Analysis of Ways to Realize Effective Allocation of Human Resource Recruitment under Network Background

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Abstract. In recent years, online recruitment has become a mainstream recruitment method because of its low cost, wide coverage and other advantages. However, there are many problems in the effective allocation of human resources in online recruitment, such as unreasonable application of online recruitment in enterprises, low matching degrees between recruiters and positions, brain drain and other problems, difficulties in information screening and limited personal development of job seekers. This paper discusses the personnel allocation problems caused by online recruitment from the two aspects of enterprises and job seekers, analyzes the causes, and puts forward suggestions on updating management concepts, clarifying job requirements and building high-quality career development channels from the perspective of enterprises, and puts forward solutions on making full use of recruitment platforms and making good career planning from the perspective of job seekers. It is hoped that it can promote the effective allocation of human resources under the network background.

Keywords: Online recruitment; human resources allocation; job seekers; enterprises.

1   Introduction

The rapid development of the Internet has brought great changes to the recruitment of human resources, and recruitment under the background of online recruitment has gradually become the main channel of talent recruitment. Research shows that job seekers are increasingly turning to online resources to find jobs, with about 70% engaged in online job hunting [1]. In the information optimization of the online recruitment platform, make full use of the content of "job analysis", maintain the smooth exchange of information on the platform, refine classification and improve the speed of information update, which can improve the efficiency of online recruitment and promote the smooth progress of enterprise human resource management activities to a certain extent [2]. For a long time, the academic research on human resource man-

agement has focused on theoretical innovation and process optimization innovation, and less on the effective allocation of human resource management under the background of network. Based on the current situation of online recruitment, this paper puts forward the existing problems of online recruitment, analyzes the reasons and puts forward the ways to realize the effective allocation of human resources under the background of the network, to enrich the theoretical research of human resource management.

2   Recruitment Problems in the Network Context

2.1   Main Problems of Enterprises in Online Recruitment

The Application of Online Recruitment Lacks Rationality. Different positions have different job content and ways of working, so the most suitable way to recruit is also different. Some enterprises do not attach much importance to talent recruitment and personnel allocation, and choose the recruitment method of posts at will. In the recruitment process, the lack of analysis of job recruitment methods and the single recruitment form led to the use of online recruitment for some positions that are not suitable for online recruitment [3]. For example, for basic staff, service personnel, and other primary and intermediate positions, the requirements for talent are not high, suitable for long-term recruitment of enterprises, the use of the talent market offline recruitment method is better. Recruitment of middle and high-end talents is more suitable for headhunting. Professional headhunters have industry contacts and know industry information, so they can easily understand the recruitment needs of enterprises and give constructive recruitment opinions [4].

Low Matching Degree between the Recruited Personnel and the Position. The low degree of matching between the recruited talents and the positions is also a major problem of enterprise online recruitment. In online recruitment, it is easy for human resource managers to ignore the differences in talents when screening according to data, failing talents' characteristics to match the job requirements and the difficulty for the recruited talents to effectively cope with the job, which affects the normal progress of the overall work of the enterprise. For example, people who lack a sense of teamwork cannot adapt to the work of teamwork, and people who are good at technology are arranged to make decisions [5]. In addition, the low matching degree between personnel and positions is also reflected in the pursuit of high-level talents in human resource recruitment, which leads to talent waste and increases the cost pressure on the human resources of the company [6].

Serious Brain Drain. The turnover rate of employees recruited by enterprises through the Internet is very high. After adapting to the post for some time, the new employees think that the assigned post is not suitable for them, and they will choose to quit the post in a short time because they cannot change to a suitable post [7]. When the enterprise conducts online recruitment, it fails to give a comprehensive introduction to the responsibilities and salary of the post, which leads to the information asymmetry found by the employees after their entry. The new employees cannot see the future development of the post do not agree with the human resource man-

agement mode of the enterprise in their mind, and may have a sense of disgust towards the post and leave the post, which will hurt the overall development of the enterprise [3].

2.2 Main Problems Faced by Job Seekers in Online Recruitment

Difficulty in Screening Online Recruitment Information. Internet data sources are extensive and information is miscellaneous. Although the use of online recruitment is simple and convenient, it is also accompanied by a large number of false information. Many companies to attract more and better candidates, vague job description or deliberately exaggerate the salary and benefits of the job, when the job seeker further understand or have passed the interview to reveal the real situation. At the same time, there is a lag situation of delayed information updates on the recruitment website, and candidates cannot timely know the changes in job recruitment conditions or even whether the job will be stopped in time, which wastes time and energy [8]. More criminals take the opportunity to release information to defraud property, threatening the personal safety of job seekers.

Limited Personal Development. With the continuous development of online recruitment, its limitations are gradually highlighted. The difficulty of online recruitment for different positions is also different. The difficulty of online recruitment for grass-roots positions is the least and the success rate is the highest, while the difficulty of online recruitment for middle-level positions and senior positions is increasing in turn [3]. When enterprises carry out online recruitment, they often use grass-roots positions which are less difficult to recruit. Therefore, job seekers find more grass-roots positions on the recruitment website and fewer opportunities for middle and senior positions. To find a job as soon as possible, job seekers "cast a wide net" to send resumes, and found that there is no room for development in the position, no promotion opportunities within the enterprise, and personal career development is limited.

There are two mainstream ways of online recruitment: one is to use the recruitment platform to publish job information for recruitment, and the other is to publish recruitment information on the official website of the enterprise for recruitment [9]. With the wide application of online recruitment, its problems are also exposed. In the process of using online recruitment, both enterprises and job seekers will encounter problems, which lead to the convenience of online recruitment, but the final recruitment effect is not good.

3 Cause Analysis

3.1 Causes of Enterprise Online Recruitment Problems

Backward Recruitment Philosophy. Recruitment and allocation of personnel is an important part of enterprise human resource management. At present, some enterprises rely on experience when carrying out these two tasks, and do not use scientific management theories, resulting in low efficiency of recruitment and allocation. In

addition, enterprises only pay attention to candidates in recruitment, ignoring the professional quality of recruiters. The mistakes made by recruiters due to a lack of online recruitment experience are considered to be the problems of candidates, resulting in the loss of talent for enterprises [10]. In general, the outdated concept of human resource management in enterprises and the failure to update the concept and train recruiters according to the development of the new era make the efficiency of online recruitment low and do little help to enterprises [7].

Unreasonable Job Analysis of Enterprises. One sign of poor job match is that new hires don't adapt quickly enough to get into the job. Most of the reasons for this situation are inadequate job analysis, failure to consider job responsibilities, unreasonable job names, incomplete and detailed job descriptions, and a low level of in-depth investigation of job information [11]. In addition, too many and too complete recruitment requirements will also hurt the recruitment effect, and too comprehensive and not meeting the actual requirements will make candidates who meet most of the requirements, resulting in enterprises missing out on talents virtually [12].

Lack of Career Paths. According to Maslow's demand theory, talents have long gone beyond their physical and safety needs, and their demands for social recognition, respect from others, and self-achievement are stronger than ever. They pay more attention to job satisfaction and achievement in their career and pay more attention to personal promotion and development and opportunities in the enterprise, which leads employees to choose to leave and look for more promising companies. Make a full commitment [13]. The implementation of human resource management in enterprises often focuses on the use of talents rather than the development of talents, which leads to a decrease in work enthusiasm and the idea and behavior of the resignation of new employees [6]. When designing positions, enterprises ignore the scientificity and rationality of talent promotion and pay little attention to the adjustment of talent promotion channels, failing employees to obtain ideal development conditions after entry and the problem of brain drain [11].

3.2   Causes of Recruitment Problems for Job Seekers

Lack of Knowledge of Recruitment Platforms. The recruitment platform is the bridge of communication between enterprises and candidates, which directly affects the recruitment experience and effect of both sides. At present, recruitment platforms are developing rapidly, targeting groups are also differentiated, and platform functions are more diverse. Many job seekers lack the experience of online recruitment, do not understand the functions of the recruitment website, and can not use the recruitment platform well. Online competence is central to using tools and platforms for online job searching, and online activities that people engage in during periods of unemployment such as using email or social media, finding and evaluating sources, networking, and self-promotion have been shown to vary by Internet skill level [1]. If the job seekers can not fully use the functions of the recruitment platform, then the job search effect is difficult to achieve the expected.

Unclear Career Plan. Many job seekers do not have a clear plan for the future of their career before applying for a job, and they are not forward-looking, which leads

to the lack of development space after entering the job, and the position is not consistent with their future development expectations. This is because job seekers lack the key step of career planning before they formally start job hunting. Without a clear career plan, it is difficult for job seekers to screen out the positions they want, and they can only keep trying and making mistakes, wasting time and energy. In the face of fierce competition for jobs, unclear career planning makes it difficult to cope with the severe employment situation, which will lead to a lack of effective work experience for job seekers.

4   Suggestions

4.1   Suggestions for Enterprises

Update the Management Concept in Time. For enterprises, talent recruitment and allocation is an important work related to the sustainable development of enterprises. Enterprise managers should fundamentally recognize this point, take the initiative to learn and apply advanced scientific management concepts to carry out human resource recruitment and personnel allocation work, and provide powerful talent support for enterprises. The concept of human resource management of enterprises needs to be constantly updated according to the needs of enterprises, which requires managers to increase investment in human resource management, build a scientific management system, and conduct professional training for recruiters to ensure the recruitment and allocation of personnel [7].

Clarify the Specific Requirements of the Recruitment Position. The selection criteria can be determined based on the job description, which contains the nature of the job, the characteristics of the job, and the qualifications and conditions required to hold the job. A high-quality job description should be detailed and appropriate, scientifically design the job title, reflect the function of job analysis, reasonably indicate the job content, clearly set the job content, and draw specific talent standards that are not divorced from the actual situation [11]. The selection criteria can also be confirmed by establishing the competency model of the position. The competency model establishes the corresponding talent standards according to the values, basic qualities, post skills, and experience of employees. The competency model is used to select suitable talents in the recruitment process so that they can be qualified for the job and integrate into the corporate culture, to achieve a higher degree of job matching. When using the competency model to build recruitment standards, enterprises should pay attention to the work order, first of all, according to the actual situation of the enterprise to classify the work. The second is to summarize and classify employees in detail to form the main characteristics and factors of excellent, ordinary, and dimension. Finally, the key features accumulated and business experience are combined to complete the construction of the corresponding model with highly relevant features [14].

Build High-Quality Career Development Channels. Enterprises should, based on the actual situation, understand the actual needs of personnel recruitment and allocation, further build high-quality development channels, improve talent retention rate, and optimize human resources allocation. For example, career development training is

added to the new employee training to help employees understand the enterprise's career development channels and design their career development plans. Enterprises can improve and optimize the traditional development regulations for talent promotion, adjust the career development channel plan according to the performance of employees, and scientifically design the career development channel to help employees achieve all-around development [11].

4.2   Advice for Job Seekers

Make Full Use of the Recruitment Platform. Novice users lack the skills to expand their job-hunting possibilities and can better utilize the Internet to search for jobs with outside help [15]. At present, the recruitment platform is still in the development stage. For job seekers, the first step in using online recruitment is to select the right platform for themselves. First, they must determine what type of recruitment target they are and what type of positions they want to apply for. A reputable platform for job search [8]. After finding the right recruitment platform, job seekers can fully understand the functions of the recruitment website by reading the search guide and other helpful content, and give full play to their advantages, which can effectively save the time and cost of job seekers and improve the efficiency of job hunting.

   Make Personal Career Planning. The characteristic of online recruitment is that the recruitment environment changes rapidly and the competition for jobs is fierce. To avoid detours in this case and carry out effective job hunting, job seekers need to have a clear goal in addition to their workability, so that they can find the position that is suitable for them as soon as possible. Career planning requires job seekers to make clear their development direction, development goals, and self-cognition. Development direction is the direction of career development, to choose interested in their development direction, to be motivated. Development goals are divided into long-term goals and short-term goals, these goals should be modified according to the actual situation, to ensure that the goal is realistic and feasible, and to prepare for the next step in the work process. Self-cognition is the most important part. Only by fully understanding one's strengths and weaknesses can one design the most suitable career plan for oneself, and the SWOT model can be used for self-analysis [16].

5   Conclusion

Online recruitment is playing an increasingly important role for enterprises to win competitive advantages for talents and provide more job opportunities for job seekers. With the continuous development and popularization of online recruitment, enterprises should update their human resource management concepts, clarify recruitment job information, and build high-quality career development channels. Job seekers should continue to learn online job hunting skills, make full use of the functions of the recruitment platform, and make career planning. Both enterprises and job seekers are users of online recruitment. Through better use of online recruitment to achieve effec-

tive allocation of human resources, it plays a positive role in the development of enterprises and job seekers.

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