Research on the Global Human Resource Management Model of Multinational Enterprises Base on Big Data Analysis

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Abstract. According to the analysis of big data, Faced with the continuous innovation and transformation of the human resource management mode of the current global multinational enterprises, the relevant business strategies and organizational structure of the enterprise have different degrees of transformation. In this regard, this paper conducts in-depth research and analysis on the global human resource management mode of transnational enterprises and then analyzes the global human resource development management mode brought by the localization of enterprise employment and the combination of enterprise organizational structure from a unique global perspective.

Keywords: Globalization, Human Resource Management Mode, Research, Big Data Analysis

1. Introduction
With the continuous strengthening of China's economic construction, the overall enterprise development trend has a new promotion. Many of China's enterprises have entered the ranks of the world's top 500. China now has a record number of companies on the list, accounting for more than 100 in the overall economy. At present, the group management model has become the main form of Chinese enterprises, in the form of group holding, industrial shares, investment industry and so on. With the gradual development of collectivized enterprises in China, the traditional human resource management mode is also facing great challenges. Its effective solution to solve the problem of shortage of human resources in multinational enterprises shows the existence of product homogeneity difference. How to integrate the subjective practice of human resource management into the transnational development of corporate culture is the most important topic in the current enterprise construction[1-3].

2. Clearly knowing global strategy and confirming strategic direction of global human resources
Facing with the continuous development of economic construction and the new era, enterprises with global groups need to formulate clear and reasonable strategic planning guidelines in order to effectively achieve the resource value of enterprise operation or other development conditions. Moreover, the leading policy for enterprise economic construction should be designed effectively
according to the perspective of globalization.

At present, most of the enterprises in China have clear goals for the global strategic planning of "global finance" in the formulation of collectivized development plans for enterprise operations. They effectively adjust the operating environment under the dual conditions of combining the development concept and actual operation. The overall economic development mode of enterprises should rely on the human resource management of enterprises to get effective support. Some enterprises with global human resource development mode (as shown in Figure 1) have been effectively supported and implemented by various branches in terms of overall collectivization objectives and human resource management practices. This makes enterprises complete not only the formulation of collectivization policy but also the allocation of resources in the realization of strategy. More importantly, in the global collectivization development strategy, it has an effective driving force for the internal assessment indicators as well as the actual operation.

![Corporate global human resources development mode.](image)

3. The landing of a distinct corporate culture and increasing the cohesion of employees under different cultural background

With the gradual leapfrog development of the internal business of most enterprises in China, under the macro cultural background of comprehensively maintaining the cohesion of enterprise culture and guiding and educating different regions, we should implement the core value cultural foundation for the economic development of enterprises in the staff psychology. In the course of the development of some enterprises, the following important commercial values have gradually formed.

1. In the operation of transnational enterprises, people at all levels should maintain a high awareness of integrity.
2. Fair trade for the authenticity and value of economic products of the enterprise shall be strictly observed.
3. Effectively strengthen corporate group human resource management at different levels and stages.
4. Reduce the bureaucracy of enterprise managers and respect the utilization of high-quality talents.
5. Make fast and stable decisions effectively and implement policies and standards effectively.
6. Effectively put the interests of the team before the interests of the individual.
7. Authorize the power of enterprises in a reliable and stable way and treat human resource management mode fairly and objectively.
8. In the mode of enterprise resource management, the selection of enterprise talents supports the selection of diversity.

9. The core idea of the whole enterprise should respect the legal norms and provisions of commercial activities.

10. Effectively promote the change of business environment through detailed borrowing and investment behaviors to achieve the sustainable development goal of the enterprise.

4. Concept of human resource management based on globalization

4.1. Effectively train professional enterprise talents

From the perspective of the overall operation and process, China's existing enterprises are in a traditional stage. In the face of the multinational enterprise globalization of human resources management mode, we should follow the footsteps of the times to have an in-depth research on the enterprise's overall operation structure and talent training. For the existing talents of multinational enterprises, good basic training can achieve the operation of the whole enterprise for the internationalization standard, so we need to design the corresponding program of enterprise human resource management. First of all, the enterprise should carry out the corresponding recruitment activities in the excellent higher vocational colleges all over the country every year. The relevant human resource management personnel should visit the higher vocational colleges and conduct face-to-face recruitment and assessment of the suitable talents. In the face of the subsequent entry into the enterprise of new talents, regular training and education should be given to those who are new to enterprises. And the above scheme design all needs the enterprise human resources management department to carry on effective control.

4.2. Using a variety of ways to improve the quality of enterprise talents

In the face of different fields in China, the human resource management department should develop the corresponding human resource management mode in the whole operation process of the multinational enterprise to make the corresponding scheme design for the overall operation structure of the company and the cultivation of talent quality. Then, it runs the training of effective staff under the mode of human resource management. Through management training, leadership training, language knowledge training and skill mastery training and other aspects of training, enterprises can achieve improvement of staff quality. For employees, when the human resource management mode of the enterprise integrates resources and makes appropriate connection with education and training for employees, they will feel a positive working attitude in the enterprise and have certain independent cognition ability on the development goal of enterprise collectivization.

5. Refined management mode of human resource management system of job evaluation

In the current background of global economic development, on the basis of rapid promotion and expansion of global financial business, an important problem faced by Chinese enterprises is the shortage of international human resources. In addition, some enterprises have a similar situation in the standard demand for talents. Some employees with language proficiency and an international vision have become the focus of various enterprises. Therefore, in the internationalized human resource management mode, enterprises should take effective measures to maintain the system refined management of employees. Only when employees do their jobs well in the group enterprise under the background of globalization and stick to it can they bring certain benefits to the whole enterprise. In addition, the effective analysis and evaluation of the position are the important foundation of the current human resource management system in the context of multinational enterprises. At present, the enterprise has made the effective classifications of technical type, the management type and the operation type to the position appraisal. In the evaluation and description of different positions, enterprises conduct quantitative assessment according to the applied position value and grade classification according to the attributes of different positions. Overall job evaluation dimensions and
indicators can be divided into the following contents:

1. There are certain requirements and restrictions on the position qualifications in the enterprise.
2. The ability of employees to solve problems in the enterprise workflow has a certain level of classification.
3. In the whole enterprise operation process, the management authority of the position has a certain division.
4. Among the first level indicators, working knowledge is the basic element for employees to master.
5. Among the primary indicators, there are certain limitations on employees and the above management areas.
6. Among the first level indicators, the interpersonal relationship processing of enterprise employees should have better interaction ability.
7. Among the primary indicators, employees' ability to identify problems and work should have certain target attributes.
8. Among the primary indicators, employees need to take into account their responsibilities.
9. Among the secondary indicators, employees are required to grasp the understanding of professional technical knowledge in the overall working process of the enterprise as well as the degree of cognition of professional skills and qualifications.
10. Among the secondary indicators, employees are required to inform of their education background and work experience with some authenticity and listen to the management requirements issued by the enterprise.

6. Conclusion
To sum up, this paper studies and discusses the global human resource management mode of transnational enterprises. According to the analysis of big data, for the current Chinese enterprises, human resource management mode is oriented to the level of collectivization for effective construction. Under the background of globalization, enterprises should have a certain strategic and cultural awareness of the internal human resource management functions on the basis of collectivization standards to achieve the strategic objectives of human resource.

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