



**RESEARCH ON HUMAN RESOURCE MANAGEMENT OPTIMIZATION
OF COMPANY A BASED ON MOBILE INTERNET**



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ABSTRACT

Title: Research on human resource management optimization of company a based on mobile internet
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In the era of mobile Internet, industrial structure has been subverted by technology and innovation, and promote the continuous development of the industry. New technology such as mobile technology, the Internet, big data, artificial intelligence is about to change the world, especially for the financial industry, the Internet has brought a revolutionary challenges and opportunities.

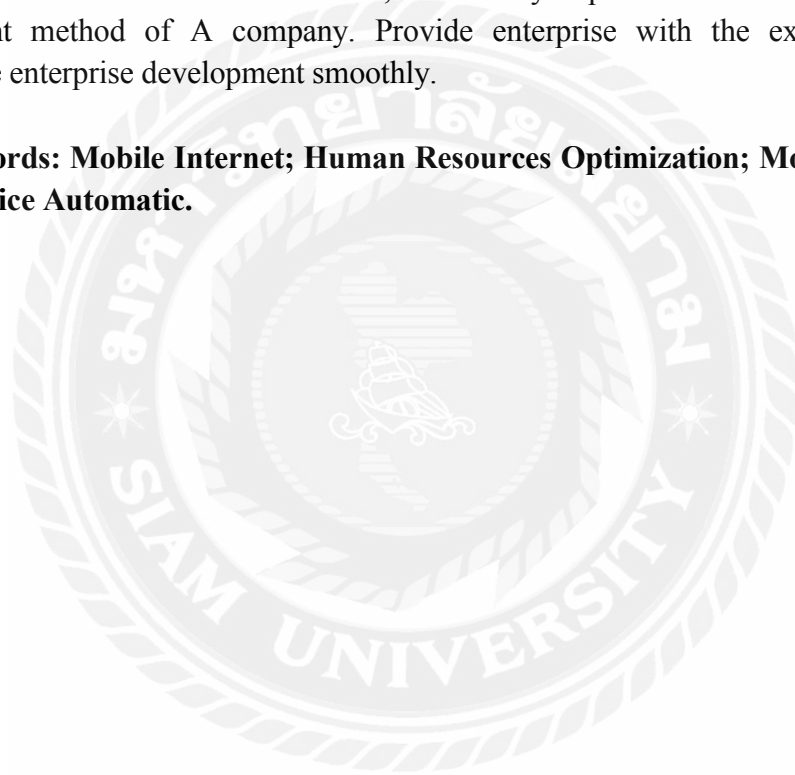
As the Internet financial enterprise, A company needs to be stable through compliance and develop smoothly. In the context of mobile Internet, first, A company needs to raise the management ability and operation ability, in order to meet the need of the Internet financial. Human resource management is an important and key content of enterprise management, combining with the mobile Internet background, present situation and the characteristics of the management in A company, this paper studies the optimization of human resources management. It has practical value for the development of A company, improve the effect of human resource management, and innovate talent management.

First of all, this paper analyzes the basic characteristics and problems of human resource management of A company. Then, based on human resources development of the mobile Internet has penetrated into every link of human resources management A company, with questionnaire survey, we analyzed the effect of Mobile internet in human

resource management in A company. According to the analysis results, this paper follow the following principles: people-oriented, subjective dynamic, comprehensive recognition incentive. A company human resource management optimization scheme is designed. Including the organizational structure optimization, recruitment, training, process optimization, part of the work process optimization, etc. Finally, the guarantee measures are put forward from three aspects: system, technology and staff.

The research conclusions are as follows: The effects of mobile Internet to human resource management is not revolutionary, but still is undeniable. To optimize the structure of enterprise management, at the same time, A company should pay attention to mobile interconnected to the effects of recruitment, training. And according to the characteristics of the mobile Internet, constantly optimize the human resource management method of A company. Provide enterprise with the excellent talents, promote the enterprise development smoothly.

Keywords: Mobile Internet; Human Resources Optimization; Mobile Training; Mobile Office Automatic.



摘 要

题 目： 基于移动互联的 A 公司人力资源管理优化研究

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在移动互联时代,我国各行各业的产业结构都在技术与创新的引导下不断发展。移动互联技术、大数据、人工智能等科技引发的新技术革命影响着我们的生活,尤其是对互联网金融行业带来了革命性的挑战和机遇。

A 公司作为互联网金融企业,亟需稳健度过合规年并进入平稳的发展期。“移动互联”背景下,A 公司的发展需要首先完成自身管理及运营能力的移动互联提升,才能满足互联网金融时代的需求。本文以企业管理的重要与关键内容—人力资源管理为研究对象,结合移动互联网的发展背景,立足 A 公司现状及其管理特征,对该公司的人力资源管理优化进行了研究。对于 A 公司适应移动互联发展需求,提升人力资源管理效果和创新人才管理,具有实践价值。

本文首先分析了 A 公司的基本特征与人力资源管理中存在的问题。随后,由于人力资源移动互联网的发展已经渗透到 A 公司人力资源管理的各个环节,立足于此现实基础,通过问卷调查,对移动互联在 A 公司人力资源管理的效果进行了分析。论文基于现状分析的结果,按照以人为本、主观能动、全面认可激励的原则,设计了 A 公司移动互联人力资源管理的优化方案,包括组织结构优化,招聘、培训流程优化,部分工作流程优化等。最后,从制度、技术和人员三个方面提出了保障措施。

论文的研究结论包括:移动互联给人力资源管理带来的影响虽然不是变革性的,但仍是不可否认的;A 公司在优化人力资源管理方法的同时,要注重移动互联给招聘、培训等工作带来的影响;并根据移动互联的特点,不断优化改进 A 公司人力资源管理方法,为企业提供人才保障,促进企业平稳发展。

关键词: 移动互联; 人力资源化; 移动培训; 移动办公



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RESEARCH ON HUMAN RESOURCE MANAGEMENT OPTIMIZATION OF COMPANY A BASED ON MOBILE INTERNET

1. INTRODUCTION

1.1 Research background

The Human Resources field evolved first in 18th century in Europe. It built on a simple idea by Robert Owen (1771-1858) and Charles Babbage (1791-1871) during the industrial revolution. These men concluded that people were crucial to the success of an organization. They expressed the thought that the well-being of employees led to perfect work; without healthy workers, the organization would not survive (Griffin, 2006).

HR emerged as a specific field in the early 20th century, influenced by Frederick Winslow Taylor (1856 - 1915). Taylor explored what he termed "scientific management" (others later referred to "Taylorism"), striving to improve economic efficiency in manufacturing jobs. He eventually focused on one of the principal inputs into the manufacturing process — labor — sparking inquiry into workforce productivity (Merkle, 2012).

In recent years, intelligent mobile equipment has been fully occupied our life, the development of the IOS system and Android system has long been overturned our understanding of mobile phones, especially the development of mobile payment in the last two years, more make us feel the charm of mobile Internet era.As of December 2017, China's mobile smart terminal scale has broken through 140 million units (the in-depth development report of China mobile Internet industry in 2017).The popularization and rapid development of mobile Internet have changed our way of life and put traditional human resource management under unprecedented test. Under the influence of mobile communications, human resources management mode of our country presents a commercialization, technical characteristics, the formation of the theory of mobile learning, data management, and other novel, and conducted fruitful practical activity, companies continue to improve the traditional pattern of human resources, self-renewal, is a powerful thrust industry changes.

Founded in 2017, company A is A professional Internet financial information service platform in the automotive industry, and A member of the army of interconnected

financial platforms. The main business of the company is new car loan, easy commercial loan, pledge loan and other financial loan products; Through the third party fund custodian institution to provide opportunities for customers with investment needs and to make the members gain stable returns. As of December 31, 2017, the total registered user of the platform is 26,768, with an accumulative investment of 867.76 million yuan, which accumulates a profit of 18,870 yuan for users. A company is A new enterprise set up in less than two years, there is no separate human resources, human resources management is not perfect, at this time to optimize human resources work can timely correct management of ills, give full play to human resources management function, to avoid the formation of management "stubborn".As Internet financial enterprise, A company must be the moment pay close attention to the development prospect of the mobile Internet, project investment for our customers through mobile terminals, employees through customer relationship management for mobile Internet, mobile Internet is closely related with the operations of A company, the development trend of human resource management is also closer to mobile marketing, human resources management of A company is to take advantage of moving to A more convenient and efficient development of the Internet.

To make our company A better adapt to the wave of the Internet financial, this article from the perspective of human resource management, A company under the mobile Internet era, how to improve the optimization of human resource management method, A company to help A company in the mobile Internet era progress better and faster development.

1.2 Purpose and significance of the research

1.2.1 Research objectives

In the era of mobile Internet, the ideas and methods of human resource management are constantly innovating. The strategic focus of human resource management of company A is to ensure that the enterprise has sufficient professional talents and efficient team in the process of management and development. This paper through the study on the method of mobile Internet era of human resource management, human resource management in A company is used in A variety of management with the characteristic of mobile interconnection, and explore new methods suitable for personnel management of A company, optimize the company force resources management mode, help enterprises to retain talent talent, enhance the competitiveness of enterprises, promote the development of enterprise in the era of mobile mutual couplet steady.

1.2.2 Research significant

Provide the talent guarantee for the realization of company A's strategic goal. In the development of enterprise human resources management, first of all have to do is "education, employing, get together and stay", recruitment, training for the enterprise to realize enterprise strategic target of talents, and through to the personnel management, improving economic efficiency of enterprises development and strengthening to belong to the company's own unique competitive advantage. Build the talent training strategy, make the talents as the core competitiveness of the enterprise, provide the guarantee for the enterprise development, and provide the effective talent supply for the realization of the enterprise strategy.

To form a more systematic and excellent human resource management method. In broad terms, human resource management is not only the human resources work, but above all mid-level employees are part of the daily work, structural constraint clause alone are insufficient to improve human resources management system. A systematic human resource management method that is suitable for company A can help enterprises to conduct management work more conveniently and carry out business better and seek development.

Improve the management innovation ability of company A. External factors such as society, economy, science and technology in development, humans also in constant change, human resources optimization also need changing, scientific human resources optimization can drive a series of mechanisms conducive to the development of human resources. Particularly at present, mobile Internet era of rapid development, open innovation of human resource management, can drive the enterprise all sorts of work process innovation, and improve the company's management innovation ability, help A company to develop in the direction of wider farther, provide energy for the enterprise management innovation ability.

1.3 Domestic and foreign research trends

1.3.1 Foreign research trends

In 1958, e. Wight Baker, an industrial relations and sociologist, first discussed human resources as a general function of management in human resources function (Chang, 2013).

India's management research scholar Bipin C. Pandey, mobile Internet technology to make our life all activities to produce a wide range of change, changing the development of mobile Internet technology has also been used to create and develop new employees training, etc. Mobile learning also has great potential under the development of Internet technology, which completely overturns education and learning mode in the past. The

development and expansion of mobile communication technology enables the information processing and storage capacity of existing mobile devices to better meet the emerging model of mobile learning (Bipinc, 2012).

Ammar es - said of the university of hassan ii and Labriji el houssine pointed out that the pipe work process Reason and management of human resource management is a concept of overlapping, when you will to improve the working process and relative should be the improvement of human resource management method, so that the workflow management important achievements. In recent years, enterprises have attached great importance to the use of mobile applications to improve management methods. In order to meet the demand of the flexibility of enterprise human resources management, the transformation of human resource management from tangible to intangible, continue to develop mobile communications technology, research and development of broader mobile terminal software is a 'big competition and challenge (Amma, & Labriji, 2015) .

The spread of the UK's own mobile devices has led to a growing number of British workers using their smartphones to do their daily tasks. "Bring Your Own Device" means to use Your Own portable devices, mostly mobile smart devices such as phones or tablets. Login at the airport, coffee shops, hotels and other places, the company E-mail, online office system, from the time, place, personnel, equipment, network environment limit, BYOD in the future will show a beautiful office.

British workers also use their personal smartphones for private communications during work hours, according to a new report by laptop Direct, co. Of the 2012 British adults surveyed, 98 percent of H employees said they use smartphones during work hours. More than three-quarters (78 percent) regularly text messages, 59 percent talk on the phone, 52 percent use apps like WhatsApp or Facebook, and 9 percent use Snapchat.

1.3.2 Domestic research trends

Ali pictures, chief operating officer said at the annual meeting of the eighth China human resources management, the Internet to the traditional industry and even the way we think, has had a great impact, one of the biggest impact is a mismatch, is people's minds the idea, known as the Internet. The Internet has improved the mismatch of information, the mismatch of time, the mismatch of resources, and the ability of ordinary people to become useful people and to create value.

In 2014, general manager of zte human resources, Shared the new practice of human resource management in the mobile Internet era on HR3000 BBS. By establishing the SHARE platform, zte enables employees and leaders to SHARE the enterprise culture and work construction, and make full use of MOA mobile office platform to improve

work efficiency. In the electronic market, the most famous office software has been transferred from PC to mobile phone.

Wang wei, deputy general manager of hna group's human resources department, said wage growth in China's corporate sector has been under pressure as the industry seeks to increase the use of personnel. Identify the value of employees, build models, and quantify people's capabilities through big data. Make career planning for employees and improve staff stock.

According to professor CAI chengxi of Hohai University, "mobile HR" is reflected in two aspects: movement of thinking and movement of position. Thinking movement refers to the position of human resources staff are no longer as traditional time sitting in the office waiting for the other functional departments of the work requirements, and should with "manager" thinking, department actively play its role characteristics, from the perspective of human resources, promote the development of enterprises. The movement of position refers to the development of human resources which must conform to the trend of social high speed development.

1.3.3 Domestic and foreign research dynamic review

In terms of the development of mobile Internet, leads the world in our country at present, through the social software, we can often see in other countries people marvel at China's mobile payment, mobile Internet services such as strong life service experience. China's mobile Internet development speed and coverage rate is far higher than that of other developed countries, and has even become an example for other countries to follow. For example, the total market value of several life service Internet platforms in the United States adds up. Revenue, number of users, order quantity and transaction scale are not equal to one group purchase platform in China. This not only because of our country population density higher communication efficiency and innovation opportunities, but also because China's huge market and higher consumption ability, gives us the opportunity to a leading position in the world.

Mobile Internet has developed rapidly in our country, the human resources of mobile also has formed, there are many mature mobile recruitment platform, many well-known enterprises are building their own mobile training platform, but the mobile application in small and medium-sized enterprises of human resources is still in low-level phase, all work communication through the micro letter, for example, the lack of an effective records and routing management; The recruitment information processing is quick, the result is to improve; The free training course is very complex, but it is not very helpful for the job. In this paper, we will pay attention to these problems in the human resource

optimization of company A, combine the characteristics of mobile Internet and explore solutions.

1.4 Research ideas and methods

1.4.1 Research ideas

Firstly, the research background, purpose and significance of this paper are described. The main research ideas and methods, the main contents and expected results of the research are introduced. This paper summarizes the characteristics and development trend of mobile interconnection, human resource management optimization and mobile interconnection background. Analyze the current situation of human resource management in company A and point out the problems in management. This paper studies the management means of mobile interconnection in the human resource management of company A, and analyzes the effect of these optimization measures. A human resource management optimization scheme which is beneficial to the development of company A in the mobile Internet era. To study the safeguard measures of human resource management optimization scheme in the era of mobile Internet.

1.4.2 Research methods

This paper will use the following methods to study the use of human resource management in mobile Internet era.

One is the literature research, this article through the library literature, search methods of network data, collect related theory, books, journals and other data, the theoretical basis of the comprehensive understanding of the subject research related to integrate research content required theory point of view, for the use of research topic.

The second is qualitative analysis method. Through the field research of company A, the actual management work is summarized, analyzed, summarized and summarized to reveal the inner laws.

Third, questionnaire survey, for A company to carry out the movement training, the use of mobile office software with mobile interconnection characteristics, such as internal management of A questionnaire survey, through the questionnaire data statistics, analysis of mobile Internet application effect in human resources management.

Fourthly, summarize and summarize the conclusion of the previous content, summarize the important role of mobile Internet in human resource management, and draw the conclusion of the system's concluding language expression.

2. THEORETICAL BASIS AND LITERATURE REVIEW

2.1 Related concepts of mobile interconnection

Mobile Internet refers to the technology, the Internet platform, business mode and application combined with mobile communication technology and the general practice activity, is the combination of mobile communication and Internet, become an organic whole. At the same time, can't consider "" mobile" simple "Internet" branch, though it belongs to the Internet, but it is on the basis of the "Internet", due to the increase of mobile technology makes the network technology and the embodiment of the new business model better fusion.

2.2 The concept of human resource management

In the late 20th century, advances in transportation and communications greatly facilitated workforce mobility and collaboration. Corporations began viewing employees as assets. "Human resources management" consequently, became the dominant term for the function—the ASPA even changing its name to the Society for Human Resource Management in 1998.

Human resource management (HRM or HR) is the management of human resources. Commonly referred to as the HR Department, it is designed to maximize employee performance in service of an employer's strategic objectives (Johnason, 2009). HR is primarily concerned with the management of people within organizations, focusing on policies and on systems (Collings, & Wood, 2009). HR departments are responsible for overseeing employee-benefits design, employee recruitment, training and development, performance appraisal, and rewarding (e.g., managing pay and benefit systems). (Paauwe, & Boon, 2009). HR also concerns itself with organizational change and industrial relations, that is, the balancing of organizational practices with requirements arising from collective bargaining and from governmental laws (Klerck, 2009).

2.3 The impact of mobile Internet on human resource management

With the powerful tool of mobile Internet, human resource management is changing, and enterprises will continuously explore and focus on many small interests, so as to gather more value.

2.3.1 Enterprise human resource management big data

Companies want to blend in big data in the human resources management system, the first thing to consider its feasibility, namely to consider its size and assets, weigh the benefits and costs, profit maximization as the goal all the time. At present, some small and medium-sized enterprises blindly follow the wind, and eagerly introduce big data into the human resource management system, believing that having big data is the key to having the opportunity and standing out. However, many enterprises are not clear the real meaning of the big data and useless information data collection, consumes a lot of money to build the information management system based on data, and carries on the maintenance. Such behavior completely ignores the relationship between the benefits and costs, which may not be worth the loss, and can easily cause the paralysis of human resource management system. Therefore, in the future development process, enterprises should first consider the necessity of combining big data with human resource management system, avoid blindly following the wind, and weigh the advantages and disadvantages with cautious and serious attitude.

Is dealing with huge amount of data, the mobile Internet era of human resource management is better than the traditional human resource management can be extracted from the data of the general reference to make decisions, make human resources management work really can be quantified. In the process of management, enterprises use the huge and effective data volume behind big data, and make accurate management Suggestions to enterprises. The development of database provides a reference for management decision-making, so that enterprises can improve the management methods of human resources accurately and lay a solid foundation for improving work efficiency.

2.3.2 Employees influence the brand image through social application.

With the interconnection of mobile Internet, each employee can be a personalized "self-media platform". Nowadays, people like to use their platform to express their thoughts on various things in life and work, release pressure and find resonance. Whether we release the sun to work overtime, welfare, drying performance, recruiting propaganda and so on, osmosis of the social cognition to the enterprise, is a kind of publicity of enterprise intangible, propaganda enterprise culture, increase awareness; Enterprise can through own since the media platform to show itself to the public, or through hiring link propaganda to improve enterprise's image, create the employer brand value, let the employee's sense of belonging and sense of honor is stronger, work enthusiasm is higher. At the same time, the enterprise culture construction faces the challenge. Values have become diversified staff to implant the enterprise values become difficult, employees can no longer believe in what you say, also don't believe what publicity materials, they are more valued enterprise is how to do, believe in yourself feel and experience.

2.3.3 The human resources in the era of mobile interconnection require a cross-boundary thinking and more hierarchical knowledge structure.

Volatile market or complex working environment prompted managers to new thinking to use the Internet to enterprise management, forecast and evaluation of enterprise internal talent ability and knowledge structure, at the same time the attention from the perspective of professional and business to help promote personal ability of each employee and enterprise strategic management ability can be improved. Human resource managers have to more or less dabbled in psychology, statistics, and so on knowledge, with the development of enterprises to a higher level, the human resources management should be added to the internal operation management, business process management, financial management, Internet, etc. Knowledge reserve, human resource management perfect cross boundary can promote enterprise business better development.

2.3.4 Employees tend to be younger, new employees need to strengthen innovation ability

The business development of the enterprise depends on the talent, the enterprise strategy needs the talent strategy cooperation, needs the talented person to carry out. In addition to the basic survival and security needs of the current workplace freshmen, more emphasis is placed on their professional achievements and self-worth. Therefore, the requirement of the enterprise in the era of mobile Internet must be transformed into the requirements of talents, so that the organizational capability of the enterprise can meet the requirements of future development. The traditional human resource management is usually a top-down, but in the era of mobile Internet has will weaken the original model a lot, a lot of enterprise organization structure into a flat structure from the pyramids. In this way, enterprise in human resources management is the need to meet the needs of employees as far as possible, continuous innovation, to find a way to make the management more diversity, flexible, and considering the employee goals and goal of enterprise, the combination of the grassroots employees and companies grow together and step into, make the high-level employees through the inspiration of innovation promoted management.

3. THE CURRENT SITUATION AND PROBLEMS OF HUMAN RESOURCE MANAGEMENT IN COMPANY A

3.1 A company profile

Company A is an Internet financial information service platform specialized in automobile industry. At present, the consumer finance through bank channel auto loan business, buyers need to first pay the car sales company or 4 s shop full, after the completion of the purchase behavior will vehicles related certificate mortgaged to the bank again, finally the bank loans to buyers, or buyers through financial channels to borrow money to buy. However buyers often cannot make full to car sales organization, but at this time to have a third party paid money to help him, after being purchased vehicles mortgaged to the bank, and then will return the money to borrowers, the whole process Only need to pay less than factory financial charges for service. Company A is currently working with agricultural bank of China and industrial and commercial bank of China to provide information on the financing needs of mortgage buyers and help them to obtain the cushion. As of December 2017, the company has 56 employees, and the company has set up six departments of human administration, business, risk control, technology, finance and customer service.

The human resource (HR) department has 4 employees, who are responsible for the internal personnel and administrative affairs of the company. Department staff of 21 people, mainly responsible for through the 4 s shops, secondary distributor, auto car trading place for customers to collect loan, such as their car buyers to introduce A company's products to loans, according to field investigation buyers buyers census register seat information, to pass the loan information pictures of buyers to bank in to send. The bank's staff in the bank will initially determine the credit situation of the buyer through the banking system, and the staff of the business department will send the purchase loan demand to the risk control department in a timely manner according to the credit information. The risk control department is responsible for the company's business risk control. Seven technical department, responsible for the company background, APP and other technical work. Financial department 4, responsible for the company's financial work and work with the third platform. (the third-party platform is the platform for the client's capital deposit, which is legal to guarantee the security of customers' funds and avoid the embezzlement of funds by the Internet financial platform.) The customer service department, 15 people, mainly raised funds for the platform project, promoted the product of the platform, provided guarantee for the timely financing of the car buyers, and brought stable short-term benefits to the investors.

3.2 The current situation of human resource management of company A

Under the general manager of A company, subordinate six departments respectively for the labor administration department, sales department, risk control department, technology department, finance department, customer service department six departments, we can see from A company organization structure, organization structure presents the typical characteristics of the Internet age - flat. Since the company was established not long, in addition to the sales department staff responsible for the professional work, other departments work apparent lack of a clear job analysis, for example, pay by the financial department of work currently, labor administration department at the front desk and at the same time as a sales department products collect information upload, etc.

Company business mainly in the 4 s shops and other places of sales and customers in the areas such as the census register seat work, in office rarely, most other employees within the company using the PC to carry out their work. Due to the nature of the business personnel, the company does not require it to sit in class, encourage the salesman to distribute the work time and place, and conduct extensive business. Collect customer loan information and return it to the company when the company has a plenary meeting. Such management is humanized, but it is difficult for managers to master whether the salesman has planned to conduct business promotion in real time, and it is impossible to ensure the full implementation of the company's projects.

The personnel of the service for the company to expand customer base, sometimes need to go out to visit, and customer follow up situation only management when asked to follow up to verbal understanding, customer management at present only in the number of customers has been invested in the platform and on the amount.

Manager will now on Friday for internal training, training content for the general manager to face more Internet financial professional knowledge, business people often can't arrive on time, at the beginning of the volume small, the training model can be a sustained, with the expanding of business, the follow-up to the customer, or with a third party bank docking, etc., will be more or less affect employee to participate in the training time of the meeting.

Company hiring more early release recruitment information through the Internet, such as zhaopin recruiting platform, due to the expansion of our business, temporary hired 12 business personnel and the personnel of the service, after business training and not mount guard after 4 months, stay in the company's only 5 people.

A company's employees age distribution is as follows: 70% of employees is between 20 to 30 years old, 30 to 40 years old (23%), management layer mostly belong to this age,

the company team young characteristics significantly, generally high to the requirement of management of human nature.

A newly formed company human resources management system, mainly by the labor administration department to perform the function of human resource management, labor administration department mainly divided into three parts: the human administration department manager is responsible for managing the senior talent recruitment, performance management of the core team, and remuneration incentive management; The hr specialist is responsible for the recruitment of functional positions, the performance assessment management of functional personnel, and the organization of compensation and welfare management and training activities; The commissioner is responsible for attendance, office administration, and personnel administration (file management, labor contract and personnel transfer, etc.). At present, there is not enough scientific perfection. Some of the management processes have been applied in practice, and some have just begun to be started, and the whole process has not been completed yet.

3.3 Problems in human resource management of company A

The first, not to set up independent of the human resources, lack of system of human resource planning and detailed job analysis, human resource management works carried out confused with administrative work, the human resources work for a small proportion, can not fully play the role of man power resources, sometimes due to the other work of real-time delay the systemic human resources work.

Second, recruitment with blindness, the phenomenon of emergency recruitment, recruitment of recruitment of optional the gender is strong, at the same time the current recruitment process is not standard, recruited employees have a certain gap with the actual job requirements, and employee turnover rate is big.

Third, training can not completely cover all staff, on the one hand, the company did not form a perfect training system, the other surface field staff is in a state of lack of training, staff knowledge and skills does not lift with the improvement of the job requirement. The training content is often decided by the general manager himself, and the training content will not be tested after the training, and the training effect cannot be clearly understood.

Fourth, the method of performance appraisal is single. The only standard for the performance appraisal of company A is the amount and amount of the project obtained by the business department; For the customer service department is the amount of money introduced. Other departments basically have no performance examination content, the assessment is not strong to these departments. Performance evaluation, therefore, cannot

to personnel training, promotion, etc, the only body now pay sales and customer service level, the assessment results and the lack of relationship between talent training and enterprise development.



4. THE APPLICATION AND EFFECT OF MOBILE INTERCONNECTION IN HUMAN RESOURCE MANAGEMENT OF COMPANY A

4.1 The application of mobile interconnection in human resource management of company A

Mobile Internet applications are first limited by network capabilities and terminal capabilities. Currently we use mobile network traffic or wireless LAN. Mobile network traffic fees is higher, the existing mobile office software use flow quantity is less, basic can satisfy employees, A company mobile training advantage will consume more flow is used to download the training video or teaching materials, the field staff had better look for free wireless local area network to download, there is A little inconvenience in practical application. Another mobile terminal device's battery life, memory size, the aging condition of equipment and so on will affect the employees use feeling, these conditions are not companies to rigid requirements of employees, unless the enterprise for employees unity with mobile devices. The problem of company A has not been hindered for A while.

Human resources professionals generally handle large amounts of paperwork on a daily basis. This paperwork could be anything from a department transfer request to an employee's confidential tax form. Forms must be on file for a considerable period of time. The use of Human Resources Information Systems (HRIS) has made it possible for companies to store and retrieve files in an electronic format for people within the organization to access when needed. This eliminates thousands of files and frees up space within the office. Another benefit of HRIS is that it allows for information to be accessed in a timelier manner. Files are accessible within seconds via the HRIS1 (Johnson, & Guetal, 2012). Transforming HR Through Technology. Having all of the information in one place also allows for professionals to analyze data quicker and across multiple locations because the information is in a centralized location. Examples of some Human Resources Information Systems are PeopleSoft, MyTime, SAP, Timeco, and JobsNavigator.

At present, the use of human resources in mobile Internet terminals is still in the exploratory stage and there are many limitations. In particular on the market, many in the development of mobile Internet training software, computer technicians are pure, send some from the content simple, no difference with traditional classroom training, many employees receive information after all didn't go to learn. When conducting such management work, we should pay attention to tracking results and correctly guide employees' behaviors.

4.2 The application of mobile interconnection in human resource management

4.2.1 Mobile interconnection and application in personnel recruitment configuration

In the era of mobile Internet, we can make and send resumes through mobile phone software to see the application process. With its advantages of low cost, convenience and abundant resources, Internet recruitment has gradually improved and become the mainstream recruitment method. Mobile recruitment mainly includes social recruitment (WeChat, weibo, etc.), mobile website recruitment, mobile phone recruitment APP.

1.Type of mobile recruitment

According to the characteristics of the recruitment websites, the daily recruitment channels and the comprehensive quality level of the recruiters, we can make the following four types of mobile website recruitment roughly:

Social Network Site (SNS) Social recruitment: such hiring situation mainly recruit work conducted by Social networks, and rely on the accumulated contacts to find talent, and the Network BBS have similarities, active higher job is easier to let companies to understand oneself, recruitment success rate is higher also. Similar recruitment website also have show job seekers comprehensive situation of layout, registered job seekers can interact with interested companies through review and better understand to the party, which according to the practical experience to make a choice.

Traditional comprehensive recruitment: traditional recruitment website to provide recruitment information online display services to target customers, due to the comprehensive position, therefore attracted a lot of job seekers to register, and rely on the many job seekers has set up a huge talent resource, to provide customers with more abundant human resource selection.

Vertical recruitment, recruitment, also known as community that recruitment approach focuses on the Internet industry, mutual recommended by the user to realize the objective, for enterprise registered in a more strict standards, and the quality of job seekers are relatively high, is there is a rich experience in the industry and also has a strong objective, and in the process of mutual says will communicate with each other and exchange work experience, more direct, recruitment success rate is higher.

Headhunters: companies usually rely on headhunters to get high-end jobs. Enterprise search consultant website on page have a large number of outstanding change after post jobs information, by offering a way to attract recruiters to provide high standard, high precision refinement of consulting and recruitment services, headhunting will be to the enterprise according to their mastery of the talent resources is recommended.

The recruitment website combines the characteristics of mobile Internet technology to develop products that use big data technology and social network for the recruitment of enterprises. Many recruitment websites developed with PC seamless docking recruitment APP, but mostly on the traditional recruit manner, is not convenient to use the computer job seekers can use the fragment time like brush weibo browsing recruitment, and a key delivery themselves in PC edit good electronic resume ahead of time, after the success in applying for and hiring APP can't escape the fate of uninstalled.

Different recruitment types are suitable for employees with different positions. The social recruitment of mobile Internet era has become a hot topic in recent years. People with the help of social media platforms (such as WeChat, weibo, post bar, etc.) needs, collect job seekers information release position, and the job seekers are online evaluation, make the man-machine interaction into every interaction.

2.4S recruitment model analysis

We will analyze the recruitment work with mobile Internet characteristics through the 4S recruitment model.

Standard: what kind of people do we need? In the era of mobile Internet, company A values employees' learning ability, working passion and cultural matching. Eichinger for reference and Lombardo proposed Learning more acuity (Learning Agility) study (Michael, & Robert, 2010), summarize the people with Learning ability has the characteristics of: active Learning, sum up, trying to grope summary and reflection. People who love their work and have the courage to face the difficulties and drive themselves to action are the key to team passion (Yang, & Li, 2016). The candidates' values and ways of doing things are the simple forms of cultural matching. On this basis, we should adhere to the continuous improvement of recruitment standards and continue to accelerate the growth of enterprises.

Sourcing: through what channels do you find the right people? As the different types of Internet recruitment, when hiring staff on different posts should also be A company through different channels, through social channels to recruit personnel for the enterprises pay attention to and understand basically, employees understand what the company needs to people, understand the characteristics of the candidates, they are the most efficient executive search, company the best bole. At the same time, employees into to the enterprise image ambassador, the enterprise job opportunity to recommend to their friends, enterprise attaches great importance to the employees' opinion, according to the investigation, the staff adjustment of company policy, and hire people recommend, strengthen existing staff a sense of accomplishment and corporate loyalty degree.

Screening: how to screen candidates suitable for us? Resume collecting first electronic informatization greatly ease the burden on the selection of unit of choose and employ persons mass resume, by means of qr code for all job seekers according to individual ability and interest, etc., were precisely for a specific post, improves the success rate of recruitment. Through the intelligent recommendation of the Internet, we can get a resume with a high matching degree. After A preliminary screening, through A company specialized in making questionnaire and test site to make recruitment assessment questionnaire concurrent sent to mobile phones to the primaries on the basis of evaluation: for example, in the questionnaire work sample tests, cognitive ability tests, import or exploratory questions to answer, preliminarily determine whether the candidate with the enterprise values. There is also the dominant function of APP and off-line interview, in a nutshell, is the HR interview questions and push this password to release for job, job seekers themselves to record video to answer the question to the cloud, for the interviewer appraised.

Securing: how do we ensure that the people we see are hired? Found the best talent, issued A letter of appointment, doesn't mean they will join us, at this point, A company need to closely follow up, let the candidates feel company to his care and attention, by affection and moving, attracting talent. In the new staff into the stage, more should be duty-bound to help him to adapt to the organizational environment, through the help of his work, concern for the life dynamic, when high expectations to help him understand the real challenges, pep talk when expectations low. The social software moment is helping me subtly influence our employee relationships.

In recent years, many recruitment activities have achieved "green paperless". For example, some technical personnel of company A have made their own personal electronic resume to be the exclusive qr code to be sent to A company via online platform message, social transmission and so on. A company manager can directly integrate the talent information into the talent pool of the enterprise through the screening of data terminals such as mobile phones and tablet computers.

4.2.2 The application of mobile interconnection in human resources training and development

Technology makes it possible for human resources professionals to train new staff members in a more efficient manner. This gives employees the ability to access onboarding and training programs from anywhere. This eliminates the need for trainers to meet with new hires face to face when completing necessary paperwork to start. Training in virtual classrooms makes it possible for the HR professionals to train a large number of employees quickly and to assess their progress through computerized testing programs (Lepak, & Scott, 1998).

Mobile Learning is also called the M - Learning is a Mobile device, with the help of can be obtained at any time and at any place of Learning, Mobile Learning the use of Mobile intelligent devices must have the ability to effectively present Learning content and guarantee of two-way communication between teachers and learners. Mobile learning is learning on the Internet on the basis of the development and progress, so it has all the advantages of the Internet to learn first, and is more flexible than learning a computer terminal, can be summarized as the following:

First, the training content is more abundant. Traditional training courses mostly just a one-way receive to prepare the content of the teacher of the mobile Internet era, students can choose more courses in the mobile client, or according to their interests or work requires cross-departmental cross major to study, access to a wider range of knowledge for the staff, through mobile learning learn more skills, the knowledge structure more stereo, unriddling anytime and anywhere. At the same time, free search engines on the Internet can also make up for the lag of traditional teaching materials, and provide students with the latest and most comprehensive learning materials through mobile devices.

Second, time is more convenient. Mobile training not only save the cost of buying paper textbooks, more effective down low time cost, students need not specially to the classroom training class, saves between office and site training time, and time to choose more flexible, when to have a time when to study, as long as within the prescribed time to complete the training can achieve the purpose of learning content. Mobile learning is the fragmentation of time can be used, employees take public transportation time, queue time, and time on the lavatory to study can be used by mobile client.

Third, the training exchanges are more extensive. Traditional enterprise training, department of students is limited to sit together in the same class or with classmates, mobile learning created a infinite classroom, students can communicate with via the Internet, online learning from each other, make more friends with common learning goals, make learning easier learning interesting, expand the network at the same time.

Fourth, diversified training methods. At present, enterprise training should seriously consider the problem of the full utilization of debris time, design diversified training content, and teach lively and interesting courses to attract students. Through the use of mobile phones, tablet computers and various terminal devices, the training courses are more accessible to students. Employees can access various interesting information and novel knowledge through mobile software such as weibo and WeChat, making learning more flexible and interesting.

Fifth, the training course can be repeated. Unlike traditional training, in the past, face-to-face lecturers taught, students listened to lectures, and through mobile interconnection, students could repeat the training courses recorded according to their learning needs. On the mobile client side, students can pause at any time to take notes, take screenshots, and even share experiences with other users from the bullet screen.

Mobile learning is introduced into the concept of organizational learning, greatly reduce the training costs, through mobile phones, tablets, mobile terminals, such as convenient students in wifi environment download training textbooks, video learning course, repeatedly anytime and anywhere through the phone screen, such as notepad APP note knowledge, record learning lessons. Introducing learning daily work process, combined with network, sharing, interactive and informal learning elements, joint of formal learning, gaming, learning, knowledge management and performance support functions, really help A company employees to "free" to learn easily, "anytime" work teams. On employees' learning management background data can be quantified statistics, the credit of every course has formation, regularly according to the situation of credits accumulated master degree of interest and promote employees, and to reward employees.

A company limited by enterprise scale and development at present and have no special training their own APP, early training activities for every Friday afternoon, all the staff to carry out the training meeting, more than by the general manager for the popularization of financial knowledge for everyone.

4.2.3 The application of mobile interconnection in performance appraisal

Performance management is a topic that constantly changes with time and environment. Different enterprises are seeking for their own performance management mode according to the actual situation, and the important driving role of performance management in enterprise development is undoubtedly. Company A has tried to use mobile office software by comparing several mobile office platforms widely used by domestic enterprises. At present, 850,000 customers have implemented mobile office through the software, and more than 2 million users use the mobile office software every day, and the daily living user is 630,000, and the active proportion is over 30%. There are more than 290,000 approval processes, 350,000 work reports and 510,000 attendance data every day. It includes mobile attendance, procedures for examination and approval, work report, inform, serve, task Management, Customer Relationship Management (CRM), enterprise cloud disk, such as functions, covers mobile Office Automation (OA) and the most commonly used function of CRM module. Simple to use, basic doesn't need training; Functional and functional, the logic of each functional module is clear; Free (unlimited functionality, size, length and storage space).

For managers, the software can be fully supervised to employees (sales/technical support/business/expatriate staff) and keep track of their whereabouts; Check the staff's whereabouts, attendance, work report and process approval, so that the enterprise can operate more quickly. With the exclusive enterprise office tools, employees no longer use personal chat tools such as QQ, which improves employee productivity, and also ensures enterprise information security. The software is free, covering all functions of enterprise office (sales supervision, communication and coordination, etc.), which can promote the information construction rapidly. No implementation, training time, risk cost, input-output ratio is extremely high; For employees, there is no need to queue and be in a better mood. Mobile approval, no need to urge, experience is better; Teamwork is more efficient.

4.2.4 The application of mobile interconnection in compensation and welfare

Salary from composition can be divided into basic salary and auxiliary compensation, basic salary is basic salary; Auxiliary compensation form is varied, such as bonuses, dividends, allowances, etc., also including the benefits, such as employee benefits, enterprise benefits, social insurance, etc., internal compensation includes all kinds of spiritual incentives, such as honor, promotion.

In the era of mobile Internet, diversified compensation benefits and equity incentives are brought to employees.

Equity incentive is the future trend. In the past, most of the company's shares were in the middle and upper echelon of the organization, and the profits of the organization were profitable, and the behavior of holding shares could be combined with the interests of the organization. Employee stock ownership plan for worker's incentive and constraint, the employee's personal interests closely linked with the enterprise overall benefit, therefore, of the interests of the people in the organization must give priority to your company's overall benefit as, shareholders, directors, senior managers are not in the best interest of his small, management activities to use effective distribution of responsibilities, such as equity incentive to release the live reforming zeal, arouse the enterprise.

Salary, benefits, employee benefits usually refers to the enterprise to provide staff in addition to the salary, bonuses, subsidies, allowances, medical insurance, pension, provident fund, outside of education funds and cash benefits. It can be divided into statutory welfare and corporate welfare. We mainly discuss corporate welfare, which reflects the differentiation and human nature of the company. Immediate family members, for example, medical subsidy, the worker from medical expenses, staff canteen funds allowance, all in cash subsidies, cooling purposes, heating subsidies, the one-child, dining room, home leave, staff the doctor's money, housing subsidies, dormitories, difficult allowance, nursery, nursing homes, retired to raise costs, pension, funeral subsidies

subsidies, different family allowance, communications and transportation, etc. Mobile Internet era to bring these benefits to great changes, for example, by bank transfer payroll, can through the mobile Internet short message to inform employees, a small amount of welfare can be directly through the mobile Internet to electronic account for the staff and workers, the worker at the mall shopping, transit card prepaid phone, communication cost, can be used directly to receive such as canteen meal card prepaid phone. There are many more flexible populist era characteristic of the era, such as the holiday of holiday of dating, physiological benefits in many young enterprise, mobile Internet is changing people's work and life, at the same time make the salary welfare pluralism, staff from all walks of life demand is different, the emphasis of the incentives are also different.

4.3 The effect of the mobile Internet human resource management method

4.3.1 Macro environment analysis of mobile human resources

Based on PEST model, the macro environment of human resource development in mobile internet background is studied, and the macro direction of human resource development is obtained.

P: Political. On January 15, 2017, China issued by the general office of the state council on promoting the development of mobile Internet key kang orderly opinions, of regulating the healthy development of the Internet industry, correctly guide the development of the industry towards standardization road have positive push action. To promote and popularize comprehensive development of the Internet application technology, the Internet to mobile, handheld and rapid development of information network, mobile intelligent terminal market got rapid development, promote the depth of the Internet and the real economy. Our government attaches great importance to the in-depth integration and development of mobile Internet and service industry, and strongly supports the work of promoting the talent flow with information flow and promoting the optimal allocation of resources.

E: Economic. In 2015, the Chinese economy of the third industry - service revenues for the first time become the first pillar industry, holds 50.5%, mainstream consumer start to the new Internet economy, more and more industries, enterprises through the innovation of the mobile Internet applications, producing more and more new industries, new business models. The rapidly expanding Chinese mobile marketing market has become the most promising hot spot for capital chasing. Large groups such as alibaba, hunan radio and television, blue cursors, and guangdong media have moved into the mobile marketing market in the form of acquisitions. According to preliminary statistics, in 2015, a total of domestic large-scale mobile marketing investment and financing event 25, financing billions of occupy more than half, mobile marketing market attracts a large

number of money, become the current financial to be bestowed favor on newly (2016 China mobile Internet industry innovation trend report inventory).

S: Social. China Internet network information center released the 39th of the China Internet network development state statistic report shows that as of December 2016, number of Chinese Internet users reached 7.31 billion, Internet penetration for 53.2%. Among them, the proportion of Internet users aged 20 to 29 was the highest, up to 30.3%. The proportion of groups aged 10-19 and 30-39 years old was 20.2% and 23.2% respectively. The number of mobile Internet users is 6.95 billion. It can be said that China's Internet users use mobile phones to surf the Internet. The average weekly Internet time is 26.4 hours. In terms of application, the number of mobile phone online education users reached 97.98 million, and the annual growth rate of education courses in mobile phones reached 88.8%.

T: Technological. Development in the field of mobile communication technology in China are among the best in the world, huge labor market for mobile Internet development laid a provides the technical support of mobile interconnection infrastructure including mobile terminal data, starting data of sensors, network broadband data transmission and data storage of cloud storage, algorithm, such as reading data has been complete, the data will be like water and electricity, become the enterprise management infrastructure, mobile Internet has transformed digitally enterprise value chain, bring the operation effect of promotion and business model innovation. The development of mobile Internet has lowered the threshold of Internet use, and the convenience of mobile devices will continue to drive the growth of new Internet users.

We see not hard, according to the PEST model at present in the mobile Internet environment, enterprises and human resource management by the different impact, no Internet behavior of thinking, in today's era is very undesirable, this is the development of The Times, no one can stop. We can no longer carry out human resource management in an isolated way and simply carry out a festival, and embrace change and reform and innovation. Whether it's an entrepreneur, a company manager, or a knowledge worker, it's important to be clear about the current focus: to constantly innovate and reinvent yourself. Unpredictability of the change of the unknown, the product life cycle, enterprise survival cycle is shorten, fast rhythm more new iteration, combined with the actual development of the social environment and the enterprise, follow the market in the footsteps of the reform, cautious innovation enterprise development is likely to continue on and on.

4.3.2 The influence of mobile interconnection on enterprise culture construction

Each age has the the trend of The Times, no matter how tide surging, the financial sector is always when every generation of mainstay, because you are is the commodity

economy society, no matter what industry, cannot leave the money, away from the capital. Company A is one of the products of the era of mobile Internet. It has distinct mobile interconnection features, including network, platform and information diversification. A company through compliance years of steady development, strictly control the scale of operation and in daily work time to permeate employee safety, compliance, flexible working style, active is responsible for the work atmosphere and cultural value concept of keeping pace with The Times. The enterprise culture can be divided into three aspects: material, system and essence. The mobile interconnection background brings forward new methods and new requirements for these three aspects.

The construction of corporate culture at the material level is the concrete manifestation of the corporate culture. At this level, Company A effectively carries the cartoon image of the small rich man, which is mainly red and yellow, as the logo of the enterprise, and reasonably distributes the company's logo in the office area. Propaganda slogans, and through WeChat Public name, Weibo and other ways to show the company's brand image and the company's fine style, promote corporate culture.

Institutional level is an important guarantee for the implementation of corporate culture. Establish accurate system to support and implement all the ideas in the culture value system, corporate culture to the employee behavior play an important guiding, constraints and incentive, the employees values guidance capability assessment is the important embodiment of efficient matching values and system. The enterprise culture in the era of mobile Internet should embody the principle of system guidance, equal rights and responsibility and clear division of labor. Company A constantly adjusts and improves the system according to the actual situation on the road of enterprise development.

Spirit is the highest level of constructing enterprise culture, to work in A company always insist on to employees for this, take the customer as the center, from the company top managers, middle managers to frontline staff all staff to the satisfaction of customer demand as the center and operation. In the era of mobile Internet, A company tries to emphasize to set up the internal and external customer oriented business philosophy, from the perspective of employees, starting from the experience of customers, continuously improve products and services, staff loyalty to the enterprise, customers trust of the enterprise is the successful development of the enterprise is the key.

5. A COMPANY'S HUMAN RESOURCE MANAGEMENT OPTIMIZATION SCHEME BASED ON MOBILE INTERNET

5.1 Optimize the directory

First, Set up A company's specialized human resources department, and re-establish the position responsibilities of human resources department, so as to make the organization of company A more perfect; second, According to the company's various mobile management methods, optimize the recruitment process, for the wide selection of enterprises, reserve excellent talents; third, on the basis of the original training plan, we will increase mobile training, optimize the training process, and encourage employees to participate in the selection and preparation of training content so as to make the training more efficient, convenient and attractive; fourth, optimize the working process of business and customer service personnel, and facilitate the development of all kinds of work; fifth, explore A variety of incentive methods, and formulate the incentive system suitable for company A.

Through the above target, to improve the purpose of A company's human resources management mode, to achieve human resources management more intelligent, convenient and suitable for the development of A company as an Internet financial enterprises, based on the changeable competition in the market for A company to provide security.

5.2 Organizational structure optimization

Within companies, HR positions generally fall into one of two categories: generalist and specialist. Generalists support employees directly with their questions, grievances, and work on a range of projects within the organization. They "may handle all aspects of human resources work, and thus require an extensive range of knowledge. The responsibilities of human resources generalists can vary widely, depending on their employer's needs." (Robert, 2011). Specialists, conversely, work in a specific HR function. Some practitioners will spend an entire career as either a generalist or a specialist while others will obtain experiences from each and choose a path later. The position of HR Manager has been chosen as one of the best jobs in the USA, with a 4 ranking by CNN Money in 2006 and a 20 ranking by the same organization in 2009, due to its pay, personal satisfaction, job security, future growth, and benefit to society. (Louis, 2006).

The first problem of company A is that there is no independent human resources department, and the organizational structure has satisfied the flattening of the mobile Internet era. It is urgent to establish a special human resource management department to optimize the organizational structure.

We should separate the human resources department from the executive branch, and we should first clarify the responsibilities of the human resources department and the administration department.

Administration duties are: carrying out the policy of the company, do a good job in information service, organize and record company meeting, formulate rules and regulations, collect quarterly and annual appraisal, coordinate the relationship between inside and outside the company, reception, external publicity work and other integrated services. The company's internal and external documents are sent and received, signed, filed, the documents drafted by the leaders, and the documents and documents are processed. Company license, seal management, administrative archives classification, filing, custody and confidentiality. The purchase, registration and distribution of office supplies, safety, health supervision, management, external reception and other logistics support work.

The responsibilities of human resources department mainly include: formulating corporate hr strategy planning, preparing post responsibilities and formulating personnel management system. According to human resource planning and the development of various departments to make recruitment plans, organize recruitment activities, reserve talents. Formulate the training plan of the enterprise, carry out training activities according to the requirements of various departments and staff, check the training results and adjust the training plan. Carry out performance appraisal work, supervise, check the appraisal process, record the appraisal result. Design salary system, pay salary, bonus, welfare, etc. Manage labor relations, handle labor relations procedures, establish employee information files, and safeguard employees' legal rights and interests.

According to the status quo of company A and the responsibilities of administrative department, adjust the structure of the original human administrative department. The original human administration department to the human resources department, human resources manager for the original human administration manager, two temporary staff, department is mainly composed of the core management team, training, development and personnel administration, the core management team is mainly responsible for group human resources development planning, the establishment of the senior management personnel recruitment and management talent pool as well as the core team performance management and incentive remuneration management; The training development group is mainly responsible for the recruitment of functional positions, the development of talent training programs, training organization activities and training career planning; Administrative department personnel administration is mainly responsible for the formulation of personnel management policies, performance appraisal management of company personnel and salary and welfare management and personnel management. The director of the administration department of the ministry of administration is currently

servicing as the minister of human resources. The optimized organizational structure will make the human resource management of company A more professional and refined.

5.3 Process optimization

5.3.1 Process of recruitment

We can use mobile recruitment to solve the problem of arbitrariness and blindness in the recruitment of company A. Mobile recruiting recruitment information are mostly some attention of our company, or the unit staff's relatives and friends, relative to the recruitment website net wider means to beg, they learn more, relatively high viscosity of the company.

A clear recruitment process is also needed. After the trial of mobile OA, all processes need to be reflected in OA for statistical summary. In combination with mobile recruitment and mobile office software, the workflow of recruitment and training is adjusted as follows:

Recruitment department through earth-sized application and requirements of choose and employ persons, the human resources department collect recruitment information and to prepare the recruitment information, is leading by earth-sized after the examination and approval, through the media release its recruitment information, recruitment website interviewees respond to electronic resume, after the company to select appropriate electronic questionnaire, apply for personnel to fill in and reply, the company according to the results of questionnaire interview and group interview, apply for personnel to participate in the company after the interview by physical examination and pre-service training, after through work can enter the company.

The human resources department according to the enterprise strategic objective to set up the corresponding human resource planning, according to the new recruitment process Recruitment work, each work link can be reflected through the earth-sized, facilitate managers view the work schedule, and continue to play to the characteristics of mobile Internet recruitment, prepare the electronic recruitment information, from the media, such as the public, through A company recruitment information and other recruitment software hair cloth, after the construction of the collection, screening and publish the post evaluation information, targeted to post evaluation of applicants, finally the recruiting departments and applicants for an interview, recruit the right talent for the enterprise.

Here it is important to note that the human resources department carried out a series of facilitating communication with a candidate's recruitment activity, but often at the end of the interview process there is always the applicant can not present, failure in front of

the recruiting behaviors, cause waste of work, this also reflected a disadvantages of mobile communications, information processing too easy, validity may reduce, this problem we also addressed by mobile Internet.

5.3.2 Training process optimization

Through the investigation and improvement of training employees, A company for A corporate training coverage is not comprehensive, and weak content need for sexual problems, will the training process is optimized, the training development group employees in daily work pay attention to collect industry news related to A company's working content and training materials, to finish in time and share with colleagues. On daily 10 minutes early will encourage all employees and colleagues to share their content and comprehension, recent self-study managers according to the difference of the employee and a mining staff's concerns and difficulties, and on the basis of it, according to the requirements of each department training plan, training process according to according to the new training process tracking and adjustment.

At the same time, the training achievement is the reference content of performance appraisal. The collection and statistics of the electronic examination paper will not occupy much of the employee's working time, but will be reflected in the year-end bonus. Encourage employees to autonomous learning, to share with colleagues, or will be sent to the learning content training development committee, suggested that organization movement training, so that we can make the team to share, make progress together, constantly add new information and knowledge. The training time and content of the scheduled meeting on Friday will be reduced or changed to the monthly training general meeting to strengthen the review and mastery of the training.

The mobile training process is summarized as follows: training specialist according to the department or the staff needs to formulate training plan and summary, edited after finishing training content, after the review to the leadership training, by publishing earth-sized training content and knowledge, employee to fill in and reply, training specialist training summary evaluation, and adjust the training content in accordance with the situation.

5.3.3 Partial workflow optimization

The single problem of performance assessment method can be improved by using mobile office software. Business is A company with 4 s shops, used car business, such as cooperation, for the company recruit people to work for the main loan department, business development in the region, often without fixed office space for A long time, the introduction of the mobile office software brought A lot of convenience for their work.

The customer service department recruits investors for the company, and records the customer information and forms the information through the mobile office software, and quantifies the work contents. After the introduction of mobile office, the operation process of MOA in business department and customer service department is optimized as follows:

First of all, we should timely input the accurate customer information, follow up the customer status, then obtain the transaction information, and finally provide the corresponding customer service and make the return visit record.

Work process of the two departments through earth-sized clearly reflected, and according to the results of the questionnaire statistical staff visit to talk about that, after the introduction of mobile office software, business department and customer service department via mobile office software can be work better records, and on the earth-sized can seamless handover information with other employees or departments. All information managers can be informed by their own clients and give advice or help to their employees. Salesman can be more than their business transaction information, and timely information to the bank to send, quickly the borrower credit, finally will credit information feedback to the technical department, technology department can be instant publishing bidding information, make the completion of borrowing from the real-time safety. For the customer service department, the work information recorded by MOA can clearly show the working status of each person and help employees better record and master the customer. It is helpful to carry out the work, it has important reference significance to the performance appraisal.

The approval work of other departments is also carried out through MOA, and MOA has corresponding PC software to facilitate the work records and process management of employees working in the office.

In the new generation of human resource management mode, human resource managers need to use data and software to ensure that the company can recruit employees with the potential to improve their capabilities through channels and processes. Through continuous optimization and improvement of training and assessment of the flow process, to cultivate outstanding talents for enterprises and enhance the core competitiveness of enterprises.

5.3.4 Employee incentive optimization

In order to improve employee satisfaction, arouse the enthusiasm of employees and attract excellent talents to join the enterprise, company A has optimized the incentive measures in combination with the employee situation and the current situation of the

industry. Motivation can be divided into intrinsic motivation and extrinsic motivation. Extrinsic motivation can be divided into extrinsic motivation and external direct motivation.

Internal motivation: to give employees a higher sense of accomplishment and responsibility to meet the needs of self-development; Make employees feel noticed and respected at all times. Company A has formulated the talent echelon plan, focusing on training and assessing the key employees of each department. Meanwhile, employees who bring huge direct economic benefits to the platform can give equity incentives as appropriate.

External direct motivation: direct reward for long-term performance of excellent employees, A company set up A division champion quarter rewards for sales and customer service, and election year influential employees across the company.

External and indirect motivation: give employees a sense of belonging and show their concern for employees. In labor law of the five social insurance and one housing fund, most enterprises issued by the traffic, communication allowance, meal allowance, legal holiday, paid vacation, due to the particularity of the industry, if no special circumstances, the company each year during the Spring Festival holiday extended to 20 days, for parents to staff the Chinese New Year red envelopes. Keep mobile OA free during the holidays. Each year, we work with mobile phone operators to purchase new smart phones for employees. There are other unscheduled flexible vacation benefits. In the era of mobile Internet, the enterprise is more and more toward humanized management, human resource management is the human nature in the work can not only ensure employees in a good mood, and can guarantee the high performance.

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