

## Original Research Article

# The Causes and Countermeasures of Brain Drain in IT Industry

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### **ABSTRACT**

The fern classification has undergone a series of improvements. At present, China is mainly used by Professor Qin Renchang in 1978. However, from the point of view of plant gametophyte, this classification system needs to be improved.

**KEYWORDS:** Pteridophyte gametophyte classification system

## 1. Introduction

### 1.1. The background and significance of the topic

#### Topic background

In recent years, due to the rapid development of information technology, the process of global economic integration is accelerating and the competition in the world is becoming more and more intense. This competition is embodied in the competition of talents, especially in the IT industry. The battlefield is stronger. Information industry as a sunrise industry has the most viable pilot technology industry among many industries in a country. China's IT companies in order to compete in the international battlefield in an invincible position, we must seriously study the reasons for the loss of IT talent in order to prescribe the right medicine. At present, China's IT business brain drain presents the following trends: the main flow to economically developed countries and regions; mainly to foreign companies and large multinational companies; loss of the main body of young, high-quality talent.

#### Selection of meaning

Human resources are the enterprise's first resource, is the most valuable resource in the enterprise, is the power source of enterprise development. Talent as a scarcity of human resources, is to determine the market value of enterprises and the key to innovation. Talent is different, not imitate, irreplaceable for other characteristics. It is also all kinds of enterprises fierce competition object in a country. At the macro level, the research of talent is related to the sustained, rapid and healthy development of the national economy. At the micro level, this research has the theoretical guidance and practical significance for the enterprises to survive and develop in the fierce market competition.

### 1.2. IT Company Profile

IT is a term that briefly means information technology, which covers a wide range of industries that deal with or apply to information technology, such as banking, consulting, hospitals, publishing, manufacturing and film. Their common characteristics are dependent on information and information systems. Computer hardware and software, the Internet and other network environments that connect all of the above, and of course, people engaged in design, maintenance, support and management to form a ubiquitous IT industry.

The Y2K problem proves that we are now relying more and more on computer technology in every respect. In the job market, IT work is undoubtedly the hottest, in fact, many analysts believe that information technology is the second world war to promote the North American economy for a long period of time strong development of the most powerful factor.

Computers and the network has become a part of our lives close and inseparable, all the industries are dependent on them, this dependency led to the IT industry, a large number of job opportunities.

Information technology has become the core of mankind, it is about how people share information, how to create ideas, how to eliminate the global barriers, but also improve the effectiveness of the information itself.

US business management consultant Smith's research shows that China's IT business talent average annual turnover rate of 60%. In other words, an average of 10 people each year, there are six people for jobs.

### **1.3. The main content of the paper and research methods**

#### **Main content**

This paper has four parts, the first part is the introduction, elaborate the background and significance of the topic, the IT industry, the outline of the paper and research methods. The second part is the human resource related theory analysis. The third part is the analysis of IT enterprise human resource management and the existing problems. The fourth part is the improvement measures of IT enterprise's enthusiastic resource management.

#### **Research methods**

##### **1. Literature research method**

The literature research method is based on a certain research purpose or subject, through the investigation literature to obtain information, so as to comprehensively and correctly understand the mastery of the method to study the problem. The literature is widely used in various disciplines. Its role is: □ to understand the history of the problem and the status quo, to help determine the research topic. □ can form a general impression on the object of study, help to observe and visit. □ can be realistic information comparison. □ help to understand the whole picture of things.

##### **2. Interdisciplinary research**

The uses of multidisciplinary theory, methods and results from a whole on a subject to a comprehensive study of the method, also known as 'cross research method.'

##### **3. Case study method**

Case study is a research method that identifies a particular object in the study object, investigates it, and clarifies its characteristics and its formation process. There are three basic types of case studies: (1) personal investigation, that is, an individual in the organization to conduct research; (2) group investigation, that is, an organization or group to conduct research; (3) An investigation or study of a phenomenon or problem.

##### **5. Comparative analysis**

Comparison is one of the basic methods of academic theory research, comparative analysis is also a common method of legal theory research.

## **2. Human Resource Management Theory Analysis**

### **2.1. Personnel management stage**

In the first half of the 20th century, under the guidance of scientific management theory and organizational behavior theory represented by Taylor, the basic framework of modern personnel management theory was formed. During this period, the basic meaning of personnel management refers to the organization in order to complete the task of the organization involved in the relationship between people and special management, people and things to achieve the best match, while the use of incentives to improve staff motivation and Initiative. In practice, personnel management activities are carried out through specialized personnel departments and personnel in accordance with established procedures. It is an auxiliary or staffed function, the scope of activities is limited to administrative matters, rarely involved in the organization of high-level strategic decision-making.

### **2.2. The phase of Human resources management**

In the 1950s, Peter Drucker proposed the concept of human resources, and pointed out that 'the traditional personnel management is becoming the past, a new human resource development as the main tune of the personnel revolution is coming.' Later, Bakke, Miles and others extensively studied the many problems of human resource management, and pushed personnel management theory and practice to a new stage of development - a human resource management stage. The theory of human resource management first considers that employees are the 'first resource' to realize the

organizational goal, and know the 'personnel management' in the organization from the perspective of resources. Secondly, this theory extends the scope of human resource management, and thinks that human resource management is not only It is the responsibility of the human resources department and the important responsibility of the linear department (production and marketing), and is involved in the formulation and implementation of the organization's strategic decision. Third, the goal of human resource management and organizational competitiveness, profitability, viability, competitive advantage and labor flexibility, etc., not only focus on the development of human resources products and services, but also pay more attention to human resources to the organization and management The role of human resources management functions and other management functions on the same important position.

### **2.3. Strategic human resource management phase**

Strategic human resource management originated in the mid-late 1980s, and the development of this area in the past two decades has made remarkable achievements. In 1951, Devanna proposed the concept of strategic human resource management in the article 'Human Resource Management: A Strategic View'. The publication of Beer et al.'s 'Managing Human Capital' in 1984 marked a human Resource management to strategic human resource management leap. Strategic human resource management is the system of human and organization linked to the unity and adaptability of human resources management. It refers to the pattern in which the organization plans to achieve the goals and plans for various human resources deployments and activities (wright, McMahan, 1992). Strategic human resource management is an integral part of organizational strategy, including the organization through the 'people' to achieve all aspects of organizational goals. (2) Emphasize that human resources allocation is achieved through the planning, policy and management practices of human resources; (3) Emphasizing the importance of human resources and organization (4) Emphasize the flexibility to achieve organizational strategy through human resource management activities: (5) Emphasize the purpose of human resource management activities to achieve organizational goals.

## **3. Current Situation and Existing Problems of Human Resource Management in IT Enterprises**

### **3.1. IT enterprise human resource management status quo**

IT companies generally have good economic efficiency, risk, knowledge-based talent-intensive, industry, new and challenging features. In general, both young people yearning and concentration of the place, but also more frequent flow of talent.

IT business professionals generally have a young, highly educated, professional and technical knowledge of the new, fast replacement, creative and daring to challenge the characteristics. These talents are allocated by virtue of their knowledge and technology, and in fact their knowledge and technology have been capitalized. They are both high-tech professional and technical knowledge of the owner, at the same time, but also the industry's talent within the fierce competitive pressure to bear.

Analysis on the Reasons of Brain Drain in IT Enterprises

#### **The impact of macro factors on IT brain drain**

The rapid development of IT industry, resulting in IT talent in short supply, is the current IT talent competition and brain drain is the most important and most fundamental reason. But because the macro factor is the enterprise cannot control and grasp, and the loss of talent ultimately, both business and personal problems caused by individual behavior.

#### **The influence of micro factors on IT brain drain**

The micro-factors that affect the brain drain include both the enterprise and the individual, such as the type of industry, the size, the nature of the salary, the individual's age, the level of education, and the individual's response to the business and the external environment The These two aspects of mutual influence, and the flow of talent together to produce a role. The loss of any talent is by no means one or several of the factors that produce the role, but the result of multiple factors together. Therefore, we study the loss of IT talent, it is necessary to consider the characteristics of IT talent but also consider the characteristics of IT companies, only the two sides together to understand the real reasons for the loss of IT talent, so as to IT enterprises to develop the correct regulation Talent mobility policy to provide assurance.

At present the IT industry to attract talent to take the most significant way that is paid. IT industry as a sunrise industry, its high return on the attractiveness of talent is no doubt. Enterprises have taken a high salary plus other dividends, subsidies, options and other forms of welfare measures to attract talent, IT talent market had a strong impact.

IT talent is characterized by young, highly educated, highly creative, more willing to accept the challenge, to play its potential, and enhance its sense of accomplishment of the work, the expectations of his career is also higher, so IT talent for the business The demand for development opportunities is increasing. If the work done in the original business has no challenge, this time, the staff is likely to choose to leave.

IT talent to learn new knowledge, new skills, improve their own creative opportunities more and more demand. IT talent is very concerned about the ability of enterprises to provide new opportunities for learning, because only continues to learn to keep up with technological progress, keep up with the development of the times. If IT companies cannot keep up with this trend, itself in a stagnant state, will be eliminated by the times, retain talent will not speak.

IT industry innovation and its rapid development determines the IT talent to have the ability to innovate, continuous learning ability, strong adaptability, also determines its high mobility. In short, the reasons for the loss of IT talent is complex, the loss of IT talent is the result of a variety of factors together, so we must analyze the impact of IT talent loss of multiple variables.

## **4. Improvements in Human Resource Management in IT Enterprises**

Brain drain has become a serious obstacle to the development of IT enterprises, but this does not mean that the loss of talent on the contrary, as long as a careful analysis of the causes of brain drain, take effective measures and countermeasures, the current situation of brain drain will be reduced, avoid.

### **4.1. To build a fair and reasonable salary system**

IT talent requires fair and reasonable remuneration to confirm their value, hope that open, fair and concise evaluation system, its good work performance naturally leads to a good return. This requires enterprises according to the industry and the development of the enterprise, a reasonable set of reasonable and reasonable compensation system.

The salary system design needs to follow the following principles:

#### **The principle of fairness**

According to Adams' theory of fairness, when the staff has achieved certain results and paid, he not only concerned about the absolute amount of compensation, but also concerned about the relative amount of compensation, so he would like to make a variety of comparison to determine whether their compensation is fair and reasonable, and the comparison of the results will directly affect the future work of enthusiasm, or even stay. This fairness is divided into two categories: internal equity and external equity.

#### **Incentive principles**

Emphasize the analysis and design of the remuneration mechanism to give full consideration to the incentive effects of remuneration, including substantive incentives and spiritual incentives. Substantive incentives mainly refer to incentives that can produce significant effects, such as increasing the proportion of commission or increase bonuses, etc.; spiritual incentives mainly refers to the nature of the work according to the staff, in a certain way embodied with a symbolic incentive, such as a Qualified people to give some subsidies. The combination of short-term incentives and long-term incentives continue to meet the needs of staff survival and development, to attract more senior talent. Enterprises design compensation, to refer to the human resources market price, the introduction of human resources market price mechanism, focusing on key positions and key personnel tilt. Reduce the market price close to the simple operation of the increase in the rate of pay, the appropriate widening the gap between posts.

#### **Balance the principles of external competitiveness and internal coordination**

External competition emphasizes that companies must take into account the pay level of the compensation market and the level of compensation of competitors in the design of pay, corporate compensation design and the same industry compared with the same talent is consistent. To ensure that the level of corporate compensation in the market with a certain degree of competitiveness, can fully attract and retain the necessary business development strategy,

Key talent. Internal coordination emphasizes the design of remuneration in the enterprise to coordinate several relationships: First, horizontal coordination relationship, that is, all employees of the enterprise between the pay standards, the scale should be consistent; the second is the vertical coordination of the relationship between the enterprise design pay must be considered To the continuity of history, under normal circumstances, an employee in the past, now and even the future income standard system should be basically consistent and grow, and now the future can be coordinated. Wages have a rigid problem, the level of staff wages in the normal circumstances can only rise, cannot fall, otherwise it will cause great dissatisfaction with the staff.

## **4.2. To provide a space for the growth of staff**

China's IT technology companies are mostly in the entrepreneurial stage, due to financial constraints, to take material incentives to attract talent to retain talent, and foreign-funded enterprises compared to high-income policy is still no advantage.

Material incentives are not the only important factor, and the opportunities for development, promotion and development are very attractive. In general, employees are employed in IT companies, the initial motivation is to obtain higher salaries, but after the stability of the work, will be more consider the personal development opportunities and future. To provide staff with adequate personal space of growth, should proceed from the following aspects.

### **Appropriate authorization to provide employees with challenging work**

IT employees' knowledge workers like 'these jobs can provide them with the opportunity to use their own skills and abilities, to provide them with a variety of tasks, there is a certain degree of freedom.' Management can provide employees with all the opportunity to participate in the company's decision through various forms, such as meeting exchange, questionnaires, electronic bulletin boards, etc., in order to enhance the sense of ownership of the staff.

### **Provide training and learning opportunities for employees**

There are several ways to meet the needs of corporate talent development and learning in the organization: to provide on-the-job training and continuing education to receive higher levels of education, which can improve the skills of business people to meet the needs of organizational development , But also the organization of talent attention and respect for the specific performance; internal job flow, expand the content of the work, so that both enterprises can train a variety of skills to promote its comprehensive development, but also can reduce the work of business talent boring; To meet the needs of enterprises to achieve their own needs to promote their positions, so that enterprises to supplement the job vacancies within the organization, which is to provide opportunities for business professionals the most direct way.

## **4.3. Design different career**

When employees contribute to the youth of the enterprise and contribute to the ingenuity, the enterprise should also make a positive plan for the development of the staff. First of all, according to the staff's performance, skills, professional ethics and other comprehensive factors, choose a different job or the job of different positions to give the job rotation, staff rotation to absorb new positions of knowledge, and continuously improve the level of skills. Second, in the promotion of appointment, it is to control the speed of increase, to leave the appropriate development space. Promotion is too slow, will directly affect the enthusiasm of staff; if the promotion is too fast, there is no room for development, so that employees have developed to the top, another idea of development. Third, different departments of different departments, develop different development strategies. Even if the same staff, its different development period should have different development strategies. To vary from person to person, it cannot be stereotyped. Finally, internal staff can be prioritized for training and promotion. This will not only stabilize the workforce, but also reduce the cost of human resources, but also to encourage myself and the surrounding staff.

## **4.4. To create a good corporate culture**

### **Care about subordinates care for employees**

The work must be strict, and able to give the necessary guidance, but strict work to care for subordinates, keep abreast of the staff of the subtle changes, understand the real reasons after the change, and help employees to solve.

### **Grasp the relaxation of moderate work rhythm, soothing working pressure**

Although the potential of people is infinite, there must be a degree of development. Like a spring, for a long time in the state of excessive force will lose their elasticity. Therefore, do not drain the staff, the long-term development of enterprises need inexhaustible, with the endless human resources.

### **Keep the flow of communication channels up and down around**

Communication, communication is a way to vent the psychological depressed staff. Do not expect the staff is not dissatisfied, but to give employees the right to give the correct guidance, it will not make the dissatisfaction with the accumulation of non-resignation cannot be the point. There are many channels of communication, the principle is to make the psychological staff to be timely vent or guide.

### **Create a good team collaboration atmosphere**

Help each other, encourage each other to improve the team spirit, can make people keep a good job mood; if you stare at me I prevent you, team members are struggling to cope with complex interpersonal relationships, but also talk about cooperation and development. This is especially important in IT companies, because technology developers are generally not good at dealing with interpersonal relationships, intrigues workplace is more likely to hurt such employees. As China's IBM human resources director Zhou Jing said, 'Now the money alone is unable to keep people, the team and the feeling of the family can make people feel the meaning of the work.'

## **5. Conclusion**

In short, both for the big IT companies are still in the start-up stage of small IT companies, human resources, especially talent has been undisputed to become the focus of today's contention. Therefore, it is necessary to maintain a quantitative flow of personnel, but also to control the loss of talents, IT companies are the need for sustainable development, but also the focus of human resources departments.

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