

# An Analysis of Human Resource Management Innovation in Private Higher Vocational Colleges under the Background of "Internet +" era

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**Abstract:** *With the continuous improvement of the development level of Internet + technology, private colleges and universities gradually enter the tide of market economy. In order to better adapt to this change, private higher vocational colleges must actively change and innovate the human resources management mode in the process of development, so as to improve the level of human resources management.*

**Keywords:** Internet +; Private higher vocational colleges; Human resource management; innovation.

## 1. INTRODUCTION

At the present stage, there are many problems in the human resource management of private higher vocational colleges, which cannot meet the requirements of the Internet + era. In order to effectively change this situation, effective measures should be taken to promote the innovation of human resource management of private higher vocational colleges, so as to promote the long-term development of private higher vocational colleges.

## 2. PROBLEMS IN HUMAN RESOURCE MANAGEMENT OF PRIVATE HIGHER VOCATIONAL COLLEGES

### 2.1 Management thought lag

In the human resource management of private higher vocational colleges, its management ideas can not meet the basic needs of the development of The Times, and in the daily college construction, high-quality talents can not play a positive role, and then can not form a good campus culture atmosphere. In addition, many private vocational colleges still adopt the traditional human resources management method in the process of human resources management, which makes the teachers who are conscientious and diligent complain, and the teachers who cannot meet the requirements of their own standards become more brazen. This problem greatly weakens the school's attraction to high-quality talents.

### 2.2 The construction of human resource information base is not perfect

The human resource management information base of private higher vocational colleges covers many contents, such as staff assessment and performance evaluation, basic information of staff and so on. However, some private higher vocational colleges are affected by the traditional human resources management, and do not improve the construction and management of the resource pool, which on the one hand reduces the economic benefits of the school, on the other hand, it also hinders the innovation and development of the school. Therefore, in the actual work, we should strengthen the guidance, speed up the updating speed of the human resource pool of private higher vocational colleges, and do a good job in the maintenance of the resource pool.

### 2.3 Poor recruitment effect

The human resource management departments of some private vocational colleges still employ the traditional methods of campus recruitment and on-site recruitment in the process of recruiting staff, neglecting to investigate job seekers, and the number of professional teachers absorbed in the process of recruitment is very limited. Influenced by the development of Internet technology, the number of talents browsing the traditional recruitment information has decreased significantly. Therefore, still using the traditional recruitment method will not only fail to recruit high-quality talents, but also increase the recruitment cost, which is not conducive to the long-term development of college construction.

### 2.4 Lack of effective compensation and performance incentive mechanism

Private higher vocational colleges in the process of development did not create a scientific and reasonable salary performance mechanism, still using the traditional salary model, this model can not fully stimulate the enthusiasm of the staff work, leading to the teaching staff in the daily work prone to neglect or attitude is not serious phenomenon, the situation on the one hand affects the quality of the work, on the other hand also reduces the efficiency of the work, become Hindrance factors affecting the

development and innovation of human resource management in private higher vocational colleges.

### **3. CROSS-BORDER INTEGRATION AND INNOVATION HAVE EMERGED UNDER THE BACKGROUND OF "INTERNET PLUS"**

According to the Guiding Opinions of The State Council on Actively Promoting the "Internet Plus" Action (Guofa [2015]40 In the future, the Internet + action plan will be fully implemented within a certain period of time. On the one hand, it is reflected in the wide application of mobile Internet technology, on the other hand, it is also reflected in the integration of a large number of technology and big data technology into many traditional industries, which has produced a new situation of cross-border integration and innovation, which has also greatly changed the way of daily production and life. The Internet + model can get rid of the negative influence of tradition on innovation, and at the same time, it can fully integrate the innovative elements of different links into one, so that innovators can better realize their personal values and promote the construction and development of society and economy.

### **4. THE BASIC WAYS FOR PRIVATE HIGHER VOCATIONAL COLLEGES TO INNOVATE HUMAN RESOURCE MANAGEMENT IN THE "INTERNET +" ERA**

#### **4.1 Establish big data thinking in the process of human resource management**

At present, big data technology has been widely used in many fields of social production and life, and it has also penetrated into many links of human resource management in private higher vocational colleges. The application of big data technology can provide more comprehensive data support for the human resources management of private higher vocational colleges, thus ensuring that the talent pool tracking system can give full play to its role and value, and transform the traditional form of data listing into a more flexible human resources career guidance planning.

#### **4.2 Adopt a flat and decentralized human resource management model**

In the process of the development of the Internet, people communicate with each other on an equal footing and interact with each other on this basis. In the process of the Internet + era, openness, cooperation and sharing are the main development trends, which has greatly changed the traditional human resource management atmosphere of layers of control and emphasis on authority. The organization gradually adopts wechat, QQ, Dingding and other intelligent tools for communication and communication, while reducing the cost of communication, but also greatly improve the efficiency of communication, simplify the level of management. The application of Internet + thinking in the human resource management of private higher vocational colleges can make the human resource management of higher vocational colleges gradually develop towards the direction of flattening and decentralization.

#### **4.3 Positive perspective-taking to improve management efficiency**

On the one hand, the staff of private higher vocational colleges are the workers of the school, on the other hand, they are also the human resources for the continuous development of the school. They are not only the main body of the school service, create value for the school, but also the value sharing. And the traditional human resource management has been unable to meet the requirements of today's human resource management work, because the self-management consciousness of the staff is constantly improving, and the teaching process is also constantly learning new knowledge and new ideas. Private higher vocational colleges not only need to provide the right staff positions and building a quality development platform for them will enhance the university's attractiveness to talented people. In addition, the human resource management personnel of the school should also allocate various resources reasonably, so as to create better conditions for their personal development and meet the needs of faculty growth and self-expression.

#### **4.4 Promote innovation in human resource management by creating value**

Under the background of Internet + era, the boundary of individual social identity is no longer clear. Private vocational colleges and their human resources should constantly strengthen the cultivation of talents in the development, so as to improve the quality and level of running schools. In the process of creating value, students' evaluation of teachers is not only the premise and basis of teaching management, but also the basis of human resource management. Therefore, in the process of human resources management in private higher vocational colleges, it is necessary to establish a teaching evaluation feedback mechanism, comprehensively understand and grasp the evaluation opinions of students on teachers, so that students can more actively participate in the school human resources management work, play an important role, and constantly improve the level of human resources management in private higher vocational colleges.

### **5. EFFECTIVE MEASURES TO PROMOTE HUMAN RESOURCE CONSTRUCTION OF PRIVATE HIGHER VOCATIONAL COLLEGES IN THE ERA OF "INTERNET +"**

#### **5.1 Innovate HRM concepts**

In the human resources management of private higher vocational colleges, it is necessary to constantly update the ideological understanding of staff, especially to update and change the ideological consciousness and ideology of managers, so that they can correctly understand the importance of human resources to the development of private higher vocational colleges. At the same time, it is necessary to make full use of modern information technology to publicize and popularize the positive role of human resource management on the school's official website to ensure the quality and level of grass-roots management work; Strengthen grass-roots management efforts, truly understand the aspirations of all the staff, to make more scientific and reasonable management decisions.

### **5.2 Create a sound talent training mechanism**

In the process of human resource management, it is necessary to define the basic plan and strategy of human resource management. Schools should increase the financial support for human resource construction, attach importance to the training of "double-qualified" teachers, and encourage teachers and staff to take temporary positions in enterprises to learn new ideas and new knowledge, so as to improve their professional skills and master more abundant professional knowledge in the process of learning Knowledge really combines theory with practice. Moreover, establish a scientific and perfect teacher qualification plan. In order to improve the construction of human resources, managers must work out a relatively scientific and reasonable teacher training mechanism, according to the basic situation of school human resources work, there is a need

Management work, need to constantly increase the network application, in the recruitment can be used in the combination of online recruitment and internship, in order to attract more high-quality talents, to create a more suitable working environment. In addition, colleges and universities can formulate detailed standards for personnel, so as to continuously improve the personal quality and comprehensive ability of faculty and staff. Or in the work can also invite outside experts for professional training staff, and then constantly improve the structure of talent, so that they can show greater value in the work, effectively promote the development of human resources management in private higher vocational colleges.

### **5.3 Develop a sound incentive mechanism**

The human resource management personnel of private higher vocational colleges should accurately control the basic situation of the current college development and establish a more perfect incentive mechanism. First, managers should carefully study and observe the daily work of teachers, establish an authoritative and operable evaluation mechanism, conduct regular assessment, and take the assessment results as the basis for job promotion, salary performance, and survival of labor relations. The second is to implement the result-sharing policy, encourage the faculty to hold shares, help the faculty get rid of the part-time job and establish a sense of ownership, promote the highly integrated development of teachers and colleges, mobilize the work enthusiasm of the faculty, promote the construction of colleges, and significantly improve the quality of human resources management of the school.

### **5.4 Establish the information management mode**

Under the background of Internet + era, human resource managers of private higher vocational colleges can rely on talent evaluation and OA System, personnel management system and other information management tools, comprehensively strengthen the application of office automation, software and hardware basic application and network facilities, optimize talent recruitment and selection and daily management, effectively reduce the cost of human resources management, effectively improve the quality of human resources management, effectively enhance the scientific and rational human resources management.

## **6. CONCLUSION**

Nowadays, the number of private higher vocational colleges is increasing, and human resource management has a significant impact on the development of private higher vocational colleges. The traditional management mode has been unable to meet the current development needs. Only by taking effective measures to actively innovate human resource management and overcome various development problems, can private higher vocational colleges achieve long-term progress.

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