The Influence of Human Resource Management on Enterprise Performance

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Abstract: With the rapid development of social economy, the market competition is becoming more and more severe, which is also an opportunity and challenge for enterprises. In the process of enterprise development, the promotion of economic benefits is crucial for the development of enterprises in the highly competitive social market and is a powerful embodiment of the improvement of their comprehensive competitiveness. Therefore, it is necessary to focus on the promotion of enterprise economic benefits. Human resource management is a kind of resource form in enterprises. The effective implementation of this work can give full play to its own role and provide strong support for the improvement of economic benefits of enterprises. Therefore, corresponding analysis should be made on the implementation of human resource management. This paper takes human resources as the research object, first analyzes the impact of this work on enterprise performance, and then discusses the difficulties of carrying out this work and the corresponding optimization strategies.

Keywords: Human resource management; Enterprise performance; Influence; Difficulty; Strategy

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1. Introduction

The development of human resource management needs to rely on the joint participation and support of all employees of the enterprise. Under such circumstances, it can effectively play its own positive role. It is of great significance for the development of the enterprise to use effective human resource management to promote the improvement of enterprise performance. At the same time, in the process of carrying out this work, there may be difficulties and challenges in various

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aspects, which affect the effectiveness of human resource management implementation. Therefore, it is necessary to fully study these difficulties and challenges, and then fully promote the promotion of comprehensive competitiveness of enterprises with its own positive role, so as to lay a solid foundation for the stable and lasting development of enterprises in the highly competitive market.

2. The Impact of Human Resource Management on Enterprise Performance

(1) Management effectiveness determines the trend of enterprise performance

It requires certain costs to carry out human resource management in an enterprise. These costs are mainly used to acquire, allocate and maintain human resources. The level of such costs comes from the performance of the enterprise. Therefore, the cost of human resource management plays a decisive role in the performance of the enterprise. In the work of human resource management, if there is too much consumption in the aspect of resource cost, it will lead to the decline of enterprise performance. However, if the cost of resource management is effectively controlled while ensuring the quality of human resources management, it will effectively promote the improvement of the performance of the enterprise. From the three aspects of human resource management cost input, although these cost inputs are necessary, human resource management strategies can be adopted accordingly to control this cost input, and also to ensure the quality of human resource management work, which can effectively play the practical role of human resource management work, and constantly promote the improvement of enterprise performance and promote the improvement of enterprise market competitiveness.

(2) Promoting the clear development direction of enterprises

For the development direction of an enterprise, it can fully promote the stable development of the enterprise in the social market only by ensuring its correctness and guidance. The formulation of the development direction of enterprises needs to be based on the needs of users, and take the internal cooperation of enterprises and the development trend of market economy as the main content, so as to provide a strong basis for the formulation of the development direction of enterprises. In the current situation of rapid development of market economy, the competition among enterprises in the society is becoming more and more fierce, coupled with the increasingly open market economy, which makes enterprises need more services and work to provide sufficient conditions for their own development. At the same time, enterprises want to continuously improve their advantages in the social market
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economy, it is necessary to carry out the implementation of human resource management, which shows that human resource management plays a guiding role in the direction of enterprise development. Only by clarifying their own development direction can enterprises effectively grasp the needs of all aspects of society. From this aspect, they can continue to develop and produce products that meet the needs of social development, so as to continuously improve the performance of the enterprise, and gradually occupy a dominant position in the social market economy. In addition, in the process of operation, the enterprises need to fully grasp the direction of market development, timely and effectively grasp the needs of users in all aspects at this stage, improve product quality and production efficiency on the basis of constantly improving the enterprise’s own decision-making, use the practical role of human resource management, and point out the way for the enterprise’s own development, so as to be effective promote the improvement of business process and service quality, and create reliable conditions for the improvement of enterprise performance and the stable development of the enterprise.

(3) Promoting the formation of corporate strategic awareness

Under the background of the continuous development of science and technology at this stage, the rapid development of information technology provides a strong technical guarantee for the development of enterprises. After this technology is effectively applied to the process of enterprise development, it can give full play to the practical role of information technology, so that enterprises can continuously promote the formation of enterprise strategic awareness under the implementation of human resource management, thus enabling enterprises to better develop steadily and persistently in the increasingly fierce market competition. For the enterprise strategic awareness, its advantages are mainly reflected in the promotion of enterprise development and the exertion of the role of the employees of the enterprise. Under the role of enterprise strategic awareness, it can promote the formation of the enterprise’s goal consistent with its own development needs, so that it can use this development goal to promote the operation of the enterprise in a stable state. At the same time, under the effective implementation of human resource management, it can rationalize the allocation of personnel in the enterprise for the purpose of continuous innovation and reform of the enterprise, so as to enhance the competitive advantage of the enterprise itself, and play an important role in promoting the improvement of enterprise performance. Through the formation of the enterprise’s development strategy and the development of the enterprise’s human resource management, the enterprise’s internal business process can be fully improved. In this case, the enterprise’s work quality and efficiency can be fully optimized, the product production cycle can be shortened, and the operation cost of the enterprise
can be reduced, which has a certain promoting effect on the improvement of enterprise performance and finally realizes the rapid improvement of enterprise market competitiveness.

(4) Rational allocation of talents to promote enterprise performance

For the human resource management of an enterprise, it is mainly a link of performance management. Through the effective implementation of human resource management, it can rationally allocate and fully utilize the relevant talents in the enterprise. At the same time, it can fully analyze the advantages of talents in the enterprise, so as to provide certain conditions for the rationality improvement of their positions. With the support of human resource management, it can continuously promote the coordination between talent development strategy and enterprise performance, and finally achieve a win-win situation between talent utilization and enterprise efficiency. In the fierce market competition environment, there are prone to the corresponding problems that human resources are lack. At this time, we need to take corresponding measures to deal with this problem, so as to make full use of the advantages of human resources work and promote the improvement of enterprise performance. In the process of enterprise development, if the enterprise performance declines, it will have a certain impact on the human resource management work, and it will also lead to the decrease of employee salary level. In this case, there will be some difficulties in the rational allocation of enterprise talents. From the current stage of human resources management development, it is mainly based on human resources. It adopts corresponding incentive measures for enterprise human resources management to promote the promotion of employees’ production enthusiasm, and continuously improve its own value through the use of corresponding measures to improve skill level, which lays a solid foundation for the effective improvement of enterprise performance.

3. Problems of Human Resource Management in Promoting Enterprise Performance

(I) Inadequate implementation of work

At present, the application of human resource management in enterprises is only limited in the concept of personnel management, and only takes talent selection and recruitment as the main core work. In this case, the implementation of human resource management is not in place, which makes the implementation of this work have no practical significance and can not effectively play the role of human resource management, thus wasting the cost of resources and hindering the improvement of enterprise performance.
(2) Imperfect management system

Human resource management is inseparable from the management system, but in the actual work, the imperfect management system directly leads to the unreasonable situation of talent allocation, which makes these enterprises unable to effectively use their own skills to promote the development of enterprises, and affects the improvement of enterprise performance.


(1) Strengthening the effective implementation of human resource management

In order to carry out human resource management in enterprises, it is necessary to fully combine the social needs of the development stage of enterprises, so as to formulate a reasonable development strategies and make use of the rational allocation of talents by human resources management, so as to give full play to the advantages of this work and promote the improvement of enterprise performance.

(2) Construction and improvement of management system

In the work of human resource management, to improve the effective and practical management system is the necessary prerequisite to ensure the effective implementation of this work, so we need to build and improve the management system. The construction and improvement of human resource management system need to fully integrate the characteristics of enterprise development and social needs, so that this system can meet the corresponding needs, and play an effective role in promoting the implementation of human resource management.

5. Conclusion

In conclusion, the improvement of enterprise performance is inseparable from the development of human resource management. Human resource management can effectively improve enterprise performance through the promotion of enterprise development goals and other aspects, thus laying a solid foundation for enterprise development.
Works Cited
