

The Importance of Human Resource Management in Enhancing the Competitiveness of Enterprises

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Abstract: In today's rapidly changing business environment, enterprises are facing unprecedented challenges and opportunities. As an important part of enterprise management, human resource management plays an indispensable role in enhancing the competitiveness of enterprises. By analyzing the relationship between human resource management and enterprise competitiveness, this paper discusses the importance of human resource management in attracting and retaining outstanding talents, improving employee performance, cultivating corporate culture and promoting organizational change. The article emphasizes that only by closely combining human resource management with enterprise strategy and establishing efficient human resource management system can enterprises stand out in the fierce market competition and achieve sustainable development.

1. Introduction

In today's era, with increasingly fierce global competition, accelerating scientific and technological progress and business model innovation, enterprises are facing unprecedented challenges and opportunities. In this context, how to enhance the core competitiveness of enterprises has become a major issue in front of every enterprise manager [1]. Human resources as the most valuable resources and wealth of enterprises, its management level directly affects the survival and development of enterprises. Reviewing the development course of human resource management, from the initial personnel management, to strategic human resource management, and then to today's human capital management, the connotation and extension of human resource management continue to expand, and its position in enterprise management is becoming more and more important. Especially in the era of knowledge economy, talent has become the first resource of enterprises, and the effectiveness of human resource management is directly related to whether enterprises can stand out in the fierce market competition. Starting from the relationship between human resource management and enterprise competitiveness, this paper intends to deeply analyze the important role of human resource management in attracting talents, improving performance, shaping culture and promoting change, and reveal the important significance of strengthening

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human resource management in enhancing enterprise competitiveness. At the same time, based on the previous research results and the author's practical experience, this paper will also put forward some suggestions on how to build a human resource management system that matches the development strategy of enterprises, in order to provide useful reference and enlightenment for the managers of enterprises.

2. Human Resource Management Helps Enterprises Attract and Retain Outstanding Talents

2.1. Establish a Competitive Salary System

Salary is one of the most important factors in attracting and retaining talents. A fair, reasonable and competitive salary system is the basis for enterprises to successfully attract outstanding talents. Human resource management should deeply analyze the salary level of the industry and the region, combine the development stage and payment ability of the enterprise itself, and scientifically design the salary structure and level. We must adhere to internal and external fairness to ensure that employees with the same position and the same contribution are rewarded accordingly. In addition to providing competitive base salaries and bonuses, human resource management should also focus on the diversification of compensation forms. Long-term incentives such as equity incentives and option plans can be used to bind employees' interests to the long-term development of the company and enhance the sense of belonging of outstanding talents. At the same time, it also provides attractive welfare programs, such as flexible working, holiday gifts, travel funds, etc., to meet the diverse needs of employees and improve their quality of work and life [2].

2.2. Create a Good Environment for Career Development

Career development prospects are another important consideration for outstanding talents to choose an enterprise. Today's talents, especially the young generation, are no longer satisfied with simply "working to make money", but pay more attention to the improvement of personal ability and the realization of career ideals. Therefore, enterprises should create a good career development environment for employees, build a smooth career development channel, so that they can see the future in the enterprise, so as to attract and retain outstanding talents.

Human resource management should establish a sound staff training system and develop personalized training plans to provide continuous learning and growth opportunities for employees at different levels and with different specialties. We should not only pay attention to the induction training of new employees, help them get familiar with the working environment and integrate into the corporate culture as soon as possible, but also strengthen the skills training of on-the-job employees to improve their business ability and professional level. At the same time, it is necessary to provide employees with job rotation, cross-departmental learning opportunities to broaden their horizons and experiences. The path to promotion is also crucial. Human resource management should improve the career development path of employees and provide both vertical and horizontal development channels for outstanding talents. According to the characteristics and wishes of employees, tailor-made career planning. Employees with potential and contributions should be given reuse, so that they can assume more important responsibilities, display their talents, and achieve self-value, thus enhancing the loyalty and stability of employees.

2.3. Create a Positive Corporate Culture

Corporate culture is the soul of an enterprise and an important magic weapon to attract and gather talents. Positive, dynamic corporate culture, can infect and motivate every employee, so that

their hearts to a place to think, to make unremitting efforts to achieve the vision and goals of the enterprise. Therefore, human resource management should attach great importance to the construction of corporate culture as an important starting point to attract and retain talents [3].

To build a good corporate culture, we must first clarify the core values, business philosophy and development vision of the enterprise, and transform them into specific behavioral norms and evaluation standards. Human resource management should cooperate closely with the senior management of the enterprise and spread the corporate culture to every employee through various ways. It is necessary to use internal publications, bulletin boards, corporate websites and other carriers for publicity, but also to carry out various forms of employee activities, such as team building development, keynote speeches, reading sharing meetings, etc., to strengthen cultural identity in a subtle way. At the same time, we should pay attention to integrating humanistic care into the corporate culture, so that employees can feel the warmth and support of the company. It is necessary to care about the work and life of employees, regularly carry out employee satisfaction surveys, listen to the voice of employees, and help employees solve practical difficulties. It is necessary to create an atmosphere of democracy, equality and mutual trust, and encourage employees to actively contribute suggestions and participate in enterprise management. This enhances employees' sense of identity and belonging to the enterprise, and stimulates their work enthusiasm and sense of ownership.

3. Human Resource Management Improves Employee Performance and Enhances Enterprise Competitiveness

3.1. Implement Effective Performance Management

Performance management is one of the core functions of human resource management. Its purpose is to objectively evaluate the work performance of employees through scientific methods, and on this basis, optimize the allocation of human resources and improve organizational effectiveness. Effective performance management can mobilize the enthusiasm of employees and guide employees to work in the right direction, so as to achieve the win-win situation of enterprise goals and personal development.

To implement effective performance management, we must first establish a scientific and reasonable evaluation index system. The setting of assessment indicators should be closely combined with the strategic objectives of the enterprise and the work responsibilities of the department. It should focus on both results and processes. It should have both quantitative indicators and qualitative descriptions to comprehensively and objectively reflect the actual work performance of employees. At the same time, it is necessary to decompose and quantify the indicators, make them measurable and operable, and fully communicate with employees to ensure their understanding and recognition. Second, we should strengthen performance feedback and coaching. Performance feedback should be timely, specific and comprehensive to help employees find problems in time, analyze causes and improve work. Praise and encouragement should be given to those who perform well; For those with poor performance, we should patiently analyze and provide necessary guidance and help. Conduct regular performance interviews to listen to the ideas and demands of employees and help them improve and grow. Performance feedback should adhere to objective and fair, avoid subjective assumptions, speak with facts and data, reflect humanistic care, and become a trusted mentor and friend of employees.

3.2. Provide Targeted Training and Development

Employees are the most valuable resources of an enterprise, and their knowledge, skills and quality directly determine the core competitiveness of an enterprise. Therefore, human resource management should attach great importance to employee training and development, and provide targeted training programs according to the actual needs of employees and the development needs of enterprises, so as to help employees improve their business capabilities, realize self-value, and grow together with enterprises.

Training and development should adhere to demand-oriented, based on a comprehensive understanding of the needs of employees, combined with the development strategy of the enterprise, to develop practical training programs. For grass-roots staff, emphasis should be placed on strengthening their professional skills and business knowledge training to improve their work efficiency and quality; For managers, efforts should be made to improve their leadership, decision-making and executive ability to help them grow into excellent managers; For reserve talents, it is necessary to develop personalized career development plans, and provide them with job rotation, temporary training, and overseas study opportunities to accelerate their growth process. Training forms should be flexible and varied, both off-job training and on-the-job training should be available; There should be both classroom teaching and discussion interaction; There should be both offline training and online learning. It is necessary to create a good learning atmosphere, improve the supporting support of training, and mobilize the enthusiasm of employees. At the same time, it is necessary to improve the training effect evaluation mechanism, pay attention to the feedback of students, but also pay attention to practical application, to ensure that the training investment produces real value return [4].

3.3. Create an Efficient and Collaborative Team Environment

In modern enterprise management, team has become the basic unit of work. The level of team performance determines the overall performance of the enterprise to a large extent. No matter how strong the individual is, it is difficult to support the development of the enterprise alone, only solidarity and cooperation, complementary advantages, in order to create a miracle of $1+1>2$. Therefore, human resource management should attach great importance to team building and create a good environment conducive to efficient team collaboration.

First of all, we should follow the principles of science and conduct reasonable formation and adjustment of the team. Team members should be equipped with professional complementarity, personality complementarity and style complementarity, both leaders and executors; There must be both innovators and analysts; There must be both a passionate pioneer and a steady balancer. At the same time, it is necessary to dynamically adjust the team structure according to the work task and project needs to avoid too rigid members and too single responsibilities. Secondly, it is necessary to improve the team operation mechanism and create conditions for team cooperation. To clarify the team's work objectives and division of labor, each member should have clear responsibilities and tasks to avoid buck-passing. It is necessary to smooth the communication channels within the team, create a democratic, equal and mutual trust discussion atmosphere, and encourage members to express their opinions and work together. It is necessary to establish a scientific assessment and incentive mechanism, which not only evaluates the overall performance of the team, but also evaluates the contribution degree of the individual, and forms a community of interests in which the interests of the team and the interests of the individual are unified. Thirdly, we should pay attention to the construction of team culture and enhance the centripetal force and cohesion of the team. It is necessary to carry out various forms of group building activities, such as outdoor outreach, theme

salons, warm discussions, etc., to narrow the psychological distance between members and enhance mutual understanding and trust. We should set an example in the team, promote positive energy, and advocate the values of win-win cooperation and mutual help. It is necessary to pay attention to the emotional changes of members, resolve conflicts in a timely manner, and maintain the harmony and stability of the team.

4. Human Resource Management Promotes Organizational Change and ADAPTS to Market Competition

4.1. Identify Organizational Change Needs

The demand for organizational change comes from the change of internal and external environment. Changes in the external environment, such as the change of market demand, the actions of competitors, the adjustment of policies and regulations, etc., may have a significant impact on the survival and development of enterprises, and thus lead to strategic adjustment and organizational reform of enterprises. Changes in the internal environment, such as declining operating performance, low employee morale, and low process efficiency, can also be important factors driving change.

Human resource management should be keenly aware of the necessity and urgency of organizational change. Through in-depth analysis of the internal and external environment, the key factors affecting the development of enterprises should be found in time. We should not only pay attention to the current, but also take a long-term view, predict the future trends and challenges, and plan countermeasures in advance. It is necessary to closely combine the needs of enterprise strategic adjustment and clarify the direction and focus of change, which may involve the optimization of organizational structure, business process reengineering, personnel allocation adjustment and other aspects.

4.2. Develop and Implement Change Plans

The key to the successful implementation of organizational change lies in scientific change planning and effective change execution. The change plan is the roadmap and construction drawing of organizational change, which defines the key elements of the change, such as the goal, path, steps, schedule and safeguard measures, so that the change can be followed by rules and evidence. Change execution is the concrete operation of the change plan, which turns the blueprint into reality and puts the idea into practice [5].

To make the change plan, human resource management should closely cooperate with the decision-making level of the enterprise and play the role of staff assistant. With a scientific and rigorous attitude, it is necessary to decompose and quantify the goal of reform, and strive to be specific, clear and measurable; To fully demonstrate and evaluate the reform plan, and select the best path and mode; The steps of the change are carefully arranged and designed to ensure that they are interlinked and promoted layer by layer; Make reasonable estimation and control of the time progress of the reform, and strive to be steady and orderly and grasp the rhythm; Make a comprehensive analysis and prediction of the resistance and risk that the reform may encounter, and put forward targeted response plans and safeguard measures.

4.3. Personnel Issues in the Management of Change

The most critical factor in organizational change is people. Whether the change can be successfully implemented depends largely on the recognition and support of employees. However,

change often breaks the original pattern of interests, touches the vested interests, arouses the anxiety and resistance of employees, and brings huge challenges to the organization's personnel management. How to properly deal with the problem of personnel in the process of change, to minimize the resistance of employees, and to gather the enthusiasm and creativity of employees is an important topic that human resource management must attach great importance to and effectively solve.

The first thing is to do a good job of promoting and communicating the change. It is necessary to adopt a variety of channels and adopt a way that is easy for employees to accept, timely, accurate and transparent transmission of change information, so that employees can understand the background, purpose, content, progress and significance of the change, and eliminate employees' doubts and misunderstandings. To sincerely listen to the voice of the staff, fully respect the will of the staff, and respond positively to the reasonable demands of the staff. It is necessary to guide employees to look at the change from the overall development and long-term interests of the enterprise, rather than just staring at the immediate gains and losses, and embrace and support the change with a positive attitude.

5. Conclusion

Human resource management has become a key factor for modern enterprises to enhance their competitiveness. By playing an important role in talent attraction, performance management, employee development, organizational change, etc., human resource management provides a solid human support for the sustainable development of enterprises. Enterprises should establish an efficient human resource management system and combine the human resource strategy with the overall strategy of the enterprise. While paying attention to the selection, education, use and retention of talents, it is necessary to create an enterprise culture and organizational environment conducive to the development of talents.

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