

Countermeasures for the Development of Human Resource Management from the Perspective of Business Administration

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Abstract:

In the complicated and changeable business environment, enterprises need to optimize human resource management to enhance their competitiveness. Based on the perspective of business administration, this article discusses the development countermeasures of human resource management. By combining the theoretical basis of business administration and human resource management, this article analyzes the problems faced by human resource management at present, such as strategic matching, incentive mechanism, talent training and development, and organizational culture integration. It is found that many enterprises have shortcomings in these aspects, which seriously restrict their development. Accordingly, this article puts forward corresponding development countermeasures, including promoting strategic coordination, optimizing incentive mechanism, perfecting talent training and development system and strengthening organizational culture construction. It aims to provide theoretical support and practical guidance for enterprises to realize the optimization and upgrading of human resource management under the framework of business administration, help enterprises achieve strategic goals and improve overall performance.

Keywords:

Business Administration, Human Resource Management, Strategic Matching, Incentive Mechanism, Personnel Training

1. Introduction

In today's complicated and competitive business environment, the survival and development of enterprises are facing many challenges. As a comprehensive management discipline, business administration aims to effectively plan, organize, lead and control all business activities of enterprises, so as to realize the long-term strategic objectives of enterprises [1]. As a key part of enterprise management, human resource management focuses on the rational allocation, development and utilization of human resources in enterprises, and its effectiveness is directly related to the core competitiveness of enterprises [2]. It is of great significance for enterprises to study the development countermeasures of human resource management from the perspective of business administration to improve their operational efficiency and enhance their market competitiveness.

At present, the process of global economic integration is accelerating, scientific and technological progress is changing with each passing day, and business models are constantly innovating. These changes urge enterprises to continuously adjust their management mode and development strategy [3-4]. In this context, how to coordinate human resource management with the overall business management strategy of enterprises has become an important issue to be solved urgently. However, many enterprises have exposed a series of problems in the process of practice [5]. For example, the human resource management strategy is out of line with the overall strategy of the enterprise, which leads to the inability of human resources to provide strong support for the implementation of the enterprise strategy; The incentive mechanism is not perfect, so it is difficult to fully mobilize the enthusiasm and creativity of employees; The talent training system lags behind, which can't meet the demand of the rapid development of enterprises for talents [6]. These problems have seriously restricted the development of enterprises, and it is urgent to put forward practical countermeasures to solve them.

The purpose of this study is to systematically sort out the relevant theories of business administration and human resource management, deeply analyze the problems existing in human resource management of current enterprises, and put forward targeted development countermeasures based on the perspective of business administration. It is expected that this study can provide useful reference for enterprise managers, help enterprises optimize human resource management practices, realize the deep integration of human resources with enterprise strategy and operation, and then enhance the overall performance and market competitiveness of enterprises. At the same time, this study is also helpful to further enrich and improve the theoretical system in the field of business administration and human resource management, and provide new ideas for subsequent related research.

2. Business Administration and Human Resource Management Theory

Business administration involves a wide range of theoretical systems, among which organizational theory is one of the important cornerstones. Organizational theory focuses on the organizational structure design, departmental division and power distribution of enterprises. Reasonable organizational structure can ensure smooth information flow and efficient decision-making within the enterprise, such as linear functional system, business division system and other different structural forms, each with its own applicable scenarios and advantages and disadvantages [7]. Strategic management theory is equally critical, which guides enterprises to formulate long-term development strategies, such as cost leadership strategy, differentiation strategy and centralization strategy, by analyzing external environmental opportunities and threats and combining their own internal strengths and weaknesses, so as to help enterprises find a correct position in the market and gain competitive advantages [8]. Marketing theory focuses on meeting the needs of consumers, and helps enterprises to enhance their market share and brand influence through market segmentation, target market selection and market positioning, as well as the combination of marketing strategies such as products, prices, channels and promotions.

The theory of human resource planning aims to predict the demand and supply of human resources in the future according to the strategic objectives of enterprises, formulate corresponding human resource planning, and ensure that enterprises can obtain the right talents at the right time and in the right position [9]. The theory of

recruitment and allocation emphasizes that through scientific recruitment methods and processes, talents who meet the job requirements and enterprise values are attracted and selected, and they are rationally allocated to corresponding posts to realize the matching between people and posts. The theory of training and development holds that enterprises should continuously provide training and development opportunities for employees, and improve their knowledge, skills and abilities to meet the needs of enterprise development and job changes, such as on-the-job training and off-the-job training. Performance management theory evaluates and gives feedback to employees' work performance by establishing a scientific and reasonable performance index system and assessment method, which encourages employees to improve their work performance and provides a basis for human resources decision-making such as salary adjustment and promotion.

The theory of business administration provides a macro-guidance framework for human resource management. The strategic planning of an enterprise determines the direction and focus of human resource management. For example, enterprises that adopt differentiated strategies may pay more attention to attracting and cultivating innovative talents in human resource management [10]. At the same time, organizational design affects the allocation of human resources. And human resource management is an important support for the realization of business management objectives. Effective human resource management can provide high-quality talent team for enterprises, improve the efficiency and creativity of employees through reasonable encouragement and training, thus promoting the achievement of strategic objectives of enterprises and ensuring the smooth development of various business activities of enterprises.

3. Problems Faced by Human Resource Management from the Perspective of Business Administration

From the perspective of business administration, it is very important to match the human resource management strategy with the overall strategy of the enterprise. However, many enterprises are seriously out of touch in this respect. When making business management strategies, enterprises often focus on market share expansion and product diversification, but ignore the coordination of human resource management strategies. According to an incomplete survey of 15 enterprises (Table 1), only 15% of enterprises think that the two have a high degree of matching, while as many as 60% of enterprises say that there is a certain degree of mismatch, and 25% of them think that the degree of matching is extremely low. This mismatch makes human resources unable to effectively support the implementation of enterprise strategy and hinders the pace of enterprise development.

Table 1. Research Survey on the Matching Degree Between Human Resource Management Strategies and Business Administration Strategies in Some Enterprises.

Matching Degree	Proportion of Enterprises	Main Manifestations	Response Speed to Strategic Adjustments	Talent Supply Satisfaction Rate	Frequency of Strategic Communication (Annually)
Highly Matched	15%	HR and corporate strategies are planned synchronously. Talent cultivation aligns with	Within 1 month	Over 90%	6-8 times

		business needs, such as reserving professional talents and customizing training before exploring new fields.			
Somewhat Mismatched	60%	HR lags behind strategic adjustments. The talent structure does not meet transformation needs, such as a shortage of key talents during the new retail transformation.	3-6 months	60%-80%	3-5 times
Extremely Low Matched	25%	HR and corporate strategies operate independently without communication or coordination. There is no talent preparation for new market expansion.	Over 6 months	Less than 60%	1-2 times

Incentive mechanism is the key factor to arouse the enthusiasm of employees, but there are many defects in the incentive mechanism of many enterprises at present. On the one hand, the incentive mode is relatively simple, relying too much on material incentives, such as bonuses and welfare, and ignoring the importance of spiritual incentives. Employees are in the environment of pursuing material rewards for a long time, which is prone to burnout, and once material rewards fail to meet expectations, their work enthusiasm will drop sharply. On the other hand, incentives lack fairness and pertinence. In the process of performance appraisal, the standards are not clear and the appraisal process is not transparent, which leads employees to think that the reward distribution is unreasonable and discourages their work enthusiasm.

In the rapidly changing business environment, the ability requirements of enterprises for talents are constantly improving, but the talent training and development system has failed to keep pace. First of all, the training content is out of touch with the actual work needs. The training organized by enterprises often focuses on general knowledge and skills, and lacks the teaching of post-specific skills and cutting-edge knowledge in the industry, which leads to the inability of employees to effectively apply what they have learned to their work after training. Secondly, the career development channel is narrow and unclear. The promotion of employees is mainly based on working years and job vacancies, and there is a lack of diversified promotion channels based on ability and performance, which makes capable employees unable to see the development prospects and easy to get rid of their intentions. Furthermore, there is a lack of talent echelon construction planning within the enterprise, and the talent reserve in key positions is insufficient. Once the core employees leave, the operation of the enterprise may be seriously affected.

Organizational culture is the soul of an enterprise, which has a far-reaching influence on employees' values and behaviors. However, in the process of human resource management, there are many shortcomings in the integration of organizational culture. The propaganda and promotion of organizational culture is not strong enough. After the new employees join the company, they fail to deeply understand the values, mission and vision of the company, which leads to a weak sense of identity with the company. At the same time, human resource management activities have not been effectively integrated into organizational culture elements. This lack of cultural integration makes employees and enterprises lack a common value bond, and it is difficult to form a strong cohesion and centripetal force.

4. Countermeasures for the Development of Human Resource Management from the Perspective of Business Administration

To realize the synergy between human resource management and business management strategy, it is necessary to build an effective communication bridge. An enterprise should set up an inter-departmental strategic planning team, with the participation of the industrial and commercial administration department and the human resources department, to discuss the strategic direction of the enterprise and the corresponding human resources needs on a regular basis. At the same time, establish a dynamic strategic adjustment mechanism, and when the business management strategy of enterprises is adjusted due to market changes, the human resource management strategy can respond quickly.

It is very important to construct a diversified, fair and targeted incentive mechanism. On the one hand, we should enrich incentives, pay attention to spiritual incentives besides material incentives, such as honorary titles and public praise. On the other hand, improve the performance appraisal system to ensure that incentives are fair and just. Formulate clear and quantifiable assessment indicators and set weights according to the characteristics of different positions (see Table 2).

Table 2. *Weight Table of Performance Appraisal Indicators for Different Positions.*

Position Category	Weight of Performance Indicators	Weight of Innovation Indicators	Weight of Team Collaboration Indicators	Weight of Work Attitude Indicators
Sales Position	60%	10%	20%	10%
R&D Position	30%	40%	20%	10%
Administrative Position	20%	10%	50%	20%

Optimizing the talent training and development system should be oriented to actual needs. In training, design customized courses and combine online and offline mixed training mode. At the same time, broaden career development channels, establish a multi-dimensional promotion system, and add professional promotion channels such as technical experts and business backbones in addition to the traditional management promotion path. In addition, strengthen the construction of talent echelon, plan the talent reserve for key positions, and combine internal training with external introduction to ensure the continuous upgrading of enterprise talents.

Strengthen the integration of organizational culture in human resource management. In the recruitment process, the corporate culture fit is included in the important dimension, and talents who agree with corporate values are selected through interviews and scenario simulations. In the process of training, the course of

organizational culture is integrated to deepen employees' understanding and recognition of corporate culture. In the performance appraisal and reward system, the incentive to practice corporate cultural behavior is clearly reflected.

5. Conclusions

This article studies the development countermeasures of human resource management from the perspective of business administration, and draws the following conclusions. First of all, the coordinated matching of human resource management strategy and enterprise business management strategy is the key to enterprise success. At present, there is a general disconnect between the two in enterprises, which leads to the waste of resources and the obstruction of development. Through the establishment of cross-departmental strategic planning group and dynamic adjustment mechanism, the synergy can be effectively improved and human resources can be ensured to provide solid support for the implementation of enterprise strategy. Secondly, the optimization of incentive mechanism is imminent. A single and unfair incentive method cannot fully mobilize the enthusiasm of employees. Constructing a diversified, fair and targeted incentive mechanism, combining with a scientific performance appraisal system, and setting index weights according to different post characteristics can stimulate employees' potential and improve work efficiency. Furthermore, the talent training and development system needs to be oriented to actual needs. Customized training, multi-dimensional promotion channels and talent echelon construction are helpful to meet the demand of enterprise development for talents and enhance the competitiveness of enterprises. Finally, the deep integration of organizational culture and human resource management is indispensable. Incorporating organizational culture elements in recruitment, training and assessment can enhance employees' sense of identity and cohesion. To sum up, enterprises should start from the above aspects and comprehensively optimize human resource management to adapt to the changing market environment and achieve sustainable development.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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