



Analysis on Innovation Countermeasures of Human Resource Performance Management of Pesticide Enterprises in the Era of Big Data

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Abstract: In today's rapid development of network technology, big data has been more and more applied. In the information and digital era, technological development is constantly promoting the reform and progress of the industry. In enterprise management, more and more big data technologies and concepts are applied. In terms of the application of big data in human resource management performance, the relevant technology is applied to human resource performance management has brought a new mode, which plays a prominent role in improving the efficiency of human resource performance management. However, there are still some problems in practical application. This paper, taking pesticide enterprises as an example, studies the problems and countermeasures of human resource management in such enterprises in the era of big data, so as to provide some ideas for guiding relevant enterprises to make good use of big data in human resource performance management.

Keywords: Big Data; Pesticide Enterprises; Human Resources; Performance Management; Innovation

At present, the application of big data, cloud computing, Internet of things and other technologies in all walks of life is expanding, and human development has entered the era of big data, which is to collect massive data within a certain period of time and scope, promote the integration of relevant data and information through data processing and analysis technology, in order to dig data rules and hidden information and provide basis and business opportunities for the development of the industry. The application of big data technology in human resource performance management of enterprises has also been verified by practice, which shows that it is effective and feasible. However, most enterprises still have some problems in the use of big data to carry out human resource performance management. In this regard, this paper puts forward countermeasures to do a good job of human resource performance management in agricultural pharmaceutical enterprises with the help of big data.

1. The positive role of big data in human resource performance management of pesticide enterprises

1.1 Conducive to tap the potential of employees and improve work efficiency

In pesticide enterprises, the potential of employees is not a final conclusion, because the potential may be endless, the development of pesticide enterprises and the efforts of employees are inseparable. However, in the performance management of human resources in traditional pesticide enterprises, it is difficult to stimulate this part of the potential of employees, leading low work efficiency of employees. Through big data collection, we can conduct digital and quantitative evaluation on employees' performance in work. It is of great significance to analyze the relevant data, record and evaluate the growth and ability of employees, so as to give full play to their potential and stimulate their enthusiasm. Only by giving full play to the potential and enthusiasm of employees, can we enhance their creativity in work, stimulate their potential, and improve work efficiency, in order to build a virtuous circulation system within the

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enterprise. With the application of big data technology, it can provide reliable evaluation results and reference basis for enterprise human resource performance management, which plays an important role in employee management and incentive.

1.2 Promoting the optimization of enterprise organization structure and bringing the value of data into play

In the past, in the human resource performance management of pesticide enterprises, the relevant management structure and the relationship within the enterprise are relatively complex with many problems, and it may bring more problems without proper handling. With the help of big data technology application, we can optimize the internal structure of the enterprise, warn the employees who are not diligent or lazy, in order to timely clean up the redundant personnel, simplify the enterprise structure for optimization of the internal settings, and reduce the cost of enterprise human resource management. Under the overall construction of large data management system, the progressive management can be achieved. Based on the application of big data management mode, it can also realize the optimized cooperation between relevant departments within the enterprise, promote resource sharing, and facilitate leaders to timely grasp the status of employees, so as to promote the continuous improvement of performance management effectiveness.

2. The current situation and problems of human resource performance management in pesticide enterprises

At present, there are many problems in the performance management of human resources in related pesticide enterprises. In the performance management, paying too much attention to the work behavior and results of employees is to assess the work situation of employees at a certain stage, which is affected by certain subjective factors and leads to the existence of certain one sidedness in the performance assessment. In human resource management, in addition to some performance assessment, it is also necessary to assess the work situation of employees, and analyze the relevant data generated in the work of employees. There are certain differences between this assessment mode and the traditional assessment. Nowadays, many pesticide enterprises have not got this difference, and the influence of subjective factors in the assessment cannot be completely eliminated. As a result, the efficiency of performance management is not ideal, the assessment mode is relatively backward, and the lack of scientific indicators in performance assessment is not conducive to the positive role of big data in employee performance assessment.

In addition, some pesticide enterprises do not have a high level of big data application for human resource performance management, nor fully consider and analyze the data information, as well as fully apply the relevant data information. There are many problems in the promotion and incentive of enterprise employees. Enterprises are lack of attraction in the introduction of high-level skilled talents, with insufficient human resource reserve and low overall level. In human resource performance management, the formalization of assessment is also a common problem in some pesticide enterprises assessment. In the performance assessment of many pesticide enterprises, only focusing on the monthly and quarterly assessment data of employee leads to the lack of timeliness for the collection and processing of relevant data information. The construction of incentive and punishment system of assessment is not perfect, which is not conducive to stimulating the potential of employees in work.

3. Innovative countermeasures for human resource performance management of pesticide enterprises in the era of big data

3.1 Doing a good job in data collection and analysis and giving full play to the advantages of big data application

In the human resource performance management of pesticide enterprises, relevant enterprises should timely grasp the advantages of the development of the times, in order to do a good job in data collection and application, pay attention to the data collection of human resource performance management, and provide sufficient data support for performance assessment. With the help of relevant data acquisition system, we should record the important internal data of the enterprise, take the employee turnover rate, daily work output and employee innovation achievements as the important aspects of data collection, in order to establish a dynamic change data analysis system to ensure the attendance rate of

employees, carrying out employee satisfaction survey and understanding the employee's sense of identity. In view of the employee's work, a comprehensive data collection system can be built to ensure an objective and comprehensive analysis of employee performance management issues.

3.2 Optimizing index formulation and ensuring scientific evaluation

In the human resource performance management of pesticide enterprises, it is necessary to ensure that the index system design is consistent with the performance management of enterprises and the actual situation of post work. In the performance assessment of enterprise employees, the performance assessment scheme for employees in different positions should be different, and the relevant performance assessment index should also be differentiated. It cannot be generalized, nor can unified performance assessment index be jointly formulated for the performance assessment of all employees, which is invalid. It is meaningless that there is no performance index system based on performance objectives and evaluation objects, and it cannot play its proper role in enterprise performance evaluation, leading to the deviation of enterprise performance evaluation and management objectives. In addition, in determining the index, we should also ensure that the evaluation indexes are clear and simple. In the determination of the relevant assessment index, it is necessary to avoid over generalization of the relevant index, which is often not easy to grasp in the specific evaluation and leads to the Non objective evaluation and inaccurate evaluation. In the determination of performance assessment index, it is also necessary to avoid the excessive complexity of indexes to prevent the impact on the effectiveness of important indexes. Through the scientific development of performance evaluation indicators, the constant improvement for overall scientific performance evaluation is ensured.

3.3 Improving the assessment system and ensuring the implementation of assessment

In the implementation of human resource performance assessment in pesticide enterprises, relevant enterprises should focus on the major decisions and objectives of the company's development, the periodic central work and important tasks, so as to fully implement the performance assessment. The normal evaluation of daily work in particular, the orderly and standardized performance assessment needs to be ensured. For the performance assessment work, we should guarantee, with active participation and support, to form a work pattern of mutual coordination and close cooperation between the whole region, under the unified organization and leadership of the company leaders. In addition, pesticide enterprises should pay attention to the implementation of performance assessment methods. Leaders should be responsible for the guidance, scheduling and supervision of the key work in charge, and the heads of each department should put the performance assessment work on the important agenda. It is necessary to seriously compare the requirements of the company's performance assessment method in 2020, and combine with the actual work, so as to decompose the objectives in detail and formulate specific implementation plans. In the assessment, relevant assessment departments are required to introduce big data assessment scheme and mode to ensure systematic and standardized assessment.

4. Conclusion

Human resource performance assessment is of great significance for the production and development of pesticide enterprises. At present, there are still some problems in the performance assessment of human resources in relevant enterprises, such as the low level of big data application, unscientific assessment, and the lack of incentive. Therefore, it is necessary for pesticide enterprises to improve the application of big data, optimize the performance assessment of human resources and promote the overall human resources Improve the quality of performance assessment .

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