

CHAPTER 3

RESEARCH METHODS

3.1 Research design

3.1.1 Survey method.

This paper knows the e-HR informationalization construction of Novo Nordisk (China) through the interview and survey of some human resources management personnel and senior management personnel of Novo Nordisk, selects the available data about the e-HR informationalization of Novo Nordisk after the interview and makes the summary.

Literature analysis method. This paper sorts out many information with the literature method and inquires about many data about the exploration theme, thus providing the theoretical basis for the exploration. The steps of related methods include: Collect domestic and foreign journals, inquire about the domestic and foreign books, search with the computer, inquire about the related survey report, etc. Inquire about the human resources management information literature of Novo Nordisk with the literature method.

3.1.2 Case analysis method.

This paper takes Novo Nordisk Group as the research object, analyzes the existing problems in the e-HR informationalization of Novo Nordisk and corresponding causes, and establishes the Novo Nordisk human resources management information system according to the demand of Novo Nordisk e-HR informationalization.

3.2 Research tools

The questionnaire in this paper is divided into three parts. According to the human resources management theory, we prepare the dimensional analysis table related to the human resources management information construction, adjust some specific survey items about the human resources management information construction analysis according to the specific situation and characteristics in the table, and finally form such survey questionnaire.

The questionnaire consists of three parts: The first part is the introduction. It mainly points out the objective and significance of such survey, and explains the

specific matters of filling out the questionnaire. The second part is the basic information. This part covers the basic information of the respondents, such as gender, age, job, marital status, etc. We can classify the respondents according to the different basic conditions, and analyze the attitude of different individuals towards the human resources management information construction on this basis, thus laying the important basis for the later research and analysis. The third part mainly investigates the respondents' demand for human resources management information system; Meanwhile, the survey results shall be selected according to the interval from "highly needed" to "very unnecessary", thus proving the role of human resources management information system construction.

3.3 Data collection method

The information about human resource information construction of Novo Nordisk co., LTD: 300 questionnaires are distributed, with 286 being recovered, therein, for 14 becoming invalid due to many reasons. That is to say that, there are 286 valid questionnaires truly recovered, and the true and effective recovery rate is 95.33%. According to the recovered data, we use the professional data analysis software to make the correlation analysis and obtain the corresponding conclusion.

Table 1 Basic Conditions

Demographic characteristics		Percentage
Gender	Male	60.34%
	Female	39.66%
Age	30 below	12.07%
	31-35	14.66%
	36-40	25.00%
	41-45 above	13.10%
	46 and above	28.45%
Knowledge level	Senior high school and below	19.84%
	College degree	50.00%
	Bachelor degree	29.31%
	Graduate degree	0.86%

Marital status	Unmarried	11.21%
	Married but childless	12.07%
	Married and child	75.86%
	Divorced or widowed	0.86%
Working conditions	Within 5 years	19.83%
	5-10 years	14.66%
	11-15 years	25.00%
	16-20 years	13.79%
	20 years above	26.72%

3.4 Data analysis method

This paper uses the chart data analysis method and SPSS analysis method to analyze and process the previously collected data in the research process, makes summary and analysis on this basis, demonstrates the demand of Novo Nordisk human resources management information construction, draws a conclusion and finally gives the targeted corresponding solutions according to the existing conclusion and problems.

3.5 Research process

The research process in this paper is shown in the figure below: Paper Research Process

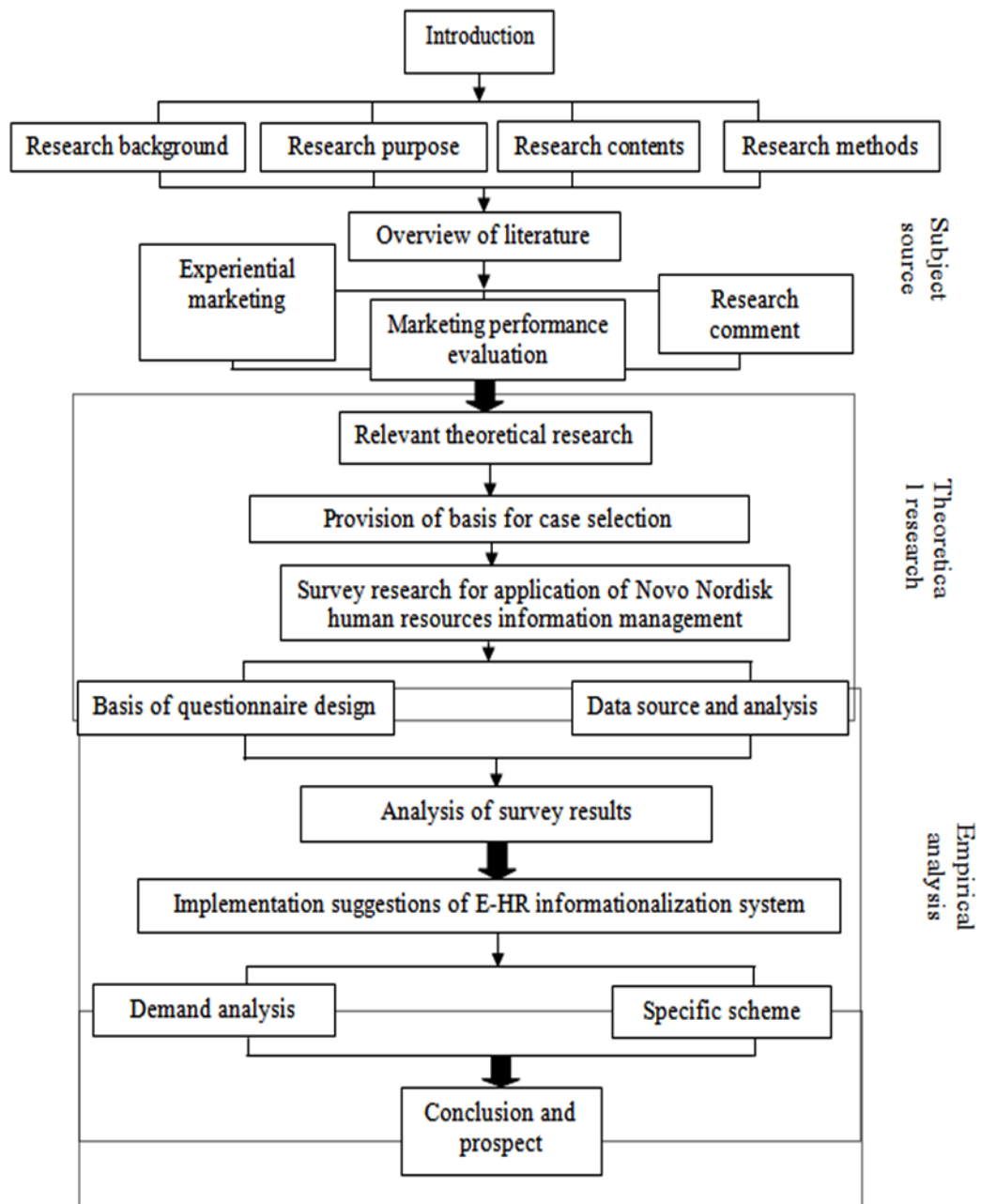


Figure 2 Paper Research Process