

# Trends of Human Resource Management in the Shared Economy Era

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**Abstract.** In the process of rapid development of market economy, the competition among all walks of life is becoming increasingly fierce, especially the rise of the shared economy boom, which has a decisive impact on the whole society, and also brings more opportunities and challenges to human resources management of enterprises. In the context of the era of shared economy, human resources management of the unit plays an increasingly important role, which largely determines the strength of the unit as a whole. Starting from the characteristics of shared economy, this paper analyses the new trend of human resource management development in the era of shared economy, with a view to providing theoretical reference for the in-depth study of human resource management in the era of shared economy, as well as providing some reference for the actual work of human resource management.

**Keywords:** shared economy, human resources management, development trend.

## 1. The Characteristics of Shared Economy

Sharing economy, also known as sharing economy, refers to a new economic model that uses Internet information technology to build a platform and share various types of idle resources to meet the needs of different customers. At present, sharing economic application platforms at home and abroad are constantly emerging and have penetrated into all areas of life.

### 1.1 Emphasizing the Idea of Right of use and Weakening the Concept of Ownership

An important feature of the shared economy is that people change their perception of traditional consumption, emphasizing the process of consumption rather than the process of ownership. In a sense, for people who have developed to today, the use and experience of goods in a certain period of time is more valuable than having them for a long time, but most of the time is idle. On the other hand, from the perspective of consumers' acceptance of the shared economic model, it is also because paying attention to the consumption mode of the right to use can greatly save costs.

### 1.2 Shared Economy is based on Internet Technology and Idle Resources

With the development and application of Internet technology, people's way of thinking, lifestyle and work have changed, expanding the scope, quantity and frequency of resources sharing such as goods and services, which is the basis of shared economy. Linking the suppliers and demanders of idle resources is the premise of forming a shared economy. Unlike the traditional economy, which consumes new resources, the opportunity cost and marginal cost of idle resources are very small. Shared economy is to improve the utilization rate of these resources.

### 1.3 Shared Economy is Guaranteed by Three Main Bodies

The three main bodies mainly refer to sharing platform, supplier and demander. Sharing platforms, such as Uber and Droplet, connect people who have idle resources and are willing to share with those who need them through Internet technology. Providers are people who have idle resources and are willing to share them. They use shared platforms to bring benefits to resources, such as drip-drip drivers. Demanders are users of idle resources, and they can satisfy their own needs by purchasing the right to use them.

## **2. Development Trend of Human Resource Management in Shared Economy Era**

The human resource management of shared platform is different from that of traditional enterprises. Its management objects include not only the core team responsible for strategic management and platform operation, but also a large number of idle resource providers. In the era of shared economy, human resource management will present a new development trend.

(1) Give priority to human capital and build talent supply chain.

Shared economy era is a knowledge economy era based on big data of Internet. Excellent talents are very important to enterprises. Human capital is the dominant factor in value creation. On the one hand, human capital itself is the most potential and active factor in value creation, and it plays an important role in all factors of enterprise development. On the other hand, human capital investment and development takes precedence over monetary capital, participates in the distribution of surplus value of enterprises, and participates in enterprise management decision-making and corporate governance with intelligence.

(2) The "three pillars" model of human resources management.

Under the mode of shared economy, the responsibilities of human resources management department are clearer. The typical "three-pillar model" in the practice of enterprise management reform is to divide the human resources department into three parts: business partners (HRBP, HR Business Partner), COE (Center of Expertise) and Shared Service Center (SSC). Effective division and cooperation among the three sectors ensure the smooth development of human resources management.

(3) Focus on "professional loyalty".

In the era of shared economy, talents are no longer owned by enterprises, but used for value creation circle. The greatest wealth of enterprises is not how many talents they have, but how much knowledge they have and how many talents they can use. Employees change from "enterprise loyalty" to "professional loyalty". Talents are not only loyal to the enterprise organization, but also loyal to customers, loyal to their professional mission and profession.

## **3. The Countermeasure of Human Resource Management Reform and Innovation in the Shared Economy Era**

The rapid development of social economy has intensified the market competition, and the survival and development of units are facing severe challenges. Human resources have become a key factor in unit competition. It is necessary to develop human resources, fully integrate various resources within the unit, highlight the value of human capital, set up a high-quality and high-quality talent team, and enhance the overall competitiveness of the unit.

### **3.1 Improve the Management Mode of Human Resource Management.**

In the process of human resources management, we need to improve the management mode of human resources, so as to promote the smooth development of human resources work. Specifically, when recruiting employees, it is necessary to inspect the professional skills of the applicants so as to ensure that the comprehensive quality of the recruited employees meets the required requirements. In addition, human resource management personnel need to be required not only to have a solid and rich theoretical basis, but also in the process of practice, to take timely and targeted ways to quickly solve and respond to risks, and enhance the management effect of human resources. In addition, human resource managers need to establish the concept of lifelong learning, learn advanced cases, learn from the successful people around them, and build a reasonable and perfect human resource management system.

### 3.2 Highlighting the Role of Human Resources Management in the Development of Units

Human resource management in the era of shared economy is characterized by diversity and complexity. The scope of management is expanding and the way of management is improving. In this case, a higher requirement is put forward for human resource managers. They not only need to master the theoretical knowledge of human resource management, but also formulate forward-looking development strategies according to the actual situation within the unit, so that human resource management can meet the internal needs of the unit. In addition, in the context of economic globalization, the unit also needs to effectively resist the international impact. Units must analyze the characteristics of internal personnel, reform and upgrade the production mode, so that human resources management occupies a key position in the overall management of the unit, and play its own value and role.

### 3.3 Enhancing the Comprehensive Ability of Human Resources Management Staff

Economic sharing makes the market more closely linked. Human resource managers not only need to do their job well and strictly grasp the various systems of human resource management, but also need to play the role of supervisor, grasp the advancement of various management methods, promote the smooth implementation of various management work, and effectively improve the quality of human resource management. To achieve the ideal management effect. In addition, human resources management departments need to communicate with other departments, grasp the key and difficult points in the management process, and enhance the pertinence and effectiveness of various management decisions on the basis of optimizing the management model.

## 4. Conclusion

As a new economic mode in the "Internet plus" era, the development of shared economy is constantly changing. The traditional human resource management method is no longer applicable to the era of shared economy. This article is about the development trend of human resource management in the era of shared economy. There are still many shortcomings in comprehensiveness and depth. How to deal with the challenges brought by the rapid changes of economic model and keep up with the pace of shared economy need further in-depth study and reflection.

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