveness of performance management. Finally, according to a large number of data analysis results, different training for different employees, more effective to improve the level of training. Gamma

#### **4. Conclusion**

In short, the advent and rise of the era of big data has greatly promoted the effective transformation of enterprise management organizations, and provided an effective opportunity for the development of enterprise management. In addition to improving the level of enterprise information management, large data should also be an effective tool for enterprise managers to integrate internal data resources. The power of business analysis and management needs to be mastered by business managers. The scope of management should include data supply, analysis and resource allocation. Promoting the transformation of management organization from accounting to decision support. China's enterprises should seize this opportunity to use big data to improve their management model and business processes, so as to achieve international standards, so as to truly go to the world.

#### **References**

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