Research on Human Resource Strategy of Internet Platform Logistics Enterprises

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Abstract: with the growing development of China's economy and the Internet, network shopping also presents a blowout posture, the development of network shopping, the modern Internet platform type logistics enterprises have also appeared a new opportunity, all kinds of logistics enterprises blossom everywhere, the competition is becoming more and more intense. However, the competition of modern enterprises is not only the competition of capital and business on the surface, but also the competition of talents. If all logistics enterprises do not have good human resources strategy, if they do not have high-level talents, they will not be able to adapt to this new competition situation.

Key words: human resources; strategic research; logistics enterprises

At present, China's economy continues to develop steadily, and the Internet economy as an important sector of economic development is also a thriving sight. In such an opportunity, everywhere is the era of challenges, enterprises want to seek greater development, it is necessary to understand how to attract talents and how to cultivate talents. In the strategic layout of a company, there is no shortage of human resources management. From the perspective of human resources strategy, we will discuss the current human resource management of China's Internet platform based logistics enterprises.

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First, the current situation of human resources in China's Internet platform logistics enterprises.

1 the number of employees in the logistics industry is insufficient
At present, most of the logistics workers' salary is low, in addition, the current logistics industry is more and more popular with talents to start their own business and job selection, which leads to a lot of technical talents for the logistics industry. At the same time, some logistics enterprises have no long-term strategic vision, the idea is obsolete and backward, ignoring the importance of talent introduction, which leads to the lack of talent introduction for a long time, resulting in the lack of the number of employees in the logistics industry.

2 the training of talents in the logistics industry is not enough
Compared with foreign countries, the human resource management of the domestic logistics industry is still in its infancy. The number of institutions and institutions that specializes in the research of the logistics industry is not much, and the investment and research contribution of the enterprises are more insignificant. Besides, we must mention that there is not much vocational education in the logistics industry. The low cost quick job training is the core way of talent training for logistics enterprises. What is more unacceptable is that some logistics companies even think of employees as expendable products, like candles, burning until they exit the stage. What we would like to see is the modern human resource management, which is able to charge the battery automatically, just like a battery, so that we can continuously discharge. Now it is not the age of ancient letters and letters, but there are still people who think that the logistics is "moving", and that the employees of the logistics industry are "porters". These erroneous concepts highlight the urgency of developing human resource management strategy for logistics enterprises.

Two, improve human resource level through meticulous strategy of human resource management.
Fine management does not simply look at details, nor does it make management complex, but systematize the whole management, helping employees to improve and benefit from them. The key to meticulous management is "precision" while holding the "thin". Therefore, the meticulous management of enterprises is to enable enterprises to develop healthily and rapidly from the system level. Select the most suitable part of logistics enterprises from the seven major sectors of human resource management, and combine meticulous management to enhance the company's human resources level.

1 post management of logistics enterprises
Jobs are usually set by functions, but many times employees are not aware of what they need to do, but simply pay attention to the salary and pay attention to the time of work. Therefore, enterprises need to set jobs in a comprehensive way, while developing and refining job rank. In today's enterprises, technological and knowledge-based talents often make significant contributions. Therefore, enterprises can distinguish jobs according to the grasp of technology and knowledge. The higher the level, the greater the power and economic benefits gained. In this way, employees' enthusiasm can be greatly enhanced. It not only satisfies the
self realization needs of skilled and knowledge-based talents, but also stimulates others to improve themselves.

2 recruitment and selection of logistics enterprises

The logistics industry is a booming industry. When recruiting, especially for some important positions, enterprises can pay special attention to the introduction of international talents. Moreover, as soon as possible, we must enhance the management level with the requirements of human resource management, so as to adapt to the changes brought by international talents or new ideas. At the same time, part of the logistics industry is only a relatively simple work, in other words, many positions, there is no high degree of educational requirements, so as long as there is an advanced mind, do something organized, also can be brilliant. In a word, we should pay special attention to the recruitment of senior management positions. The introduction of talent is also the introduction of advanced ideas, the introduction of ideas and management methods. In the recruitment, we should pay attention to selecting young people with high quality, potential and innovation, and to inject fresh blood into the company.

3 performance management of logistics enterprises

For a long time, many people have an inappropriate cognition of performance management, and blindly think that performance management is simply assessment. Performance appraisal is actually included in performance management, and performance management is needed to improve performance. Through performance management, we can enhance employees' ability of self cognition, and promote employees to actively seek gaps through performance management, and actively improve their work. According to their own characteristics, logistics enterprises can develop performance management methods that are in line with the actual situation of the company.

4 compensation management of logistics enterprises

As the most important part of human resource management, we must strive for fairness and justice in salary management. Low cost and high return is the highest requirement of compensation management in enterprises. Its core is the policy of people at different levels, usually, to introduce senior personnel at a higher level than the market, and to stabilize the grass-roots staff at a level below the market level. If we treat the senior personnel at a level below the market level and treat the grass-roots personnel at a higher level than the market, it is likely that the senior personnel will not be able to do so. Therefore, logistics enterprises can improve their overall strength by adjusting the salary design and making use of salary management.

Three. Summary

From the perspective of enterprises, people are the most dynamic factors. The level of employees and mental state directly affect the whole enterprise. The fine management strategy of human resources is to make use of scientific management, recruit excellent talents, provide platforms and posts, and encourage employees to create value for the enterprise through appropriate compensation management. We can see that attaching importance to the
meticulous management of human resources and properly showing the company's excellent employment policy can effectively attract talents. Develop and implement the most suitable human resource management strategy of our company, so as to become a strong logistics company.

**Reference**


