Human Resource Management under New Human Beings

Zhaoxin Zhang

Anhui University of Finance and Economics Anhui, Bengbu 233000

ABSTRACT. *There is such a crowd in today's society. In their eyes, their appearance is "packaging" amazingly, but their hearts are filled with ideals and passions. For them, it seems that there is nothing impossible. In some ways, they make parents and society have a headache and are at a loss. However, compared with many of them, they have more ideas and knowledge systems, and have unique insights. They influence their management with their own behaviors and values, and play an important role in all aspects of human resource management.*

KEYWORDS: *New Human Beings, Human Resource Management, challenge*

1. What's New Human Beings?

New Human Beings have always been a relatively new vocabulary for us, and this group of people is also a relatively unique group in society. The term new-new human was first appeared in an advertisement about oolong tea in Taiwan, and has been used by us since then. To put it simply, the new and new human beings refer to such a group of people who have been born after the reform and opening up of China, who have lived in material prosperity, high-tech civilizations, and rapid development of society while receiving a good compound education. They usually show ideas and behaviors that are contrary to traditional ideas.

From a personal point of view, new and new human beings are at the forefront of fashion, advocating alternatives and enjoying material life. At the same time, they are more unfettered and value the spiritual enjoyment of freedom.

From the perspective of social enterprises, new and new human beings receive the latest and most comprehensive education, learn and master the important tools of scientific and technological progress, and have endless innovation. Companies are eager to unearth the enormous potential they have.

2. New Human Beings' characteristic

2.1 Living characteristics

2.1.1 Unique lifestyle

Whether they are newcomers in the 80s, 90s or 00s, they all have their own unique way of life. They advocate independence and hope to live according to their own wishes. They want to get rid of the shackles imposed by their parents and society. They are chasing all kinds of trends in the society, have a more free behavior, independent, independent, dare to dare to think, adhere to their own pursuits, and not be influenced by the outside world.

2.1.2 The consumer group of "Moonlight Family"

The concept of consumption of new and new human beings is somewhat different from that of the past, and can even be said to be very different. As long as they like it, they can spend it without asking the price. Moreover, they are more likely to agree to installment payments than those in the past, and do not insist on a one-time full payment. Different from the parents, the parents think that the money they earn should be stored in case of emergency, and the newcomers should feel that they should be happy in time to meet the needs at that time. Many new and new humans are paid for the monthly salary, and the second day will be spent. It is a veritable "moonlight family."

2.2 Working characteristics

2.2.1 Unique and diverse values

In the process of continuous social development and changing environment, new and new human beings grow up in a diversified environment, and at the same time they gradually form their own unique and diverse values. They reject the notion of unconditional obedience and pay more attention to the self, a way of expressing themselves in an evolving society. But they did not completely abandon the traditional virtues, they still adhere to the fine traditions and continue to carry forward. New and new people living in the information age have extensively ingested and accepted various information knowledge, constantly revised and improved their values, and improved themselves. Under the continuous development of the market economy, they have learned to combine efficiency, pragmatism, utilitarianism, competition and self-value realization, and present unique values.

2.2.2 More avant-garde education system and ideas

New and new human employees generally have a high level of cultural knowledge and the ability to use knowledge proficiently, which enhances their competency and subjective initiative. They are avant-garde and often have novel ideas, like to challenge themselves and fly in innovation.

2.2.3 Independent but attach importance to cooperation

When individuals collide with the collective, new and new humans usually agree with the individual standard and emphasize independence, but they do not lack the sense of identity and belonging to the collective. We all know that as long as people living in this society can not separate from the group alone, let alone according to Maslow's hierarchy of needs, social needs are the basis of self-fulfilling needs, so that people must survive. In a group. Although new and new human beings are self-respecting, they also agree with the collective strength. They are interdependent and united and progress together. In the case of enterprises, teamwork can learn from each other's strengths, which is more conducive to its development and progress, and it is easy to get 1+1>2 results.

2.2.4 Dare to break the tradition and challenge the predecessors

New and new human beings live in an era of rapid development of science and technology, material prosperity, and diversified cultural thoughts. It can be said that new and new human beings are witnesses to the development of the times. They dare to break the tradition, challenge the authority, question the current education and work system, hate the pedantic thoughts of obedience, and prefer the independent and free way of thinking. There is a unique set of value standards to distinguish between right and wrong. This is important for enterprises. In the process of enterprise transformation and development, such people are often required to break the stereotypes.

3. New Human Beings and human resource management

New and new human beings have their own ideas and opinions about work, which is very contradictory to traditional imperative management. However, the management model of many modern enterprises is still command-based management, so it will be found that the values of new and new human beings are contrary to the managers, and the prestige of managers is being challenged by new and new human beings. However, the conflict is not blindly rebellious management. Instead, they use their own thinking methods and deduction modes to make judgments, so that the leader wants to give a signal of disapproval. For an individual like a new human being, traditional centralized management can easily arouse their rebellious feelings and even lead to a situation of passive absenteeism. A large part

of the employees in modern enterprises belong to new and new human beings. Without a harmonious working atmosphere, it is also unfavorable for the development of enterprises. It is undeniable that new and new human beings are very intelligent. They grow up in the process of questioning their parents. Now they have begun to question the management writing. They can understand what they want and work hard for them. Once the conceptual conflict between the two sides cannot be resolved, the new and new humans will quit.

Of course, in order to make new and new human beings better serve the enterprise, the top management of the enterprise will more or less take some incentives, such as job promotion, bonuses, housing and so on. But these material and spiritual rewards seem to have lost the previous effects. New and new human beings have lived a prosperous life. The extra bonuses and wages do not enable them to enter the ranks of the rich from the well-off, let alone they do not care about the worldly eyes, and look very low on the position and reputation. So what kind of ways companies should choose to motivate these new employees remains to be considered.

4. Effective management of New Human Beings

(1) Respecting the views and opinions of new and new human beings and establishing partnerships with them.

In this partnership, managers and newcomers constantly communicate with each other to reach consensus, and both sides are liberated. Managers should learn to accept the continuous advancement of science and technology and build a deeper "friendship" with new and new people in this learning, so that new and new humans can participate in participatory management, greatly demonstrating the importance that managers attach to it. In the course of work, managers are always with new and new human beings. Therefore, managers' words and deeds will affect new and new human beings. Managers should learn to lead by example and learn to demonstrate rather than simply preach.

(2) Communicate with the "new and new human" way to increase the concern of managers.

Since there is indeed an insurmountable gap between managers and newcomers, proper communication is inevitable. First of all, we must choose some software that is commonly used by new and new people to communicate with them, understand the employees' demands through communication, and listen to some of the employees' voices. Secondly, managers should communicate with them frequently, and new and new people will soon be employed. There are problems in many aspects of the work process, and what managers need to do is to use actions to help them solve problems and develop their sense of identity with the organization. Moreover, new and new people are mostly self-centered and too Too much independence, they lack certain interpersonal experience, so managers should also guide them to teach them some skills in interpersonal communication.

(3) Creating a resilient environment for new and new human beings.

Flexible working hours, flexible working place, flexible work content, flexible working system

(4) Special incentive system.

Incentives, incentives, humanization, career development

References

[1] Lin Jing. Analysis of the status quo of campus recruitment and countermeasures [J]. Modern Marketing (business version), 2018 (11): 22-23.

[2] Wei Qingyi. Research on the Problems and Countermeasures of Enterprise Campus Recruitment Service Outsourcing [J]. Shanxi Agricultural Journal, 2017(06):42-44.

[3] LI Xiangmin, REN Yushi, WU Zhigang. Intergenerational division of enterprise employees and management of "new and new humans" [J].Journal of Liaoning University of Technology (Social Sciences Edition), 2010, 12(01):27-29.

[4] Li Zhishan. The working characteristics and management strategies of "new and new humans" [J]. China Human Resources Development, 2007 (02): 34-37.