

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Now, it has been in the era of knowledge economy. With the increasing talent competition, China's economic development also has very great change, thus leading to the revolutionary change of the enterprise development structure. The traditional capital structure of the enterprise consists of the money capital, machine capital, etc., and now gradually transits to the intellectual capital. Novo Nordisk is the world's leading biopharmaceutical company and occupies the leading position in the world in the development and production of insulin for treatment for diabetes. Novo Nordisk is headquartered in Copenhagen, the capital of Denmark. There are 30,000 staff distributed in 70 countries, and the products are sold all over 179 countries. Novo Nordisk has the manufacturing plant in the European and American countries. In the process of specific transformation in the enterprise economic form, the human capital has received great attention and become the core capital of enterprise development, and the enterprise development now pays more and more attention to the people-oriented core idea.

As an important part of modern enterprise management, whether the human resources management is appropriate or not is directly related with the business development of the enterprise. The human resources management includes the acquisition, exploitation, organization, development and motivation of the human resources. In the whole process of the human resources management, all parts are connected with each other and inseparable. The cycle in the different stages constitutes the foundation of the human resources management, and the proper management and motivation of the human capital can effectively promote the enterprise competitiveness and development advantage.

Meanwhile, with the continuous development of information technology, the economic development of China is constantly marching towards the networking development trend and becomes the "network economy" form. Especially today with the continuous development of economic globalization, the application of network technology and the dependence on the international Internet can effectively promote

the enterprise development. Under the background of the constant push of advanced technology, the idea and understanding of people for information has a fundamental change and accelerates the efficiency of information transfer, thereby directly affecting people's ways of thinking and value, and making people's life, working environment and related system have great changes. In the process of enterprise development, the traditional management system with clear hierarchy has been facing serious challenge, the organizational communication mode and operating procedures are changing, and the change of human resources management is the largest. Therefore, under such background, how the enterprise adjust and change the human resources management becomes the most important factor of deciding whether the enterprise can adapt to the new environment, constantly seize the opportunity and improve the competitive advantages.

### **1.2 Research purpose**

This paper based on the previous research on the human resources management technology and performance management system, this paper further carries out the research on the specific contents, ways and methods, technologies of the human resources management supported by the new management idea in China, and fully explains the "people-oriented" importance of the enterprise human resources management. The research in this paper aims at providing other enterprises with the theoretical and technical support for the change of human resources management, and the research on the specific operation mode and management strategy of the human resources management can help improve enterprise management level and management efficiency, thus fully mobilizing the enthusiasm of staff development and promoting the long-term development of the enterprise.

### **1.3 Research significance**

Theoretical significance: This paper builds the e-HR informationalization construction demand empirical analysis of Novo Nordisk Pharma Ltd. through the questionnaire survey, which not only supplements the deficiency in the relevant literature factor analysis in theory, but also intuitively obtains the influence factors of the enterprise human resources management information system construction, and

more helps the construction of corresponding human resources information management system by acting appropriately to the situation.

Practical significance: The human resources management informatization is a kind of management style which is based on the combined application of information technology and advanced human resources management idea and relies on information technology for optimal configuration of the human resources. The information technology as a management tool is applied to the establishment of management system, design of business processes, staff communication, human resources report analysis, etc., and completes the processing of objective affairs according to the established policies and procedures, for greatly improving the working efficiency of the human resources management department.

#### **1.4 Theoretical basis for research**

##### **1.4.1 Concept and connotation of e-HR informatization**

Concept of e-HR informatization. About the definition of e-HR informatization, it can be defined from two aspects: broad sense and narrow sense. The e-HR informatization in broad sense refers to all the E-HR informatization works, including the human resources management through the enterprise's internal Internet and other types of electronic means. The e-HR informatization in narrow sense refers to that the enterprise can implement the automatic human resources management with the use of advanced software and hardware equipment through the application of modern information technology and network, including personnel recruitment, employment, training and remuneration design.

Connotation of e-HR informatization. The contents of the e-HR informatization include the following several aspects:

First, electronization of human resources data management. During the analysis of the related data of human resources, the information database shall be established with the computer system, and the electronic management of data shall be carried out. The application of related software can promote the informatization and automation in the course of human resources management, ensure the reduction of management cost, and improve the efficiency of human resources management. Third,

human resources management and decision support. The informatization processing of human resources data can provide the support for the specific activities of the human resources management with the help of a certain model.

The constant change and innovation of modern human resources management is the development trend of the human resources management. The informatization, digitization and automation of the human resources management can be promoted and the level of human resources management can be continuously improved by making the best of information technology and network platform. In addition, the human resources management can be innovated constantly, for helping promote the rapid development of human resources management. The informatization-based human resources management can drive the innovation process of the human resources management.

#### **1.4.2 Electronic human resources management (e-HR)**

Concept of electronic human resources management. The electronic human resources management is the electronization and informatization of human resources management activities formed based on the IT technology, including business optimization and process simplification of human resources, generalization of human resources management activities and customer-oriented human resources management model. Through the application of information technology and IT technology, it gives play to the business function of human resources management and promotes the modernization development of the human resources management activities.

Therefore, the electronic human resources management can realize the whole staff participation of human resources management activities with the support of information technology means on the basis of network platform and system software, and can further reduce the management cost and improve the efficiency of human resources management activities. It can ensure the important strategic position of human resources management activities. The electronic human resources management can help enterprises' human resources management personnel in the traditional administrative and transactional work, and make them focus more time and energy on the strategic work. In addition, it can carry out the integration of resources,

encourage staff to participate in the management activities, and promote the human resources management activities to form the advanced idea.

Advantages of electronic human resources management (e-HR). The electronic human resources management has unique advantages, and these are mainly embodied in the following several aspects: First, the electronic human resources management can improve the efficiency of human resources management. The electronic human resources management can make full use of the advantages of information technology, get rid of the defects in the traditional human resources management, rescue the human resources management personnel from the traditional transactional work, and promote the automation of human resources management activities, thereby greatly improving the management efficiency. Second, the electronic human resources management is normalized and stereotyped. The sequencing of human resources management requires people to follow some rules and regulations in the human resources management activities, with the characteristics of normalization and stereotype. Third, the electronic human resources management has the diversified management means. With the application of information technology, we can make the comprehensive utilization of the design, statistics, management and other aspects of knowledge and means to participate in the management of human resources. Fourth, the electronic human resources management has the humanized management mode. With the electronic human resources management, we can ensure that the enterprise staff can participate in the human resources management activities, for realizing the continuous participation and interaction.

Significance of electronic human resources management (e-HR). Since the electronic human resources management has the above advantages and characteristics, it decides the great significance. The electronic human resources management can realize the automation and sequencing in the process of human resources management, and the extensive participation of enterprise staff can promote the humanization of enterprise management.

Through the establishment of B2C and B2B, on the one hand, it can promote the contact between enterprise and enterprise, and on the other hand, it can

promote the contact between enterprise and customers, thus realizing the sharing of enterprise resources, and interaction of enterprise staff and customers.